

BANKING
redefined



SOCIAL IMPACT REPORT 2023



PURPOSE DRIVEN SOCIAL IMPACT ACROSS ASEAN

Humanising
Financial Services



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Related UN SDGs



For a more comprehensive view on the contributions to the UN SDGs, please refer to the full suite of Maybank reports.

Cross References

	Tells you where you can find more information within the reports
	Tells you where you can find more information online at www.maybank.com
	Links you to related online content

Follow us

For more updates and developments on our social impact.

Official Website:
www.maybankfoundation.com

Follow us on social media:
[@maybankfoundation](https://www.instagram.com/maybankfoundation)



Feedback

If you have any inquiries, please submit your feedback to:

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Tel : +603 2070 8833

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About This Report

Maybank Group's ("the Group" or "Maybank") inaugural standalone Social Impact Report (SIR) 2023 complements our main Sustainability Report published earlier this year. Its scope focuses on the purpose driven banking and beyond banking social initiatives across the Group that have positively impacted the communities we serve across ASEAN in 2023. The SIR covers our social impact strategy and approach (covering needs assessments, risks and opportunities), initiatives, impact achievements, reach, measures and most importantly features impact stories from our beneficiaries and programme partners as well as summary findings from external assurances. The communities we serve are categorised by our 3 Impact Pillars: Empowering Education, Community Empowerment and Environmental Diversity and Beneficiary Segments (Students, Youth, Women, Persons With Disabilities (PWDs), Marginalised Communities, Social Enterprises (SEs)) for Beyond Banking Initiatives as well as by Individuals and Small and Medium Enterprises (SMEs) for Banking Initiatives.

Stakeholders should read this report together with our Sustainability Report 2023 which is part of a suite of reports with our Maybank Integrated Annual Report 2023 as the primary publication, for a more comprehensive understanding of the Group's integration of sustainability and our purpose of Humanising Financial Services in our strategy and business operations, as well as our overall reporting approach and governance.

For the full suite of Maybank reports, please refer to <https://www.maybank.com/en/investor-relations/financial-overview/annual-reports.page>

SCOPE

The scope of this report covers Maybank Group's operations which includes its principal subsidiaries and regional offices. Unless specified, this report excludes outsourced activities or joint ventures. It is worth noting this report is in line with the issues deemed material to Maybank in its suite of reports. Unless otherwise specified, the report contains qualitative and quantitative results for all indicators presented.

OUR REPORTING APPROACH

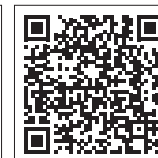
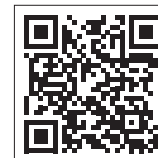
This report is aligned with global and Maybank Group's sustainability agendas, and our impact objectives are designed to address United Nations Sustainable Development Goals (UN SDGs). We are also guided by established documents, methodologies and plans with similar shared visions for a better world premised on Environmental, Social and Governance aspects, such as:

- ASEAN Socio-Cultural and Community (ASCC) Blueprint 2025
- The World Bank guidance on Financial Inclusion
- 2017 United Nations Development Assistance Framework (UNDAF)
- Theory of Change Methodology
- Business for Societal Impact (B4SI) Framework

We have included an overall section of Our Social Impact Approach in this report on pages 13 to 21, where we share greater details on our journey thus far.

REPORTING PERIOD

This report covers disclosures from 1 January 2023 to 31 December 2023 (FY2023), unless specified otherwise. For this inaugural report we have also disclosed cumulative social impact numbers to date (up to 31 December 2023), for beyond banking initiatives, reflective of active programmes and their respective commencement periods - from 2014 for Maybank Foundation and from 2021 for those tracked under the purview of each Maybank business sector - Group Community Financial Services, Group Global Banking, Group Islamic Banking (Maybank Islamic) and Group Insurance & Takaful (Etika) in line with the announcement of our Sustainability Commitments; particularly Commitment 2 - Improving the lives of 2 million households in across ASEAN by 2025. For zakat and banking initiatives, we have covered programmes and financing disbursed to individuals and SMEs in need of financial assistance since the pandemic to date (2020-2023).



A digital copy is available for download at www.maybank.com/en/sustainability.page or www.maybankfoundation.com/index.php/media-center/sustainability-reports or scan the QR codes on the left.



Who We Are & What We Do

Established in 1960, Maybank is the largest financial services group in Malaysia with an established presence in the ASEAN region.

OUR PURPOSE...

We are a **values**-driven **platform**, powered by a **bionic workforce** that **Humanises Financial Services**.



driven by

OUR MISSION...

Humanising Financial Services

Being at the heart of the community, we will:

- 1 Make financial services simple, intuitive and accessible.
- 2 Build trusted partnerships for a sustainable future together.
- 3 Treat everyone with respect, dignity, fairness and integrity.



shaped by

OUR VALUES...

Teamwork
Integrity
Growth
Excellence & Efficiency
Relationship Building

Our **core values, TIGER**, are the guiding principles for all Maybankers to serve our mission of Humanising Financial Services.

WITH OUR UNIQUE DIFFERENTIATORS...

We serve our communities in ways that are simple, fair, inclusive and human, **embodying our mission**.



Over

43,000
Maybankers

who serve our mission, empowered by our **core values, TIGER**.



M25+

Our refined strategy,

M25+,

reinforces our focus across **five strategic thrusts** to drive sustainable long-term growth anchored on a deeper purpose.

AND OUR STRUCTURE...

In serving our mission, we provide an array of financial products and services through three key business pillars, supported by shared corporate functions across our global network of 18 countries.

Business Pillars

Group Community Financial Services



- Consumer Banking
 - Serves: Individuals
 - Offers: Loans such as housing, personal, hire purchase and unit trusts, fixed deposits, savings and current accounts, remittance services, bancassurance products, wealth management services, credit cards as well as digital and mobile banking services

- Non-retail Banking
 - Serves: Micro, small and medium enterprises (SMEs) as well as commercial customers
 - Offers: business financing, short-term credit (i.e.: overdrafts and trade financing), cash management and custodian services as well as digital and mobile banking services

Group Global Banking



- 1 Corporate Banking and Global Markets
 - Corporate and Transaction Banking
 - Serves: Corporates, financial institutions and government entities/agencies
 - Offers: Term loans, overdrafts, short-term revolving credit, trade finance and services, guarantees, supply chain and cash management solutions
 - Global Markets
 - Serves: Individuals, corporates, financial institutions and government entities/agencies
 - Offers: Treasury activities and services including foreign exchange and structured products, money market deposits, derivatives and capital products as well as trading services

- 2 Group Investment Banking
 - Serves: Individuals, corporates, governments (including agencies and government-linked companies) and financial sponsors
 - Offers: Investment banking solutions covering corporate finance and advisory, fund raising; securities, futures and prime brokerage services, derivatives and research as well as sustainable finance advisory
- 3 Group Asset Management
 - Serves: Individuals, SMEs, corporates, institutional clients and government entities/agencies
 - Offers: Unit trusts and wholesale funds including conventional, Islamic, ESG, alternative investment solutions and mandates

Group Insurance and Takaful



- Serves: Individuals, corporates and government entities/agencies
- Offers: Conventional and Islamic insurance (takaful) solutions for general and life/family businesses including long-term savings and investment products

Group Islamic Banking



Maybank adopts an Islamic-first approach:

- Serves: Universal retail and non-retail segments
- Offers: Shariah-compliant and values-based financial solutions across the Group's three business pillars
































































Group Corporate Functions

Finance | Strategy | Technology | Operations | Compliance | Risk |
Human Capital | Internal Audit | Corporate Secretarial | Legal | Sustainability

Our Presence

Malayan Banking Berhad is the holding company and listed entity for Maybank Group. The Group, through its subsidiaries, offers an extensive range of products and services, which includes consumer and corporate banking, investment banking including stockbroking, Islamic banking, insurance and takaful, trustee and nominee services and asset management.

Our operations span across 18* countries including all 10 ASEAN countries and international financial centres such as London, New York, Hong Kong and Dubai. This is powered by 2,597 branches and 33 investment banking branches globally. Maybank's home markets are Malaysia, Singapore, Indonesia and Cambodia. We have sharpened our focus by defining our robust global network into three archetypes based on our key strengths in the different markets where we operate to leverage the existing subsidiaries or network established in these markets.

