

Press Release

25 September 2013

Over 21,000 Maybank employees for community service in Global CR Day

Over 21,000 Maybank employees will go out to work this Saturday 28 September 2013 to undertake community work in the Group's fourth annual Maybank Global CR Day initiative.

Believed to be the biggest corporate responsibility (CR) initiative ever by a Malaysian company globally, and simultaneously in a day, the event will involve Maybank employees not only from Malaysia but also its offices abroad - including New York, London, Hong Kong, Indonesia, Thailand, Philippines, Vietnam, Cambodia, Brunei, China, Bahrain, Papua New Guinea and Singapore - coming together to reaffirm their commitment to social and community development.

With the theme "Connecting Global Communities" this year's Maybank Global CR Day will see employees continuing to work in some 90 initiatives involving environmental conservation, education, hospitals, special children, the visually and physically challenged, single mothers, orphans and senior citizens.

Maybank President and CEO Datuk Abdul Farid Alias said that 2013 will set another record in the number of employees who have volunteered to participate in this event.

"Our Global CR Day this year will mark another milestone for the Maybank Group. We not only have more participation from employees, but are continuing what we have done last year as our emphasis is on sustainable programmes that provide long term community benefits," he said.

"Apart from demonstrating our commitment to being at the heart of the community, our aim is also to ensure the holistic development of our employees and the organisation," he continued. "In fact, our employees are very much aligned to this approach as indicated in our employee engagement survey. Our results showed a favourable response rate of 83% from employees when asked whether our employee volunteerism programmes have encouraged employees to volunteer for community initiatives.

First introduced in 2010 as part of Maybank's 50th anniversary celebrations, the Maybank Global CR Day saw over 10,000 employees participate in the inaugural event. The numbers increased to more than 15,000 in 2011 and over 18,000 in 2012.

The Maybank Global CR Day is an extension of the Group's Cahaya Kasih employee volunteerism programme, which was initiated in 2006 for employees to engage directly with the community through its regional and overseas offices.

This year, like in 2012, the Maybank Foundation has provided an additional grant of RM20,000 each to the 20 top CR initiatives undertaken by Maybank employees throughout its global network. This is in addition to the normal funding allocated by the Bank for each department. The premise behind this is to fund sustainable programmes that can benefit the community on a longer term basis.

The 2013 Maybank Global CR Day will again see Board members led by Chairman, Tan Sri Megat Zaharuddin Megat Mohd Nor; President & CEO, Datuk Abdul Farid Alias as well as senior management and employees across all levels involved in a variety of ways.

Tan Sri Megat Zaharuddin will be in Indonesia supporting the Clean Action of Historic Places & Heroes Cemetery Programme, a clean-up programme which will be undertaken simultaneously in 18 other areas in Indonesia. Datuk Abdul Farid will join the 'Charity Walk for the Blind with Friends' program at Menara Maybank.

Other programmes will involve reading activities for the visually handicapped, blood donation drive and health talks, supporting handicraft production by the disabled, income generating programmes for indigenous peoples, clean-up of forests and rivers as well as educational activities for children from adopted homes and welfare organisations.