

Corporate Social Responsibility

AmBank Group continuously contributes to the business 'ecosystem' in the areas where we operate, and programmes and initiatives are executed with the sustainability of the various sectors in mind. In deploying our corporate social responsibility initiatives, we aim to give back to and care for the health and long-term betterment of the marketplace, the community, our staff, and the environment. Without the support of these parts of the business environment, the Group would not be where it is today. On a broader level, we strive to align our initiatives with the larger effort of contributing to the nation's growth and advancement.



Anuar Omar, Director/Head, Corporate Finance, AmInvestment Bank Berhad (right) speaking at the IFN 2009 Issuers and Investors Asia Forum, an international forum for exchange of opinion, ideas and expertise in all aspects of Islamic finance.

RESPONSIBILITY TO THE MARKETPLACE

AmBank Group provides **regular support for endeavours that benefit the marketplace** including forging synergistic partnerships, engaging in knowledge exchange and deepening and broadening the marketplace with innovative products, services and solutions. Besides that it also sponsors exhibitions and conference relating to other key economic areas of growth for the country.

AmBank Group, through its various business units contributes **thought leadership and knowledge sharing** at many conferences and similar knowledge-exchange platforms. A major highlight for the year was the launch Malaysia's first Corporate Bond Handbook on 18 August 2009 by YBhg Tan Sri Dato' Sri Dr Zeti Akhtar Aziz, Governor of Bank Negara Malaysia ("BNM"). The first of its kind in Malaysia, the handbook acts as a one-stop source of corporate information that is expected to further contribute to the development of the bond markets in Malaysia.



L-R: The inaugural version of the Malaysia Corporate Bond Handbook was launched by Tan Sri Dato' Sri Dr Zeti Akhtar Aziz, Governor of Bank Negara Malaysia on 18 August 2009.

The IFN 2009 Issuers and Investors Asia Forum saw AmlIslamic Capital Markets, the Group's brand for Islamic capital market activity, on board as a Lead Sponsor for the fourth time in the major forum over three days providing many roundtable sessions for exchange of opinion, ideas and expertise in all aspects of Islamic finance. A similar regional roadshow, the IFN Roadshow 2009 Brunei, held in October again saw AmlIslamic Capital Markets on board as Sponsor, bringing this important event to Brunei. The Asian Capital Markets Conference, held in September saw AmInvestment Bank Group as Platinum Sponsor, while in the 14th Malaysian Capital Markets Summit, December 2009, it was Corporate Sponsor.

AmInvestment Bank Group was a sponsor in the Institutional Investor Roundtable in Kuala Lumpur in February and through its representatives Ms Pushpa Rajadurai, Managing Director, Corporate & Institutional Banking, AmInvestment Bank Berhad and Encik Mohd Effendi Abdullah, Director/Head, Islamic Markets, gave meaningful perspectives on key market issues impacting the growth of the Malaysian capital markets.

AmBank Group participated in the Minggu Kesedaran Kewangan, held in Kuala Terengganu, as a Sponsor. The event was held with the aim of increasing public knowledge on financial services via a comprehensive exhibition, lectures and talks. The Group also sponsored RM50,000 towards the Agro Biotec Expo in July 2009, an event targeted at attracting investments from the private and corporate sector in the agricultural sector in Negeri Sembilan. Meanwhile AmInvestment Bank became a partner in organising partner the Chongqing Foreign Trade and Economic Relations Commission briefing and presentation to introduce Chongqing and meet potential business partners.

In Brunei once again, AmBank Group was an Associate Partner for the APEC Business Advisory Council ("ABAC") and the APEC SME Business Forum in May 2009, where 300 of Brunei's top business leaders, members of academia and senior government officials gathered to learn different perspectives

on global and regional issues, and their implications on Brunei Darussalam. Tan Sri Azman Hashim, Chairman, AmBank Group, a member of ABAC, represented Malaysia.

The Group's presence in Brunei was sealed with the opening in May 2009 of AmCapital (B) Sdn Bhd, further developing the Brunei market with investment advisory as well as Islamic funds management and Islamic capital market expertise.