 Universal Play Definition: Universal offering; Participation in all segments and core products		 Focused Play Definition: Focused propositions; Opportunistic on key segments with tailored products		 Strategic Footprint Definition: Serves strategic imperatives; Lean setup to connect customers and act as liquidity hub targeting ASEAN corporates	
Country	Description	Country	Description	Country	Description
Malaysia 	 1960  353 and also six for IB  Retail, non-retail and corporate businesses	Greater China 	 1962 in Hong Kong; 2000 in Shanghai, 2012 in Beijing, 2015 in Kunming and 2016 in Shenzhen  Five  ASEAN and domestic corporate clients and financial institutions. Also, private wealth customers through Maybank Hong Kong	Brunei 	 1960  Two (Bandar Seri Begawan and Seria)  Retail and commercial businesses
Singapore 	 1960 [Maybank Singapore Limited (MSL) incorporated in 2018]  18 (includes nine for corporate and institutional businesses)  Retail and commercial businesses under MSL while corporate and institutional businesses under specific branches	Vietnam 	 1995  Two (Ho Chi Minh and Hanoi)  Regional corporate businesses	Laos 	 2012  One (Vientiane)  Retail SMEs, mid-tier local and ASEAN corporate businesses
Indonesia 	 1959 (PT Bank Maybank Indonesia Tbk)  337 (includes 20 Shariah branches and one in Mumbai, India)  Retail, non-retail and corporate businesses	Philippines 	 1997 (Maybank Philippines Incorporated)  60  Retail and corporate businesses	Myanmar 	 1994 (as Representative Office but full bank license in 2014)  One (Yangon)  Foreign and local corporates as well as domestic financial institutions
Cambodia 	 1993 (Maybank Cambodia Plc; incorporated in 2012)  21  Retail, non-retail and corporate businesses	Thailand 	 1990 initially as Nithipat Capital Co. Ltd but name changed to Maybank Securities Thailand in 2022  19 for IB and one head office  Retail and institutional businesses (i.e.: brokerage, securities trading, underwriting and investment advisory services)	USA 	 1984  One (New York)  Corporate businesses (i.e.: lending, loan syndications, bilateral arrangements, treasury, capital markets and trade finance services)
				UK 	 1962  One (London)  Regional ASEAN corporate businesses (i.e.: capital markets, trade finance and global market services)
				India 	 1995  One (Mumbai held via Maybank Indonesia)  Corporate businesses (i.e.: trade and remittance services across Asia)
				UAE 	 2019  One (Maybank Islamic Dubai-DIFC Branch)  Corporate businesses (i.e.: lending, loan syndications, bilateral arrangements, treasury, capital markets and trade finance services)

Notes:

* The countries not featured are Pakistan, Saudi Arabia and Uzbekistan.

For more information on our presence, please refer to www.maybank.com/en/maybank-worldwide.page

Icons:  Established  Branches  Serves



Overview of Initiatives & Social Impact Map

Related UN SDGs:



BEYOND BANKING INITIATIVES*



To date,
Maybank has
89 ongoing
initiatives, uplifting
1.56 million lives
across ASEAN with a
total social investment
of **RM301.93 million**

668,591
Beneficiaries

FY2023

RM76.24
million
Total social
investment

FY2023

BANKING INITIATIVES**

Individuals

Affordable financing

Recipients

384,075

Financing provided

RM13.9
billion

Repayment assistance

Recipients

315,316

Financing provided

RM1.4
billion

Etiga Insurance

Coverage

576,322

To date, Maybank has

disbursed RM33.76 billion
in financing to 699,391
individuals and 108,386
SMEs

179,303
Individuals

FY2023

26,206
SMEs

FY2023

RM10.33
billion
Financing
provided

FY2023

SME

Repayment

assistance

Recipients

18,774

Financing provided

RM13.4
billion

SME

Financing

Recipients

7,624

Financing provided

RM160
million

SME Digital

Financing

Recipients

39,203

Financing provided

RM3.9
billion

Government Guarantee

Scheme MADANI/-i

Recipients

1,119

Financing provided

RM1.0
billion

Sama-Sama

Lokal

Recipients



41,666

*Beyond banking initiatives data is from 2014-2023 for Maybank Foundation, and 2021-2023 for other business sectors in line with Commitment 2.

**Banking initiatives data is from 2020-2023.

Overview of Initiatives & Social Impact Map

KEY PROGRAMMES – ANCHORED ON THREE PILLARS

EMPOWERING EDUCATION			COMMUNITY EMPOWERMENT			ENVIRONMENTAL DIVERSITY		
Programme			Programme			Programme		
Beneficiaries			Beneficiaries			Information		
	Maybank Group Scholarship Programme	To date : 2,000 FY2023 : 69		Maybank Women Eco-Weavers	To date : 3,381 FY2023 : 774		Strengthening Tiger Conservation in the Belum-Temengor Forest Complex	Covered 71,656 km of dense forest and deployed over 100 rangers, to strengthen tiger conservation efforts.
	ASEAN-Maybank Scholarship	To date : 8 FY2023 : 5		Reach Independence & Sustainable Entrepreneurship (R.I.S.E.)	To date : 33,435 FY2023 : 10,276		Gunung Palung National Park Reforestation Programme	Maybank Indonesia planted 3,000 seedlings on a one-hectare degraded land within Gunung Palung National Park.
	Cashville Kidz	To date : 333,260 FY2023 : 38,334		eMpowering Youths Across ASEAN	To date : 60,562 FY2023 : 21,629		Mangrove Seedlings Planting Project	Maybank Indonesia planted around 2,000 mangrove seedlings in Tanjung Benoa's Mangrove Arboretum Park, Bali.
	Maths For Rural Kids	To date : 800 FY2023 : 500		Maybank Training & Learning Centre	To date : 131 FY2023 : 50		Etika Marine Conservation Programme	Etika participated in a diving expedition to help restore and propagate new corals in Kampung Salang, Pulau Tioman.
	Maybank FUNancial	To date : 1,254 FY2023 : 1,254		MaybankHeart	To date : 27,564 FY2023 : 3,810			
	Zakat Programmes	To date : 82,095 FY2023 : 42,871		Balai Seni Art Series	To date : 811 FY2023 : 211			
	Other Programmes	To date : 571,945 FY2023 : 385,487		Cahaya Kasih	To date : 3,561,226 FY2023 : 16,623			
				Zakat Programmes	To date: 327,462 FY2023 : 86,280			
				Other Programmes	To date : 130,786 FY2023 : 77,041			

BENEFICIARIES TO DATE

991,362	103,486	65,719	26,145	381,086
Students	Women	Youths	PWDs	Community Beneficiaries

