

Press Release

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## **Maybank Foundation to expand RISE entrepreneurship training programme for Persons with Disabilities**

*- Phase 3 targets 4,000 participants in Malaysia and across the region*

Maybank Foundation, the corporate responsibility (CR) arm of Maybank, today launched Phase 3 of its special CR programme “Reach Independence & Sustainable Entrepreneurship” (R.I.S.E), targeting to expand this training scheme to another 4,000 participants in Malaysia and across the region.

This follows the success of Phase 1 & 2 of this programme which began in 2014 and reached out to over 2,100 persons with disabilities (PWDs) and the marginalised - in Malaysia as well as Indonesia and Philippines.

The launch of R.I.S.E Phase 3 - held at UiTM Seremban - was officiated by YAM Dato’ Seri Tunku Ali Redhaudin ibni Tuanku Muhriz, Tunku Besar Seri Menanti. Also present at the event were the Group President and CEO of Maybank, Dato’ Abdul Farid Alias; CEO of Maybank Foundation Shahril Azuar Jimin; Head of Tunas Mekar & Entrepreneurship Operation Department, Malaysian Academy of SME & Entrepreneurship Development (MASMED) UiTM, Adlan Ahmad Bakri and Director, OKU Development Department (JPOKU), Nor Tipah binti Majin.

Speaking at the event, Dato’ Farid said the R.I.S.E programme has successfully allowed participants to achieve a significant growth in their income after undergoing an intensive training and mentorship programme.

“In Phase 1 of the programme, we saw 280 participants succeed in their businesses in which each participant achieved a remarkable 411.7% average income increase. In Phase 2, 1,866 participants who were trained across Malaysia, Indonesia and Philippines achieved an average income increase of 356.4%, 351.8% and 565% in those countries respectively,” he said.

“Given the huge success of the programme, we believe that the time is right that we launch Phase 3, which will now reach out to 4,000 people in four countries: Malaysia - 800, Indonesia - 2,000, Philippines - 1,000 and Laos - 200 as pilot, of which 70% will comprise PWDs.”

Added Dato’ Farid, “At Maybank, we believe that corporate responsibility goes hand-in-hand with operating a business successfully. As one of South East Asia’s largest banking groups, Maybank is committed to being at the heart of the community wherever we operate. This is why we are at the forefront of many sustainable initiatives that aim to impact society.”

Meanwhile Shahril Azuar Jimin said that the RISE programme was designed to train, coach and mentor participants to develop their entrepreneurial skills and achieve higher income levels, thus improving their overall standard of living. R.I.S.E aims to have at least 40% of its participants gain an income increase of 100% within 3 months.

The R.I.S.E programme is being implemented regionally through Maybank Foundation's partner organizations; social enterprise People Systems Consultancy Sdn Bhd (PSC), in collaboration with local Maybank business units.

At the event, the first batch of trainees in Phase 3 from Negeri Sembilan was given the chance to enrol in a three-day training session which began on 6 December. The session covered practical topics such as how to run a business, financial goals, operational & planning, budgeting and tracking, sales and customer analysis.

They were also given the chance to hear personal experiences of three previous R.I.S.E. participants on how they have benefitted from the Programme and achieved outstanding increase in their monthly income. The three previous participants were En. Mohd Firdaus bin Abdul Latif (R.I.S.E 2; Batch 8), Pn. Azila Binti Alias (R.I.S.E 1; Batch 3), and Pn. Nor Zaidah Binti Abdul Rahman (R.I.S.E 2; Batch 36).

Maybank Foundation undertakes sustainable CR initiatives of the Maybank Group regionally in line with its mission of humanising financial services. The Foundation focuses on six key areas, namely Education, Community Empowerment, Healthy Living, Environmental Diversity, Arts & Culture, and Disaster Relief. In all six areas and in every country it operates, Maybank Foundation is focused on activities and funding that would create meaningful, measurable and sustainable impacts that differentiate it from its competitors and complement its mission to humanise financial services.