The Group also sponsored RM25,000 as a 'Session Partner' at the Malaysia-Europe Forum ("MEF")-Munich Spring Roundtable Dialogue 2010 where the main objective of the meeting was to apprise the German and larger European community on Malaysia's Green Agenda.

AmInvestment Bank Group, the investment banking arm of AmBank Group has been at the forefront of **leading innovation** in bringing cutting edge products with customer benefits in mind. A number of funds were launched during the year, including notably AmRecovery Income (which provides capital protection and invests up to 10% in a Wakalah contract) and AmBRIC Equity, Malaysia's first open-ended BRIC feeder fund investing in the growth potential of the fast-growing economies of Brazil, Russia, India and China. Structured products with interesting features were

launched including AmMomentum Select NID-i (with diversified exposure to four indices i.e. equity, energy, agriculture and metals), and AmStable Income FRNID (a four-year structured deposit linked to the outperformance of a commodity index over the Dow Jones UBS Commodity Index).

AmInvestment Bank listed Malaysia's first put warrant over Hong Kong Exchanges & Clearing House Limited ("HKEC") while AmlIslamic Bank signed a Memorandum of Participation for Bursa Commodity House, a Shariah-compliant web based commodity tracking platform. AmInvestment Bank also acted as Principal Adviser to Cagamas MBS Berhad in the first Ringgit-denominated listing of debt securities on Bursa Malaysia under the Exempt Regime, and AmBank became the first financial institution to issue Senior Notes in Malaysia with its 30-year RM7.0 billion Senior Notes Issuance Programme.

On the retail banking front, AmBank launched a credit card tailored for motorists, the AmBank CARz card, another card with two credit limits (with one limit to enable balance-transfers), and provided customers with the convenience of mobile banking via its AmGenie mobile banking solution. Non-AmBank ATM cardholders may now use the Inter-Bank Loan Repayment ("IBLR") facility to make loan or credit repayments.



Promoting the agricultural sector to potential investors in the corporate and private sector at the Agro Biotec Expo 2009. Seated on the far left is Datuk Seri Utama Mohamad Hasan, Menteri Besar of Negeri Sembilan while at the far right is Datuk Mohamed Azmi Mahmood, Managing Director, Retail Banking, AmBank (M) Berhad.



AmBank staff doing their bit for the flood-hit community.

AmBank Group Brings Cheer to Flood Victims

In an effort to assist flood victims in Kelantan, Terengganu and Pahang, AmBank Group contributed food and essential items to the flood victims on the eve of Hari Raya Aidil Adha on 26 November 2009. 60 AmBank Group volunteers travelled in three fire rescue trucks and 24 four-wheel drive vehicles to reach the flood-hit areas in Kelantan. Food and essential items were distributed to 154 families in Pengkalan Kubur,

435 families in Rantau Panjang, and 111 families in Jerleh. In November and December, a volunteer team, known as the AmFriends Cruiser, from the Kuala Terengganu branch of AmAssurance also went on a mission to deliver food to 87 flood-affected families in 18 villages, including Kampung Peneh, one of the worst-hit villages in Terengganu.

RESPONSIBILITY TO THE COMMUNITY

AmBank Group views itself as an integral part of the larger community and values giving back to the citizens of Malaysia who have been part and parcel of the Group's outstanding growth through the years.

The youth of today are the leaders of tomorrow and the Group takes pride in **grooming the young and developing talent**. This includes nurturing values such as a sense healthy competition, leadership and creativity in today's young minds with the proud knowledge that these will contribute to the foundation of our nation's continued growth in the not-so-distant future.

AmBank signed a letter of intent with the Johor Scouts Association to introduce the AmGenius Scouts Card which will be introduced to 7,000 registered members aged 18 and below who will be able to enjoy privileges and discounts offered by the Bank's merchant partners.

At the Yayasan Sunbeams Home Charity Bazaar in Pandan Indah, Kuala Lumpur, and also at the Johor Streets Community Day 2009 at Bukit Indah, Johor Bahru, AmBank sponsored and organised Savers' G.A.N.G colouring contests for

young account holders with 60 children participating in the Pandah Indah event, and raised RM100,000 for the home's monthly expenses. The Johor Bahru session saw a turnout of 200 children and staff from eight AmBank branches.