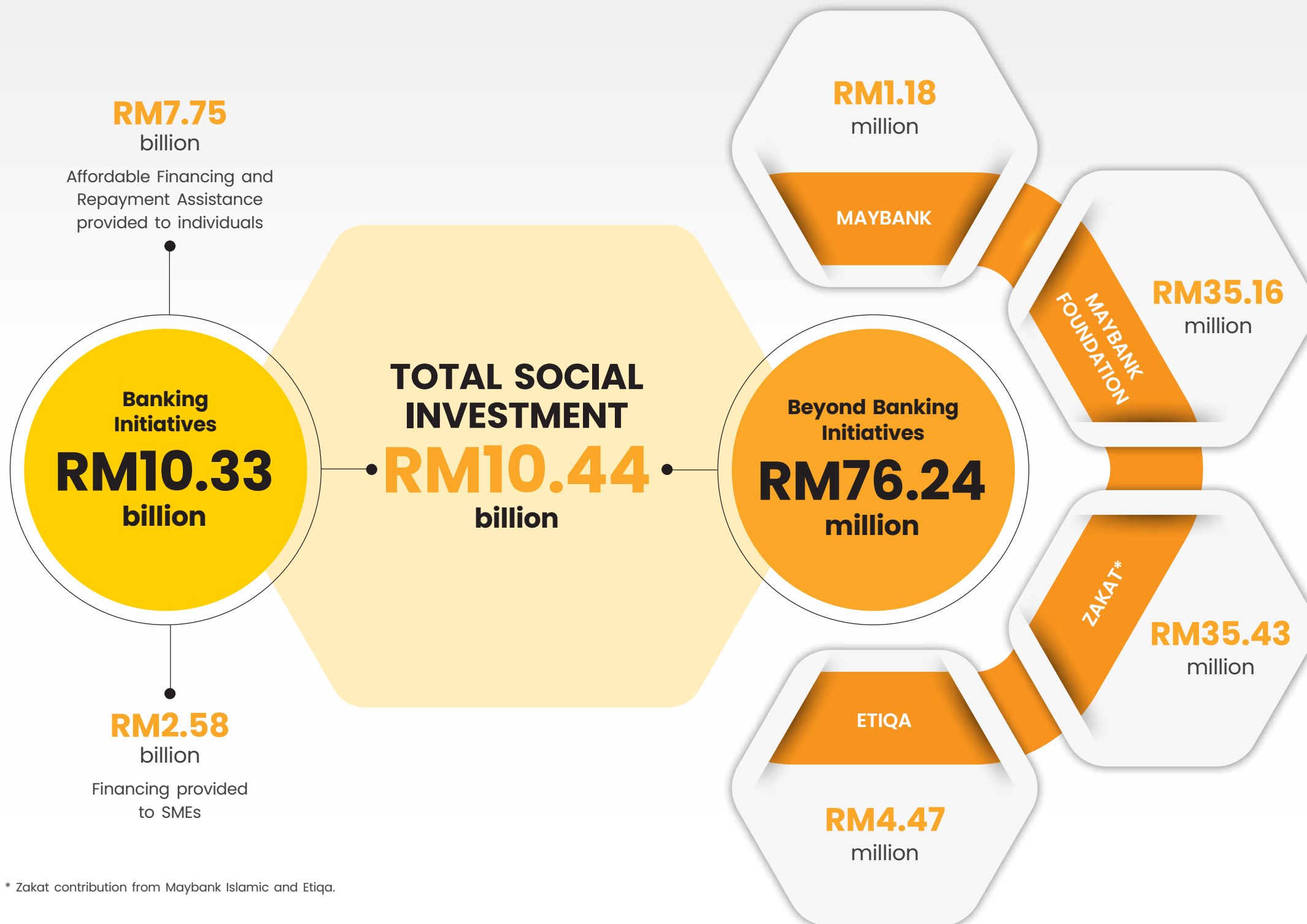
BENEFICIARIES FY2023

468,520	61,079	25,248	10,614	103,130
Students	Women	Youths	PWDs	Community Beneficiaries



Our Social Investment in 2023

In fulfilling our promise to our stakeholders, Maybank Group distributes value created in relevant and meaningful ways – and for some stakeholder groups, beyond financial means. Our stakeholders receive intangible benefits ranging from beyond banking and banking initiatives via financing solutions to aid individuals and businesses and supporting the society via education, community empowerment and environmental initiatives to enable a more sustainable future.



Significant Events

2023



10 January 2023

Etiqua launched its Phase 3 of 'Free Cervical Screening Programme' with ROSE Foundation, as part of concerted efforts to eliminate cervical cancer in Malaysia to B40 communities.



31 January 2023

Maybank Foundation furthers its commitment to drive financial inclusion across ASEAN by raising the levels of financial literacy and honouring communities in its inaugural Maybank Regional Financial Education Excellence (Regional FinEx) Awards at Menara Maybank through one of its flagship programme, the Cashville Kidz.



15 February 2023

Maybank Singapore partnered with South West Community Development Council to support vulnerable seniors by giving out supermarket vouchers. This is part of the Maybank Shopping with Seniors @ South West initiative to help defray their household expenses amid today's rising cost environment.



13 April 2023

Maybank Indonesia in collaboration with Benih Baik.com distributed disaster recovery aid to impacted beneficiaries due to earthquake in Cianjur, West Java, Indonesia to construct houses, emergency toilets, a mosque and to provide psychosocial services.



13 March 2023

Maybank Islamic distributed essential food supplies to underprivileged families across 11 countries - Malaysia, Indonesia, Singapore, Vietnam, the Philippines, Laos, Thailand, Cambodia, Brunei, the Rohingya Muslim community in Cox's Bazar, Bangladesh, and Dubai, United Arab Emirates (UAE) through Regional Ramadhan Relief (RRR) initiative.



21 February 2023

Maybank Foundation opened its second workshop building of the Silk Weaving Training Centre in Takeo, Cambodia. The building will be a catalyst for transformation for current and future weavers, and sericulture farmers in the region through the Maybank Women Eco-Weavers programme.



12 June 2023

Group Community Financial Services, Maybank in collaboration with Universiti Kebangsaan Malaysia (UKM), launched its inaugural FUNancial Day, a two-day flagship initiative aimed at promoting financial awareness among university students and young adults to ensure a future of well-educated community as well as achieve financial independence regardless of social and economic background.



19 June 2023

Maybank Foundation honoured the winners of the Academy Science Malaysia (ASM) ArtScience Prize 2022 at a ceremony held in Menara Maybank, and hosted an exhibition at Balai Seni, where the artwork of 23 talented finalists was showcased. This exhibition provided an opportunity for visitors to appreciate their creative endeavours.



22 June 2023

Etiqua launched RAHMAH Personal Accident Insurance in support of the Ministry of Domestic Trade and Cost of Living. These affordable plans aim to encourage more Malaysians, especially those in the B40 category, to secure insurance or takaful coverage.



17 July 2023

Maybank Foundation announced the winners of the sixth MyTIGER Values Art Competition and showcased their artwork in an exhibition at Balai Seni, Menara Maybank which took place in conjunction with Global Tiger Day.



1 July 2023

Maybank Singapore launched the Maybank KidSTART Saving Stars programme in partnership with the KidSTART Singapore. A programme helps to equip KidSTART families with financial knowledge, and to boost their saving through top-ups and matched deposits for their children's future.



27 June 2023

Maybank Foundation and Secretary-General of ASEAN officiates the opening ceremony for the new Silk Weaving Training Centre in Siem Reap, Cambodia. This marked the 11th Maybank Weaving Training Centre in the ASEAN region, and it is located in Banteay Srey district. The new training centre is an integral part of Maybank's ongoing regional initiative aimed at providing business opportunities and empowering underprivileged women weavers and mulberry farmers to become financially independent through the Maybank Women Eco-Weavers programme.



25 July 2023

Maybank Foundation in partnership with ASEAN Foundation welcomed 120 youth volunteers and ten representatives from the selected civil society organisations and social enterprises from across the region to the launching ceremony of the Cohort 3 of eMpowering Youths Across ASEAN programme at Chulalongkorn University, Bangkok. A programme that aims to empower youths to be changemakers and drive social innovations to alleviate poverty and grow wealth in the ASEAN region through impactful community projects.



3 August 2023

Maybank Foundation's Tiger Conservation efforts in partnership with WWF-Malaysia celebrates first SEA Conservation Assured | Tiger Standards (CAITS) accreditation for Perak State Parks Corporation and Royal Belum State Park.



19 August 2023

After a three-year hiatus due to the COVID-19 pandemic, Maybank Group Global CR Day 2023 was held in conjunction with our Maybank Group Sustainability Week.



18 August 2023

Etiqua ramped up its sustainability efforts by assessing their adopted coral reef and propagating new corals under Etiqua's Marine Conservation Project in Tioman Island, in collaboration with Universiti Kebangsaan Malaysia's Marine Ecosystem Research Centre and Kelab Legasi Selam Skuba Malaysia.



8 August 2023

Secretary-General of ASEAN confers 2023 ASEAN-Maybank Scholarship awardees on the 56th ASEAN Day celebration hosted by Maybank Foundation.





Significant Events

2023



26 September 2023

Maybank Foundation continues to invest in the nation's future leaders. This year, 69 scholarships were awarded to deserving Malaysian students at the Maybank Group Scholarship Awards 2023 ceremony held in Maybank Academy.



27 September 2023

Maybank Foundation and Institut Jantung Negara join forces to aid young heart patients of ASEAN via 'Heart2Heart' campaign through online crowdfunding platform, MaybankHeart.



24 November 2023

Maybank Foundation signed an MOU with the Ministry of Social Affairs, in conjunction with the 30th anniversary celebration of Maybank Cambodia. The memorandum marked the launch of the expansion of Reach Independence & Sustainable Entrepreneurship (R.I.S.E.) programme into the country with a focus on empowering persons with disabilities and marginalised communities.



4 October 2023

Maybank Islamic officiated the Expanding Inspired Kitchen programme in partnership with Kolej Komuniti Selayang, with the primary objective of nurturing the advancement of Technical and Vocational Education and Training (TVET).



30 September 2023

Etiqa launched Clean Water Project to villagers of Kampung Charuk Puteh, Baling, Kedah.



25 November 2023

Etiqa launched another successful Clean Water Project for villagers in Kampung Bijih and Kampung Jela, Kuala Krai, Kelantan, in collaboration with Islamic Aid Malaysia.



4 December 2023

Maybank Foundation hosted 'Empowering Lives and Expanding Horizons: The Reach Independence & Sustainable Entrepreneurship (R.I.S.E.) celebration of Disability Inclusion' event in conjunction with the International Day of Persons with Disabilities, to celebrate the wonderful achievements of our R.I.S.E. participants through a series of activations. The validation results presented by University of Nottingham Malaysia reaffirms that the R.I.S.E. programme is making a tangible difference in the lives of the disadvantaged across the ASEAN region.



16 December 2023

Etiqa in collaboration with Islamic Aid Malaysia, launched Jetty Refurbishment Project in Sungai Che Manan, Johor to ease the daily fishing activities fishermen in the area.



