

Press Release

5 September 2015

22,000 Maybank employees participate in Global CR Day **- Employees in 19 countries undertake 93 initiatives**

Around 22,000 Maybank employees worldwide today commemorated the sixth Maybank Global CR Day where they engaged directly with the communities in their respective locations, and helped continue impacting their lives and/or the environment through sustainable initiatives.

With the theme “Inspiring Communities Globally”, the Maybank Global CR Day is part of the Group’s employee volunteerism programme undertaken in all countries where it operates. It is believed to be the largest single community programme undertaken simultaneously in one day, by a Malaysian-based corporation on a global scale.

Group Chief Human Capital Officer, Nora Manaf said that the Global CR Day was a unique event where employees reinforce Maybank’s mission of humanising financial services to be at the heart of the community. On this day, Maybankers showcase their sustainable CR initiatives that they are implementing yearly in communities where the Bank has presence.

“For our employees, it is an enriching and rewarding experience to be a part of this global volunteerism effort. There is nothing more meaningful than knowing as individuals and as a team, we are able to make a significant difference in the lives of others,” said Nora. “All our efforts in these areas from skills building, financial literacy education, equipment we contribute and offering our products and services, amongst others, are testaments of us living our humanising mission and values,” she said.

The Global CR Day was participated by employees from the Group’s global network of offices in Malaysia, Singapore, Indonesia, Philippines, Laos, Myanmar, Thailand, Vietnam, Cambodia, Brunei, China, Hong Kong, Bahrain, India, London and New York who came together simultaneously today to reaffirm their commitment to social development and welfare as well as environmental conservation through various community programmes.

This year, 93 initiatives are being implemented by employees across the Group. These included various community projects involving special children, the elderly, disabled, single mothers and orphans as well as the environment.

Some of the initiatives undertaken in Malaysia this year included landscaping the houses built by Maybank Islamic in Kelantan to victims of the floods which occurred earlier in the year; a fun day for the visually impaired themed “Paddle for Fun”, a “Walk with the Deaf”, “River of Life People Outreach Programme” and “Generating Opportunities For the Learning Disabled (GOLD)”. Other Maybankers,

meanwhile, carried out special health screening for indigenous people, a beach clean-up, empowerment programmes for single mothers and underprivileged women as well as replanting of mangrove trees.

Elsewhere, in international markets, Maybank Group President & CEO, Datuk Abdul Farid Alias joined employees in Singapore in a community mobility programme to empower people with intellectual disabilities from MINDS (Movement for Intellectually Disabled of Singapore) as well as raise funds for them. In Myanmar, Maybankers helped light up villages with donations of solar light bulbs, while in Cambodia, they continued their support for the underprivileged children through “A Way out of the Dump” programme where the children are provided with education and vocational training. Numerous other unique programmes, many of which have been carried out on an on-going basis, were also undertaken in other international markets.

The Global CR Day was first held in 2010 in conjunction with Maybank’s 50th anniversary. Over 10,000 employees took part in that inaugural event. The number of participants has increased more than twofold this year, reflecting the strong volunteerism spirit among employees in participating in this unique global volunteerism programme.