In support of academic excellence at the International Islamic University of Malaysia ("IIUM"), the Group contributed RM1,500 towards sponsoring the Best

Student Award on IIUM's Master of Business Administration programme.

Meanwhile, as a show of support in developing junior golf, AmBank Group sponsored RM26,860 for the AmBank Group-Crest Link-SportExcel International Junior Golf Championship 2009, as well as the Grand Finals of the International Junior Golf Championship 2009.



AmBank Group takes pride in developing young Malaysians. Here the spirit of healthy competition is evident at the Savers' G.A.N.G colouring contest at the Johor Streets Community Day 2009 at Bukit Indah, Johor Bahru.



From top: The launch of the AmBank MyKasih Community Programme in Pulau Pinang, Kuching and Kota Bharu respectively.



A happy recipient of aid from the AmBank MyKasih Community Programme in Sentul, Kuala Lumpur showing the payment tool – the MyKad while Tan Sri Azman Hashim, Chairman, AmBank Group and guests look on.

AmBank-MyKasih Community Programme

The AmBank-MyKasih Community Programme provided the AmBank Group the opportunity to participate in an innovative social and community rehabilitation programme that has maximum reach and impact on the needy with a contribution of RM100,000 per area. The programme provides 100 families per area with RM1,000 per family per year to help defray the cost of essential daily food items including rice, sugar, flour, milk and cooking oil. The programme was launched on 4 November 2009 in Sentul, Kuala Lumpur. Leading-edge technology via MyKad ensures equitable distribution of this welfare support as the beneficiaries receive the aid without any intermediaries.

The programme was also launched in Pulau Pinang on 22 December, benefitting 100 families of the Rifle Range Flats in Ayer Itam, a low-cost housing project built in the 60s. The programme has also been launched in Kuching and Kota Bharu with 100 families in each location.

The MyKasih Foundation also manages a series of basic financial literacy courses aimed at helping adult family members manage their finances and boosting their budgeting skills. Tying in to the AmBank-MyKasih programme, volunteers from AmBank Group, NGOs, and the Agensi Kaunseling Dan Pengurusan Kredit (“AKPK”) contributed their time and effort in imparting expertise and knowledge in the first session conducted in Sentul, Kuala Lumpur.

AmBank Group cares for the community and has **provided aid both in cash and in kind** for many sectors of those in need, including **the underprivileged and the hardcore poor**.

Kelab AmBank Group (“KAG”) presented a cheque for RM5,000 to Rumah Bethany in Teluk Intan, Perak. The latter home is open to persons of all religions and backgrounds, providing training and

educational programmes for children and adults with disabilities including epilepsy, intellectual disability, cerebral palsy and autism. A total of 123 children from Rumah Anak-Anak Yatim Baitul Ummah, Pusat Kanak-Kanak Impian and Pusat Bantuan Sentul had the opportunity to experience a thrilling day out when they were treated to a movie screening of “Night at the Museum” at the GSC cinema as well as telematches

and a free and easy session at the Cosmo World’s Theme Park and Theatre at Berjaya Times Square Kuala Lumpur. The Rapha Children’s Home in Kuantan, which looks after underprivileged and abused children as well as orphans, also saw a contribution of RM5,000 from the Group towards its day-to-day operating costs.



Tan Sri Azman Hashim, Chairman, AmBank Group, giving *duit raya* to 111 children from Pertubuhan Kebajikan Anak-Anak Yatim & Miskin, Sungai Pinang, Klang, and Rumah Kesayanganku, Bukit Beruntung for their *Buka Puasa* treat while Encik A Aziz Isa, Head, Group Marketing gives away AmBank Group goody bags.