8 December 2023

To further uphold our commitment to create equal economic opportunities in Cambodia through Reach Independence & Sustainable Entrepreneurship (R.I.S.E.) programme, Maybank Foundation signed a Memorandum of Collaboration (MOC) with the Mine Action and Victim Assistance Authority, Cambodia.



7 December 2023

Maybank Foundation through its Cashville Kidz programme, honoured financial literacy champions at the 2nd Maybank Regional Financial Education Excellence (Regional FinEx) Awards 2023 ceremony in Cambodia.



2024



17 January 2024

Maybank inaugurated a weaving gallery in Vientiane, Laos PDR named the Mulberries Maybank Gallery, which serves as a testament to the unwavering partnership between the Maybank Foundation and Mulberries, having significantly impacted the local community, weavers and farmers through the Maybank Women Eco-Weavers programme for over five years. Over 278,000 Mulberry trees have been planted across Vientiane and Xieng Khouang. Participants have seen their incomes increase by up to 70%.



19 February 2024

PMX (Malaysia's 10th Prime Minister) visited Menara Maybank to launch Maybank's new myimpact SME hub, a sustainable value-based banking solutions aimed at empowering SMEs in Malaysia to achieve a balance between their social responsibility, environmental impact and economic prosperity. As part of the visit, Maybank showcased its consolidated social impact numbers across the Group, demonstrating its ongoing commitment to making a positive impact on communities and the environment.



Key Awards & Recognitions

We received several awards and accolades throughout 2023 in recognition of our effort and commitment to sustainability:

Won Global Finance Awards 2023:

- 1 **Best Bank for Sustainable Finance in Malaysia**
- 2 **Outstanding Leadership in Sustainability Transparency in Asia Pacific**



Won The Edge ESG Awards 2023:

- 1 **Best Overall Winner (Gold)**
- 2 **Best Fund Based on Asset Class (Gold)** under Equity
- 3 **Best Low Carbon Award (Silver)**

Sustainability ranking of 374 in the TIME's World's Best Companies 2023

The **only Malaysian company** to be included in the list of top 750 companies in the world



Winner of the **HR Excellence Awards 2023** in **Malaysia and Indonesia**

Recognised in the **Tripartite Alliance Awards 2023**



Won the Forward Faster Sustainability Awards 2023:

- 1 **Finance & Investment (Large Company)**
- 2 **Chief Sustainability Officer (Large Company)**
- 3 **Pioneer Sustainable Development Action Recognition**

Won The Edge Billion Ringgit Club Awards 2023

Best CR Initiatives under the Super Big Cap category

Won the Asian Banking & Finance Awards 2023 (Singapore):

- 1 **Corporate & Investment Bank of the Year**
- 2 **Green Deal of the Year**



Social Impact Narrative





Tan Sri Dato' Sri Ir. Zamzamzairani Mohd Isa
Chairman

Dato' Khairussaleh Ramli
President and Group Chief Executive Officer

Message from Chairman and President & Group Chief Executive Officer

Since the establishment of Maybank in 1960, we have been committed to the betterment of lives via financial inclusion and empowerment, cognisant that financial institutions occupy a unique position to enable sustainable economic and socio-economic growth. We are aligned to The World Bank's definition of financial inclusion as "access by individuals and businesses to useful and affordable financial products and services that meet their needs – transactions, payments, savings, credit and insurance – delivered in a responsible and sustainable way". As the Maybank Group grew across ASEAN and beyond, alongside the nations and communities we serve, we have had the privilege to play our part in that economic and inclusive growth, witnessing firsthand the positive multiplier impact that financial inclusion has in addressing the diverse needs of the underserved and unserved; reducing poverty, overcoming income inequality, creating financial security and macroeconomic stability. These needs which encompasses the crux of the United Nations Sustainable Development Goals (UN SDGs) reinforces that we all collectively have a responsibility to help realise; especially as we emerge from the aftermath of the unprecedented global pandemic and in the face of ongoing uncertainties.

Today, Maybank is in 18 countries, including all in ASEAN and serves more than 16 million corporate and individual customers – making Maybank one of the leading financial institutions in the region. We are proud of our long and significant heritage and strategic role as a partner for national and community development. **True to our purpose statement that "we are a values-driven platform, powered by a bionic workforce that humanises financial services", and supported by our M25+ strategy, we strive to be at the heart of community, offering value-based banking and beyond banking financial solutions and services, working together with our stakeholders as a force for good, ensuring no one is left behind in building a more sustainable, impactful and resilient shared future.**

This year, we thought it is timely to share a more collective Group narrative on the social impact work that we do across our business operations and regional presence, in line with our mission. Maybank is proud to introduce our inaugural **Social Impact Report 2023: Humanising Financial Services – Purpose Driven Social Impact across ASEAN**, which focuses on financial inclusion and empowerment initiatives with intended and realised outcomes for the communities we serve. It elaborates on our Social Impact approach and strategies to meet the pressing and diverse needs of our targeted beneficiaries and features their heart-warming impact stories.

HUMANISING FINANCIAL SERVICES – PURPOSE DRIVEN SOCIAL IMPACT ACROSS ASEAN

At Maybank, we believe that our success is intrinsically linked to the well-being and prosperity of the communities we serve. We recognise the important role our institution plays in not only supporting communities but more importantly, developing and nurturing society through targeted, impactful programmes.

Such is our dedication to social impact that it forms one of the four commitments that Maybank has made in 2021 and subsequently revised upwards in 2022 under our Group Sustainability Strategy – To improve the lives of two million households across ASEAN by 2025.

Towards this, we have made great strides on our commitment to improve the lives of two million households across ASEAN, impacting about 1.37 million households in the span of three years through the provision of affordable and accessible mortgages, automobile financing and insurance offerings to lower-income customers, financial inclusion solutions to vulnerable groups, SMEs and microenterprises, zakat contributions, financial literacy and impact programmes via Maybank Foundation.

In 2023, we have positively impacted 498,529 households; providing access to mortgage and automobile financing to 196,740 low-income customers in Malaysia, Indonesia and the Philippines, while micro-insurance products benefitted 177,078 individuals from the low-income category across the region. Additionally, our zakat contributions to vulnerable and underprivileged communities which covered, amongst others, education, entrepreneurship, humanitarian aid and Islamic social finance impacted 50,605 beneficiaries.

Maybank Group has more than 89 ongoing social impact initiatives since 2014, investing more than RM301.9 million, where in 2023 we channeled over RM76.24 million in total. From the beneficiaries' perspective, we have been able to touch 1.56 million lives to date across ASEAN, and over 668,000 throughout 2023.

We have categorised these initiatives by 3 Impact Pillars: Empowering Education, Community Empowerment and Environmental Diversity, in line with Maybank Foundation's strategic consolidation of the previous 6 pillars in 2023, collapsing Arts and Culture, Healthy Living as well as Disaster Relief into Community Empowerment



Message from Chairman and President & Group Chief Executive Officer

Maybank Group has more than **89 ongoing social impact initiatives** since 2014, **investing more than RM301.9 million**, where in 2023 we channeled over RM76.24 million in total. From the beneficiaries' perspective, we have been able to touch **1.56 million lives to date across ASEAN**, and over 668,000 throughout 2023.

for better focus and narrative of our efforts. We also touch a diverse group of beneficiary segments, namely Students, Youth, Women, Persons With Disabilities (PWDs), Marginalised Communities, Social Enterprises (SEs) for Beyond Banking Initiatives as well as by individuals and Small and Medium Enterprises (SMEs) for Banking Initiatives.

For 2023, in Empowering Education, we have uplifted more than 468,000 students via financial literacy programmes, scholarships and tuition, whilst more than 199,000 women, PWDs, youth and marginalised individuals benefitted from *Community Empowerment* programmes. For *Environmental Diversity*, through our efforts with our partner WWF and government agencies in the Belum-Temengor Forest Complex, Malaysia is the first country in Southeast Asia to be accredited with Conservation Assured | Tiger Standards (CAITS) in achieving international standards for tiger conservation.

Whilst Maybank Foundation, as the social impact arm of the Group spearheads the flagship and core social impact programmes, Maybank Islamic and Etiqa contribute via zakat-led initiatives, whilst for banking initiatives, Community Financial Services and Etiqa strongly support affordable and accessible financing; making this a group-wide endeavour.

It is worth mentioning that Maybank Foundation was the first Civil Society Organisation (CSO) from a financial institution to attain ASEAN accreditation in 2021, recognising the social impact work we do around the region and making our efforts even more meaningful. Our foundation plays an important role in enabling the Maybank Group with the social license to operate in the countries where we operate, and is the "heart" of our mission of Humanising Financial Services; to date Maybank Foundation has impacted close to 470,000 lives across ASEAN, with 75,658 beneficiaries in 2023.

Education is one of the Foundation's focus areas as it is a powerful enabler in uplifting marginalised communities. Through the Foundation, we offer two scholarships – the Maybank Group Scholarship, a more than five-decade-old programme for over 2,000 Malaysian students; and the newer ASEAN-Maybank

Scholarship. In 2023, we awarded Malaysian scholarships to 69 deserving students, providing them the opportunity to pursue tertiary education locally or overseas. We also awarded five outstanding students from Brunei, Indonesia, Malaysia and Vietnam for the second ASEAN-Maybank Scholarship (AMS) in conjunction with the 56th ASEAN Day celebration in Indonesia. The AMS scholarship, developed in partnership with the ASEAN Secretariat, is unique because it not only provides the opportunity for students to pursue tertiary education, but also strengthens unity across the region as each scholar is placed in a top regional university outside of his/her home country.

As a leading regional bank, we champion financial inclusion and literacy via programmes such as Cashville Kidz (CVK), through which we have reached over 330,000 students across 7 countries in ASEAN to date. We also launched the regional Financial Education Excellence Awards to honour CVK educators and students.

In Community Empowerment, the Foundation works with women and PWDs through Maybank Women Eco-Weavers (MWEW) and Reach Independence & Sustainable Entrepreneurship (R.I.S.E.) respectively. Both programmes continued to grow in 2023: MWEW opened its second Maybank Silk Weaving Training Centre in Cambodia, the eleventh centre in ASEAN, while R.I.S.E. expanded to its fifth ASEAN country, Cambodia.

Maybank Foundation also organised the third Regional Capacity Building Workshop as part of the eMpowering Youths Across ASEAN (eYAA) programme together with the ASEAN Foundation. Since eYAA's launch in 2018, close to 300 youth volunteers have worked together with 25 social enterprises to positively impact the lives of over 60,000 beneficiaries in the region.

Another key differentiator for us is our approach as a leader in Islamic finance, where Maybank infuses sustainability into the principles of value-based financial services. Our financial solutions, catering to various customer segments, highlight our commitment to value-based practices as a differentiator to drive economic value. In pursuit of this, we introduced the myimpact brand in 2023 to distinguish our ethical approach. Furthermore, this goes beyond financial sustainability to include community impact through Islamic social finance programmes as mentioned above, showcasing Maybank's holistic approach towards building community resilience. In terms of zakat or Islamic social finance initiatives, Maybank Islamic and Etiqa have impacted 410,142 lives since 2020, with 129,151 in 2023 from 59 ongoing community programmes.

With respect to banking facilities extended to the lower income customer segments, as well as targeted repayment assistance extended since 2020 at the height of the pandemic to date, Maybank Group had disbursed RM33.76 billion in financing to close to 700,000 individuals and over 108,000 SMEs, whilst in 2023, as the economy continued to recover.

Another important "S" element in ESG is human rights. As part of our commitment and responsibility as an organisation to respect human rights, we have developed a Group Human Rights Policy. Staying true to our sustainability principles on placing people at the centre of how we conduct business, this policy aims to address human rights in our business operations and across our value chain. In the spirit of transparency, we intend to publish this in 2024.

It is indeed both a privilege and our responsibility to do the work we do, to be able to impact change and make a difference in the lives of so many. Guided by our purpose, we remain steadfast in continuing with strategic, result-oriented initiatives that will create a meaningful impact on the economy, environment and people in the communities we serve.

With humility, we are encouraged that our efforts have gained numerous recognitions in the industry. Most notably, being honoured in TIME Magazine's World's Best Companies 2023, with a Sustainability ranking of 374, the only Malaysian company to be included in the list of top 750 companies in the world. Additionally, Maybank clinched the Edge Billion Ringgit Club – Best CR Initiatives, in recognition of our sustained efforts in sustainability and corporate responsibility.

IT TAKES A VILLAGE – A COLLECTIVE ENDEAVOUR

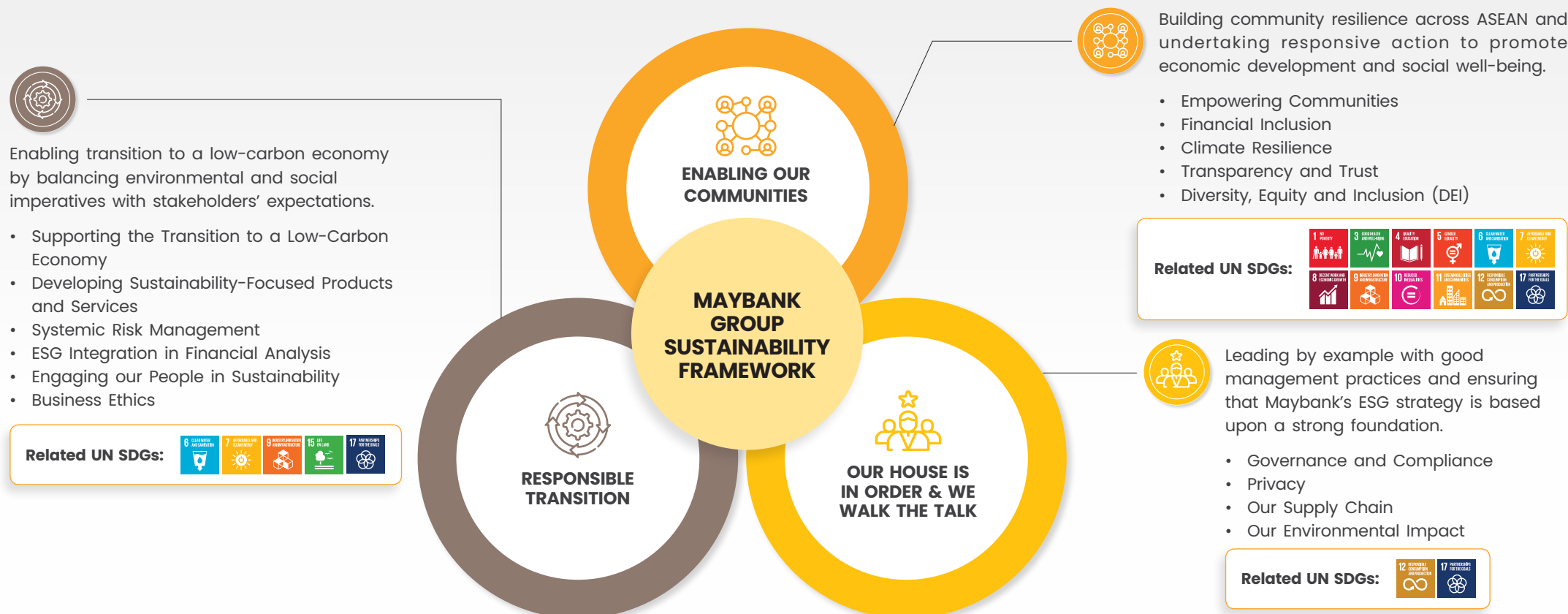
Our journey in social impact is an ongoing collective endeavour, premised by our overall approach to Sustainability and underpinned by our mission of Humanising Financial Services, where we intend to do no harm, to be a force for good and to ensure that no one is left behind. It really does take a village to make it all come together – leveraging internally on the strength of the Maybank Group, our regional presence and local expertise, our leaders and all Maybankers, working closely with all key stakeholders – our programme partners, government ministries and agencies, Civil Society Organisations (CSOs) and Social Enterprises (SEs), media and volunteers. Most importantly we would like to acknowledge our beneficiaries and customers, whom we serve – they are the reason we do this, giving it purpose and meaning to what we do. Together, we can create a legacy that is filled with sustainable growth, positive impact and shared prosperity; towards a better world and for the good of humanity.

Tan Sri Dato' Sri Ir. Zamzamzairani Mohd Isa
Chairman

Dato' Khairussaleh Ramli
President and Group Chief Executive Officer

Sustainability Framework

Our sustainability approach remains guided by the Maybank Group Sustainability Framework which is anchored on three core pillars. Serving as an overarching framework that sets out the Group's sustainability mission, goals, targets, governance and approach in all our activities, the robust framework enables us to embed sustainability into all our activities, products and services, as we strive to serve the communities without harming the environment and people.