Festive periods feature prominently in AmBank Group's calendar in **caring for the less fortunate**. During the month of Ramadan, KAG invited 111 children from Pertubuhan Kebajikan Anak-Anak Yatim & Miskin, Sungai Pinang, Klang, and Rumah Kesayanganku, Bukit Beruntung for a *Buka Puasa* treat, hosted by Tan Sri Azman Hashim, Chairman, AmBank Group. The children were also brought to Jalan Masjid India to shop for new *Baju Raya*. Meanwhile AmBank Group contributed RM 5,000, camel coin boxes and stationery items to Harian Metro's charity programme 'Titipan Kasih', held in conjunction with the preparations for Hari Raya Aidilfitri. KAG also sponsored a Deepavali treat for 95 children and youth from three charity homes, namely Agathians Shelter, Persatuan Saiva Siddhanta Malaysia and Ti-Ratana Welfare Society that included a lunch at Restoran Seri Melayu and a shopping trip for new Deepavali clothes in Jalan Masjid India. In anticipation of the Year of the Tiger, 48 underprivileged children and youth from Rumah Kanak-kanak Ini DiSayangi ("KIDS") Subang Jaya and Klang, were brought to shop for festive attire in Bukit Raja, Klang, followed by a sumptuous Chinese New Year buffet dinner at the Grand Bluewave Hotel in Shah Alam.

Sports is an integral part of a community's well being and AmBank Group's staunch support of this was demonstrated once again when it signed an agreement with the Olympic Council of Malaysia ("OCM") to become

Official Banking Group for the 2009-2012 term, with an annual contribution of RM35,000. The Group's previous term as Official Banking Group was 2006-2008. This sponsorship will allow the Group's support to be felt within the sporting fraternity and to make a positive contribution to sports in Malaysia.

AmBank Group's contribution of RM50,000 to the Asia Oceania Committee Volleyball for Disabled ("AOCVD") will not only help promote the game within Asia and Oceania, but is an active show of support for the disabled, in this case disabled volleyball players. In support of the Selangor Masters golf tournament, a contribution of RM100,000 was made by the Group while RM50,000 was contributed as main sponsor of the Yayasan Tun Hamdan Charity Golf Tournament 2009 in November at Glenmarie Golf Club. We also sponsored RM20,000 for a racing team, "Brothers in Racing" in the Merdeka Millenium Endurance 2009 at the Sepang International Circuit in August.

For the tenth consecutive year, AmBank Group participated in The Edge Kuala Lumpur Rat Race (2009 edition), organised by The Edge and hosted by Bursa Malaysia, this time with five runners. A contribution of RM15,000 was made and the entire proceeds from the race event was donated to various charities.

In honouring its **Islamic responsibility** to pay *zakat perniagaan* or business zakat,

AmBank Group, through AmIslamic Bank took the opportunity to contribute RM138,000 to six charity homes as well as to assist needy students. In support of the Muslim welfare association of Sarawak, or Persatuan Kebajikan Islamic Sarawak ("PERKIS"), the AmGroup Foundation donated RM2,000. In **support of Islamic culture**, AmBank Group contributed RM30,000 towards the Islamic Fashion Show in November 2009 in Kuala Lumpur, showcasing famous couture from Jakarta, Morocco and Kuala Lumpur.

AmBank Group has constantly taken pride in **supporting the Malaysian media** and it proudly sponsored RM30,000 for the NPC-AmBank Media Legend Award which was presented to



Kechara Soup Kitchen

This is another AmBank Group humanitarian project caring for the poor and needy and ties up with Kechara Soup Kitchen, an organisation set up with the aim of feeding the homeless and urban poor as well as help those who wish to re-enter society. On average 500 packs of halal food are distributed to the homeless on every Saturday and Sunday at various locations in Kuala Lumpur and Petaling Jaya.

In November 2009, Kechara Soup Kitchen acquired a permanent soup kitchen where they provide hot food and soup daily, medical aid, laundry facilities, counseling and job placement whilst continuing to provide street food delivery to those who are unable to travel to the centre. AmBank Group's sponsorship of RM350,000 will go towards the purchase and maintenance costs of furniture and fixtures including industrial standard fridges, personal computers, tables and chairs, washing machines, dryers, ovens, water filter system, fans, air conditioners, fax machines, photocopy machines, medical aid equipment and tableware.

by the Prime Minister of Malaysia, YAB Dato' Sri Mohd Najib bin Tun Haji Abdul Razak, accompanied by YBhg Tan Sri Azman Hashim to the late YBhg Tan Sri Abdul Samad Ismail, doyen of Malaysian journalism as part of the National Press Club ("NPC") Naza Awards Night 2010. The latter's son, Encik Hamed Samad received the award on his behalf.