For an excerpt of the Maybank Group Sustainability Framework, please visit www.maybank.com/en/sustainability.page

For more information on our corporate governance practices, please refer to page 5 of the Environmental Report 2023 and our Corporate Governance Report available on www.maybank.com/ar

For more information on our sustainability governance process, roles and responsibilities, please refer to pages 6 to 7 of the Environmental Report 2023 and www.maybank.com/en/sustainability.page

In line with our ambition to be a sustainability leader in Southeast Asia, we are committed to embracing exemplary business practices, touching the lives of the communities we serve by generating long-lasting social impacts and decarbonising our value chain. We want to drive the mobilisation of capital in an effective manner by promoting sustainable finance, becoming an agent of the transition to a low-carbon economy and enhancing community well-being through financial inclusion and community empowerment initiatives. Guided by our purpose, we are committed to serving the community as a force for good. Our focus remains on strategic, result-oriented initiatives that will create a meaningful impact on the economy, environment and people.

Our sustainability initiatives support our four sustainability commitments, which demonstrate the progress of our sustainability journey. We are pleased to report that we have been progressing well against the targets set for each commitment.

For more information on our M25+ strategy on sustainability, please refer to pages 18 to 19 of the Environmental Report 2023.



Our Sustainability Ambitions

COMMITMENT 1



Mobilising **RM80 billion** in Sustainable Finance by 2025

Facilitating the movement of capital towards sustainable financing and investments, through direct lending, investments, syndication, fundraising, underwriting and advisory, while integrating ESG criteria to bring about sustainable development outcomes and support the transition to a low-carbon economy.

▶ Cumulative
RM68.48 billion

▶ FY2023
RM34.11 billion

Annual Target:
RM16.8 billion

2023 Achievements

- Launched the first of its kind in ASEAN, the Maybank Group Transition Finance Framework, becoming the first Malaysian bank to do so, outlining the approach in classifying and recognising financing solutions offered as credible transition finance.
- Developed a sector-agnostic Client Engagement Guidebook to support relationship managers to have meaningful ESG-related engagements with clients.
- Launched Maybank ESG Research, which incorporates ESG-integrated risk analysis to enable better investment decisions.

COMMITMENT 2



Improving the lives of **two million households** across ASEAN by 2025

Leveraging our regional presence and our flagship programmes, we aim to contribute towards the betterment of communities across ASEAN. We aim to create a more equitable society by equipping communities with lifelong financial skills and knowledge, addressing communities' current and situational needs, as well as building their financial resilience.

▶ Cumulative
1,369,729* households

▶ FY2023
498,529 households

Annual Target:
303,344 households

2023 Achievements

- Our ongoing financial literacy initiatives benefitted 3,343 SMEs across Malaysia, Singapore and the Philippines
- Extended financing assistance and repayment assistance to 18,301 SMEs (MSME, RSME and SME) and individuals who require financial support and relief due to economic distress and loss of sales, across Malaysia, Indonesia, Singapore and Cambodia.
- Provided affordable and accessible micro-insurance and takaful products as well as community empowerment programmes to 190,330 beneficiaries from the B40 category and equivalent groups across the region.
- Positively impacted 50,605 beneficiaries through our zakat initiatives covering aspects of education, entrepreneurship and community targeting asnafs, women and underprivileged students.
- Supported and trained 569 farmers and 205 weavers under our Maybank Eco-Weavers programme, which empowers women weavers across ASEAN.

Our Sustainability Ambitions

COMMITMENT 3



Achieving a **carbon neutral position of our own emissions by 2030** and **Net Zero Carbon equivalent position by 2050**

The Carbon Neutral by 2030 commitment refers to the Group's own emissions, while the Net Zero by 2050 commitment refers to maintaining a balance between all direct and indirect CO₂e emissions and removals, encompassing our operations and the business activities we finance across the Group. We will work both internally and with our external suppliers to minimise the environmental impact of our operations across the entire value chain. Additionally, we are committed towards lowering the financed emissions of our business portfolio.

▶ **FY2023**
Reduced **49%**
of our **Scope 1 and 2**
emissions
(against 2019
baseline*)

Annual Target:
43.5% reduction in
Scope 1 & Scope 2
emissions

2023 Achievements

- Recorded total absolute GHG emissions of Scopes 1 and 2 in 2023 was 62,761 tCO₂e, compared to the assured 2019 baseline of 151,091 tCO₂e.
- Total financed emissions excluding the impact of the new seventh asset class, declined by 4.53% against 2022 while the overall emission intensity is 44.3 tCO₂e/RM million.

COMMITMENT 4



Achieving **one million hours per annum** on sustainability and delivering one thousand significant UN SDG-related outcomes by 2025

Our employees play a pivotal role in ensuring that we embed sustainable actions and thinking across the Group. We are committed to fostering a sustainability culture among Maybankers by strengthening our business ethics, policies and practices, embracing diversity and inclusivity, and scaling up our employee volunteerism programmes.

▶ **FY2023**
1,937,632*
hours

FY2022:
1,563,720 hours

2023 Achievements








- Upskilled 33,286 unique learners with approximately 86,023 hours and 65,931 learning engagements through our various Sustainability Capability Building programmes.
- Launched the Maybank Group Dignity Policy as an extension of the Group's Diversity, Equity and Inclusion Policy as well as the Bank's Code of Ethics and Conduct.

* UN Global Compact Network Malaysia & Brunei has provided an independent Second Party Opinion on the approach and process that Maybank has undertaken in reporting Commitment 2 and Commitment 4.









Our Contributions to the UN SDGs

Aligned with our purpose of Humanising Financial Services, we remain committed to contributing to specific targets of the UN SDGs, as part of our social impact initiatives, which aim to leave no one behind.

SDGs	SDG Targets We are Contributing Towards	Our Initiatives	Related Sections
	<ul style="list-style-type: none"> 1.4 Equal rights to economic resources 1.a Mobilisation of resources to implement programmes to end poverty 	<ul style="list-style-type: none"> Implementing initiatives aimed at enhancing financial literacy and promoting inclusion Offering financial support to small and medium enterprises (SMEs) as well as micro businesses 	<ul style="list-style-type: none"> Empowering Education Community Empowerment Banking Initiatives
	<ul style="list-style-type: none"> 3.3 Combat water-borne diseases 3.4 Promote mental health and well-being 3.8 Achieve universal health coverage, including financial risk protection 	<ul style="list-style-type: none"> Enhancing community access to clean water through various programmes Offering affordable, accessible and user-friendly insurance products 	<ul style="list-style-type: none"> Community Empowerment Banking Initiatives
	<ul style="list-style-type: none"> 4.4 Skills for employment, decent jobs and entrepreneurship 4.5 Equal access to education for the vulnerable 4.6 Ensure all youth achieve literacy and numeracy 4.7 Ensure all learners acquire the knowledge needed to promote sustainable development 4.b Scholarships for higher education 	<ul style="list-style-type: none"> Committing to improving the well-being of disadvantaged groups and reducing unemployment throughout ASEAN Offering scholarships and financial support for education with a focus on online learning Offering programmes that provide access to education 	<ul style="list-style-type: none"> Empowering Education Community Empowerment
	<ul style="list-style-type: none"> 5.1 End all forms of discrimination against women and girls 5.5 Women's full and effective participation in political, economic and public life 5.a Undertake reforms to give women equal rights to economic resources and financial services 	<ul style="list-style-type: none"> Strengthening our current practices through the Maybank Group Human Rights Policy Implementing a community programme dedicated to empowering women 	<ul style="list-style-type: none"> Community Empowerment
	<ul style="list-style-type: none"> 6.1 Provide access to safe and affordable drinking water 6.6 Protect and restore water-related ecosystems 6.b Support and strengthen the participation of local communities in improving water and sanitation management 	<ul style="list-style-type: none"> Supporting community health by ensuring access to sustainable clean water and promoting effective hygiene practices Proactive involvement in marine conservation 	<ul style="list-style-type: none"> Community Empowerment Environmental Diversity
	<ul style="list-style-type: none"> 7.1 Universal access to modern energy services 7.2 Increase the share of renewable energy 7.a Investment in energy infrastructure and clean energy technology 7.b Expand infrastructure and upgrade technology for supplying modern and sustainable energy services 	<ul style="list-style-type: none"> Providing financing options for the installation of residential solar panels and the purchase of hybrid and electric vehicles 	<ul style="list-style-type: none"> Community Empowerment Banking Initiatives
	<ul style="list-style-type: none"> 8.3 Growth of micro, small and medium-sized enterprises 8.5 Full and productive employment for all 8.6 Reduce the proportion of youth not in employment, education or training 8.7 Take immediate and effective measures to eradicate forced labour and end modern slavery 8.8 Promote safe and secure working environments 8.10 Access to banking, insurance and financial services for all 	<ul style="list-style-type: none"> Extending microfinancing support to micro businesses and eligible recipients Increasing the availability of cost-effective financial products and services for the communities we serve Fostering youth and graduate employment initiatives within Maybank Advocating for well-being and human rights 	<ul style="list-style-type: none"> Empowering Education Community Empowerment Environmental Diversity Banking Initiatives

For a more comprehensive view on our contributions to UN SDGs, please refer to the full suite of Maybank reports.

Our Contributions to the UN SDGs

SDGs	SDG Targets We are Contributing Towards	Our Initiatives	Related Sections
	<ul style="list-style-type: none"> 9.3 Access of small-scale enterprises to financial services 9.4 Upgrade infrastructure with greater adoption of clean and environmentally sound technologies 9.a Facilitate sustainable and resilient infrastructure development in developing countries through enhanced financial support 	<ul style="list-style-type: none"> Providing financial support to SME customers Tailoring sustainable and digital financial solutions to the ASEAN region in which we operate 	<ul style="list-style-type: none"> Community Empowerment Banking Initiatives
	<ul style="list-style-type: none"> 10.2 Social, economic and political inclusion of all 10.3 Ensure equal opportunity and reduce inequalities of outcome 	<ul style="list-style-type: none"> Supporting our communities through our retail offerings as well as zakat and social initiatives Strengthening our current practices through the Maybank Group Human Rights Policy 	<ul style="list-style-type: none"> Empowering Education Community Empowerment Banking Initiatives
	<ul style="list-style-type: none"> 11.1 Increase access to affordable housing 11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage 11.5 Substantially decrease the direct economic losses caused by disaster 	<ul style="list-style-type: none"> Providing cost-effective housing solutions to enhance accessibility to home ownership Preserving the cultural heritage of weaving through the Maybank Women Eco-Weavers programme Celebrating the diverse ASEAN heritage through the Balai Seni Art Series Contributing towards disaster relief efforts 	<ul style="list-style-type: none"> Community Empowerment Banking Initiatives
	<ul style="list-style-type: none"> 12.6 Companies to adopt sustainable practises and integrate sustainability information into reporting 12.7 Promote procurement practices that are sustainable 12.8 Ensure that people have the relevant information and awareness for sustainable development 	<ul style="list-style-type: none"> Yearly sustainability reporting and disclosures Procuring from local suppliers and supporting our suppliers in their ESG journey Involving Maybankers in sustainability initiatives Active engagements and collaboration with external stakeholders and regulators 	<ul style="list-style-type: none"> Empowering Education Community Empowerment Environmental Diversity Banking Initiatives
	<ul style="list-style-type: none"> 15.5 Protect and prevent the extinction of threatened species 15.7 End poaching and trafficking of protected species 	<ul style="list-style-type: none"> Proactive involvement in tiger and marine conservation and reforestation 	<ul style="list-style-type: none"> Environmental Diversity
	<ul style="list-style-type: none"> 17.16 Multi-stakeholder partnerships to support the achievement of the SDGs 17.17 Encourage and promote effective public, public-private and civil society partnerships 	<ul style="list-style-type: none"> Proactive collaboration with regulatory authorities, industry partners and partners in community initiatives 	<ul style="list-style-type: none"> Empowering Education Community Empowerment Environmental Diversity

For a more comprehensive view on our contributions to UN SDGs, please refer to the full suite of Maybank reports.



Employing Social and Relationship Capital to Create Value

Related UN SDGs:



The Group considers our resources and relationships that facilitate our value creation and preservation process, and minimise value erosion. Our resources are captured as six capitals in the business model, which are deployed through our business activities to generate outputs that ultimately lead to capital outcomes that benefit specific stakeholders. Out of these six capitals, social and relationship capital relates to the social impact aspects of value creation. This covers relationships and goodwill between the Group and its stakeholders, including local communities and civil societies.

Strengthening stakeholder relationships and empowering communities by:

- Providing access to financial inclusion solutions to vulnerable groups, microenterprises and SMEs.
- Invested RM76.24 million in community programmes.
- Leading and shaping conversations and initiatives with regulatory bodies, NGOs and peers.

Performance by Capitals

- RM4.31 billion mobilised for affordable housing in Malaysia.
- 18,301 SMEs and individuals benefitted from financing assistance and repayment assistance across home markets.
- Provided affordable and accessible micro-insurance and takaful products, as well as community empowerment programmes to 190,330 beneficiaries from lower income group.
- Contributed RM3.10 billion in zakat and taxes.
- Active role in domestic and international leadership initiatives such as COP28, Glasgow Financial Alliance for Net Zero (GFANZ), JC3 Committee and ABM-ESG Committee.

Refer to How We Distribute Value Created and Sustainability Statement on pages 33 and 101 to 109 of the Integrated Annual Report 2023

Actions To Enhance Outcomes

- Channel a portion of our financial resources to flagship programmes to enable communities' financial independence and literacy.

Strategic Trade-Offs For Sustainable Long-Term Growth

Be the force for good



Aligned with our mission of Humanising Financial Services, we strive to create meaningful change in the communities we serve by advancing financial inclusion, education and skills development. Providing financial services to underserved segments aligns with our overarching goal of promoting financial inclusion.

FC Financial Capital **SRC** Social and Relationship Capital ● Value creation ● Value preservation ● Value erosion

For more information on our overall value creating business model and performance by capitals, please refer to pages 26 to 27 of the Integrated Annual Report 2023.

How We Engage Our Communities



COMMUNITIES

Quality of Relationship: Maybank Foundation Stakeholder Survey*: 81%

Related UN SDGs:



Who They Are:

Maybank empowers diverse demographic segments including micro-enterprises, low income individuals, women, youths, PWDs and marginalised communities across ASEAN through tailored support.

Why We Engage:

- To foster positive change and empower communities through financial services, in line with our mission of Humanising Financial Services.
- Stay attuned to local dynamics and drive community advancement through impactful operations, financial education, assistance and empowerment, while raising awareness of those in need.
- Promote an inclusive employment culture through tailored opportunities and employability programmes for talents with diverse abilities including the differently-abled.

How We Engage:

- Capacity-building and economic empowerment initiatives, financing assistance, local marketplace (i.e.: Sama-Sama Lokal), repayment assistance programmes and inclusion workshops.
- Strategic partnerships, outreach and educational programmes focused on financial literacy.
- Websites, social media channels and virtual communication platforms.
- Community engagement surveys.
- Employee volunteerism platforms and Maybank Foundation initiatives that support long-term stakeholder initiatives (i.e.: Cahaya Kasih, MaybankHeart).

Stakeholder Expectations:

- Foster a sustainable future for all through socio-economic initiatives targeting unemployment, low financial literacy and empowerment of disadvantaged communities, etc.
- Provide personalised finance solutions tailored to the unbanked and underbanked communities.
- Offer financial assistance and programmes to enhance livelihoods as well as create and support SME business opportunities.

Risks:

- Financing of activities that may harm the environment and surrounding communities.
- Brand risk and limited partnerships from potential lack of engagement and inclusion within the communities we serve.

Opportunities:

- Empower communities to enhance economic well-being through tailored financial offerings and financial literacy (i.e.: improve education levels, reduce poverty, increase earning power).
- Foster mutually beneficial partnerships with local community organisations, strengthening grassroots relationships and improving public perception.
- Identify new segments of potential customers and talent for employment.

Value for Maybank:

- Uphold public trust to grow our footprint and market position.
- Promote inclusivity by identifying and addressing needs of the underserved.
- Safeguard the environment and economies in our operational areas.
- Fortify social license to operate and goodwill, while cultivating sustainable partnerships within communities we serve.
- Demonstrate Maybank's commitment to employees' welfare and the community, fostering unity and teamwork.

Value for Our Communities:

- Accessible and inclusive financial services and facilities, especially for those in rural areas.
- Empowerment, enhanced earnings potential, and diversified business/job creation arising from Maybank's socio-economic and outreach programmes.
- Access to basic essentials such as education and healthcare while enhancing financial literacy.

Our Strategic Response to Enhance Value Creation:

- Awarded Malaysian scholarships to 69 students under Maybank Group Scholarship Programme and five students under ASEAN-Maybank Scholarship.
- Launched FUNancial Day in Malaysia in collaboration with education institutions to foster financial literacy among students and young adults.
- MWEW opened its second Maybank Silk Weaving Training Centre in Cambodia, the eleventh centre in ASEAN.
- R.I.S.E. expanded to Cambodia, its fifth ASEAN country.
- Extended assistance via the Ehsan Financing Facility to persons with disability graduating from R.I.S.E. programme to help them start their own businesses and achieve financial independence.
- Uplifted MSMEs by encouraging broader sector participation and greater awareness of financial opportunities via sessions with industry experts.
- Continued to widen access to affordable financing for the underprivileged/underbanked via agent banking and Maybank Mobile Bus Malaysia in remote and rural areas.
- Engaged in Cahaya Kasih initiatives Group-wide, focused on education and zero waste programmes, among others, with Maybankers collectively dedicating 142,319 hours over the entire year.