The earlier-mentioned AmBank Group-sponsored AMBANG 2010 concert also fulfilled its purpose of **promoting a sense of unity, or muhibah**, in the country as people of all races, cultures and religions came together to celebrate a special day – new year's day.

The Syed Ahmad Jamal: PELUKIS exhibition, held in conjunction with the artist's 80th birthday, saw the Group as Main Sponsor via a contribution of RM15,000, a show of support for the **development of the Malaysian art industry**.

'What Women Want' was the title of AmAssurance's latest corporate social responsibility initiative, which was a campaign to offer **opportunities to women** to enable them to become financially-savvy life insurance agents. 1,500 Malaysian women were given such an opportunity, which came packaged with training through AmAssurance's AmAcademy, placing value on women's contributions to the country's economy.

RESPONSIBILITY TO THE WORKPLACE

AmBank Group actively promotes a **balanced and healthy lifestyle** for its employees and staff have a host of sporting and competitive challenge events to participate in throughout the year. Kelab AmBank Group ("KAG"), the Group's sports club, organises such sessions, enabling staff to cultivate not only physical fitness, but heightened mental agility, a keen sense of team work and spirit of healthy competition. Staff hailing from all corners of AmBank Group were presented the opportunity to pit their skills against one another while raising personal 'bests' in tournaments for bowling, tennis, badminton and paintball, amongst others.

Other varieties of competitive events included a fishing competition, the Go-Kart Championship and the ever-popular Eco Challenge in its tenth edition. The latter tested the true

mettle of teams of four in a 12km test of endurance that required true determination in overcoming the "challenges" of road running, trail running, kayaking, a "survival test", cycling and a mystery test.

AmFraser Securities Pte Ltd's soccer team proudly clinched Joint Third position in the Financial Institution Indoor Soccer League in Singapore, and the Leadership Centre Community ("LCC"), comprising members from Group Human Resources and Group Organisational Development saw four teams competing for the challenge trophy in games inspired by the "Back to School" theme – rounders, congkak, galah panjang, dodgeball, table tennis, badminton, lawn bowling, netball and telematches.

AmBank Group was awarded the title of Overall Champion in the 30th Malaysian Investment Banking Association ("MIBA") Games while AmAssurance emerged Champion in the Inter-Insurance Bowling Tournament 2009.

In the National Inter-Financial Institutions Tournament 2009, AmBank Group emerged champion in tennis and netball. The Group also contributed RM25,000 to the AmBank Group Inter-Financial Institutions Futsal Tournament.

Both **work skills** and **personal development** are highly valued and employees are given wide exposure to systematic training, courses and seminars, and are sent to many conferences and industry events. Courses conducted include IBBM (Institut Bank-Bank Malaysia) training courses, as well as many in-house ones on areas such as "Managing Risk Based

on Risk Based Capital Framework", "Business Continuity Management Awareness", "Manager Essentials" and "Influencing and Negotiation Skills".

The Retail Banking arm of the Group has also implemented the Six-Sigma **business improvement** methodology as a tool to aid project management and strategic endeavours, and numerous training sessions have been conducted throughout the year through collaboration between Group Organisational Development, the Transformation Quality Department and trainers from ANZ. The AmBank Group Toastmasters Club aims to groom individuals toward "communication prowess and enhanced leadership skills". Sessions held by the club included a contest for humorous speeches, the *Inter-Financial Institution Governor's Trophy* debate, and international speech and table topics contests.

The AmGraduate Programme is an accelerated 12-month introduction to AmBank Group for top talents to enable **career fast-tracking** complete with a mentor. The "on-boarding" process for new recruits is also currently being upgraded to further enable a highly rewarding experience for new staff.

One of the hallmarks of the Group is the strong **sense of "family"**. AmBank Group's Family Days are held at various times to unite staff within each of the nine regions across Malaysia. The Region 6 Family Day was held in Sarawak on 1 May with 760 AmBank Group staff and family members present, mingling with senior management in events that included performances by AmBank Group staff and various fun-filled activities for all ages. The Long Service



Activities such as the Eco Challenge X provide AmBank Group staff many opportunities for cultivating a keen sense of team work and 'AmBank family' togetherness.



Mr Ng Lian Lu, CEO, AmLife Insurance Berhad launching the "AmAssurance Goes Digitally Green" campaign.

Awards were given out as usual during the Family Day for 42 staff who have served between 15 and 30 years with the Group. Additionally, a separate Long Service Award ceremony was held at the Dewan Tun Rahah in Kuala Lumpur for 277 Central Region recipients for 2007, 2008 and 2009.

Kelab AmBank Group's AmGames 2010, its third inter-regional games saw 952 participants from all nine regions across Malaysia come together in the spirit of true sportsmanship and healthy competition in 13 sports i.e. golf, tug-of-war, tennis, badminton, darts, football, table tennis, carrom, volleyball, netball, sepak takraw, cheerleading and marchpast. Another project with a "family" theme was the recording of new year greetings for broadcast on RTM2 concurrent with the AMBANG 2010 new year's eve concert held on 31 December 2009 at Dataran Merdeka. The concert brought together a number of Malaysia's most popular pop sensations in a rousing evening attended by a 70,000 strong crowd and all participated in a count-down to welcome the new year. A thundering display of fireworks marked the arrival of 2010. Representatives from all nine regions of the Group came together "virtually" to wish the nation a happy new year.

Recognition of performance is an important component of morale building and encouragement to excel even further. AmAssurance's Award Recognition Night held in Genting Highlands saw 70

staff and agents present to salute and cheer the top qualifiers on a grand scale. **Artistic talent** is also given recognition, and the AmBagus annual talent time contest saw 12 finalists, from an initial 54 singers, provide zesty and heart-warming renditions of well-known hits with the champion walking away with a RM2,500 prize and a trophy.

Creativity is encouraged, and the "An Apple A Day Keeps the Doctor Away" staff appreciation campaign at the Mortgages division was based on the idea that staff could order apples to be delivered to their bosses or colleagues with a personalised note from the sender – over 500 apples were ordered. In conjunction with the Treasure Quest customer deposits campaign, the Deposits & Customer Solutions team organised competitions for Best Decorated Branch, Best Branch, and best Staff-Get-Depositor results – the winners were awarded with cash, gold coins and a dinner for their highly imaginative responses to the contests.

The organisation's **Health and Safety Policy** stresses providing a safe and healthy working environment while taking every reasonable measure to prevent accidents, danger and disease. Recently, concurrent with the nation's heightened alert to the A(H1N1) virus, staff were actively kept informed of preventive measures and given information on medical testing, medical leave and obtaining medical clearance for being present at work. Sanitisation of

the building was also implemented while masks and hand sanitisers were made available to all staff.

RESPONSIBILITY TO THE ENVIRONMENT

"AmAssurance Goes Digitally Green" was a campaign to **preserve the Earth's resources** by promoting a paperless working environment, substituting all conventional paper-based work processes with use of technology e.g. life agents are equipped with notebooks to support day-to-day operations. To further promote this "green" initiative, over RM20 million has been invested to develop a slew of IT applications to support business operations, including the "Touch & Serve" application, AmPartner e-mail system and AmAlert SMS.

To ensure the beautiful dromedary **camels at Zoo Negara continue to be enjoyed** by visitors to Zoo Negara, AmBank Group extended its sponsorship for a 25th year, with a contribution of RM40,000 towards the camels' upkeep.

A new campaign to use e-statements for AmBank's credit card statements is aimed at conserving paper and ultimately trees. As part of the initiative, AmBank Cards invited 200 students of the PJ College of Art & Design ("PJCAD") to participate in a specially organised poster design competition themed "Cut Down Paper, Not Trees" which used old posters as art material.

Operationally, the Group practices **wastage reduction** by recycling paper, double-sided printing, minimising colour printing and using electronic instead of paper-based means of communication where possible. Used toners and computers are recycled in a responsible manner and where possible the Group engages in business with organisations that have **environmentally friendly practices**. Three of the Group's buildings i.e. Bangunan AmBank Group, Menara AmBank Group and the AmBank Group Leadership Centre are 'no smoking' buildings providing cleaner air for employees and customers alike. The soothing greenery of plants and flowers in pleasing landscaped designs provide a pleasant backdrop for banking for customers in several of the bank's branch locations, notably at Bangunan AmBank Group and Menara AmBank Group in Kuala Lumpur.