How We Track Value:

- Individuals and households impacted by our community initiatives and flagship programmes.
- Financial and non-financial benefits to individuals or communities impacted by our community and zakat programmes.
- Monitoring of Maybank Foundation programmes.
- Monthly monitoring by Value-Based Intermediation Sustainability Steering Committee.

Achievements:

- Maybank Foundation's active flagship and core programmes across ASEAN countries have benefitted 461,952 beneficiaries to date, reaching 75,658 new beneficiaries in 2023 versus 48,339 in 2022.
- Zakat contributions from Maybank Islamic and Etiqa impacted 129,151 beneficiaries with 59 ongoing programmes.
- Disbursed over RM7.75 billion in affordable financing, repayment assistance and SME financing to benefit over 197,303 individuals and 26,206 SMEs.
- Assisted 177,078 individuals through micro insurance/takaful products from 122,664 in 2022.
- Etiqa's CSR programmes benefitted 63,862 individuals in 2023.

For more details on our FY2023 achievements, please refer to pages 32 to 82 of this report

Indicates the purpose, quality and impact of Maybank Foundation programmes and relationship rating with partners, beneficiaries and country representatives



Our Key Partners

Maybank Group's social impact work thrives on active collaboration with an ecosystem of diverse partnerships and various stakeholders, including government and regulatory bodies, non-governmental organisations, businesses, and civil society groups, to address complex economic and societal issues. Here we highlight the key partners and stakeholders of our Maybank Foundation flagship and core programmes which spearhead the Group's social impact initiatives.

Important Stakeholders and Regulators

Endorsed and supported by multiple strategic stakeholders including:



Collaboration with valued partners including:



Key Partnerships



Empowering Education



ASEAN

Partnership with ASEAN Secretariat for ASEAN-Maybank Scholarship



MoneyTree Asia Pacific

Partnership for Cashville Kidz



Yayasan Pelajaran MARA

Partnership for Maths for Rural Kids



Universiti Teknologi MARA
Partnership for Maths for Rural Kids



Community Empowerment



ASEAN

Partnership with ASEAN Foundation for eEmpowering Youths Across ASEAN



People Systems Consultancy

Partnership for Reach Independence & Sustainable Entrepreneurship (R.I.S.E.)



Color Silk Foundation

Partnership for Maybank Women Eco-Weavers in Cambodia



Sekar Kawung

Partnership for Maybank Women Eco-Weavers in Indonesia



Tanoti House

Partnership for Maybank Women Eco-Weavers in Malaysia



Lao Sericulture (Mulberries)

Partnership for Maybank Women Eco-Weavers in Laos



INSTITUT JANTUNG NEGARA
National Heart Institute

Institut Jantung Negara
Collaboration with the MaybankHeart for the "Heart2Heart" Campaign



Right Track Education Sdn Bhd
Partnership for Maybank Training & Learning Centre



Environmental Diversity



WWF

WWF-Malaysia
Partnership for strengthening tiger conservation in the Belum-Temengor Forest Complex

Our Key Partners

OUR PARTNERSHIP WITH ASEAN



ASEAN Recognition

Maybank Foundation attained ASEAN accreditation in 2021, becoming a recognised CSO for its dedication to advancing the ASEAN identity. Notably, Maybank is the first financial institution to achieve this since the establishment of the Association. Key regional programmes including R.I.S.E., Maybank Women Eco-Weavers, Cashville Kidz and eMpowering Youths Across ASEAN, a collaborative initiative with the ASEAN Foundation, played a pivotal role in securing this accreditation.

Going forward, the Foundation aims to leverage its ASEAN affiliation for more impactful initiatives, building on existing programmes to contribute to the creation of a vibrant, inclusive, people-centred ASEAN community. With an established presence across the region, our primary focus remains on the ASEAN community. We aim to implement results-oriented, impact-driven and accessible programmes aligned with global frameworks within ASEAN and the United Nations.

QUOTE FROM SECRETARY-GENERAL OF ASEAN

"As the Secretary-General of ASEAN, I am pleased to acknowledge the considerable influence of ASEAN Entities such as the Maybank Foundation in contributing to the socio-economic welfare of communities throughout the Southeast Asian region and beyond. The partnership between ASEAN and Maybank Foundation exemplifies a strong dedication and common vision, serving as a model for fostering a more inclusive and sustainable future for all members of our ASEAN Community."

His Excellency Dr. Kao Kim Hourn
Secretary-General of ASEAN





Shahril Azuar Jimin
Group Chief Sustainability Officer

Izlyn Ramli
Head, Group Corporate Affairs &
CEO, Maybank Foundation

PURPOSE DRIVEN SOCIAL IMPACT ACROSS ASEAN

Reflections from Group Chief Sustainability Officer & Chief Executive Officer, Maybank Foundation

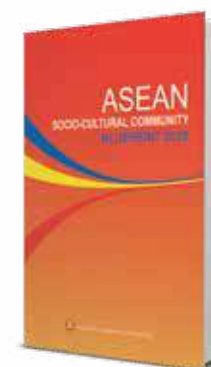
OUR HUMBLE BEGINNINGS IGNITING PASSION FOR SOCIAL IMPACT ACROSS THE GROUP

As a Financial Institution, the Maybank Group touches almost all industries, supporting a vast community base with very diverse segmentations. This puts us at the heart of these communities, allowing us opportunities to impact those whom we serve where it matters the most. As with most corporations, our journey started off with the noble intent to do more good for those in need, and this was driven by Corporate Social Responsibility (CSR) initiatives, with one such example being the offering of educational scholarships which Maybank started way back in 1972. This then evolved into a more holistic approach looking at sustainability in line with the Group's journey – which means meeting our own needs without compromising the ability of future generations to meet their own needs. From a capital markets and financial institution perspective, we also look at sustainability through the lens of ESG which measures a corporation's actions based on its impact. Companies that adopt ESG principles consider, measure, and report the ESG aspects of their business alongside its financial considerations. We believe our sustainability challenge therefore is the pursuit of economic progress whilst doing well in the areas of E, S and G that is Environmental, Social, and Governance. Social Impact therefore is integral to our overall sustainability narrative.

In 2010, in conjunction with the Group's 50th anniversary, Maybank Foundation was inaugurated as the main vehicle for corporate responsibility and today is the social impact arm of the Group. Maybank Foundation's mandate is to identify programmes that will have the most tangible and sustainable results – efforts that will bring measurable change over the long term, positively impacting communities in the markets where Maybank operates. Through strategic partnerships with local stakeholders and Civil Society Organisation (CSOs), Non-Governmental Organisations (NGOs) and Social Enterprises (SEs), the Foundation's focus is to enhance quality of life for all, especially the less fortunate, irrespective of race, gender, or creed.



Maybank Foundation then started with only a handful in the team, and it was imperative for us to work efficiently based on a structured approach and methodology to ensure that the best value, outcomes and impact could be delivered for the communities as well as for the Group. References and learnings were taken from leading global networks such as the London Benchmarking Group and later Business for Social Impact (B4SI), as well as the ASEAN Socio-Cultural Community Blueprint (ASCC) 2025, to build our overall



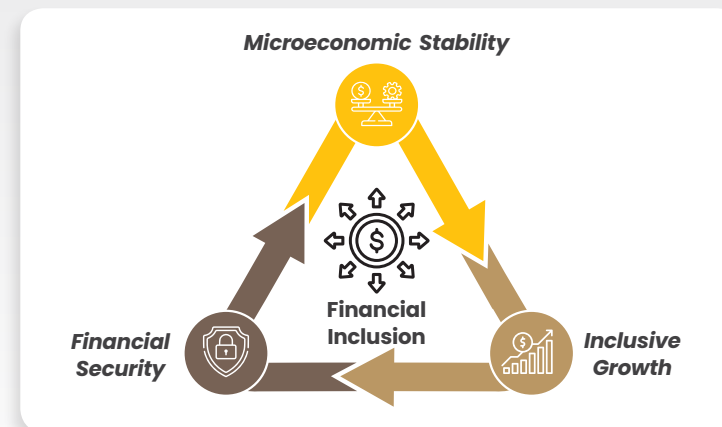
strategy with the intended outcome of bringing the most impact to the communities we serve in the countries in which we operate, as well as guide our programme design, developments, evaluations, and monitoring. At the heart of the ASCC is the commitment to lift the quality of life of the ASEAN people through cooperative activities that are people-oriented, people-centred, environmentally friendly, and geared towards the promotion

of sustainable development. Against the backdrop of intensified regional cooperation, the region has witnessed extreme poverty dramatically declining in a number of ASEAN Member States. The region is also experiencing an expanding middle class, improving health and education, a growing workforce serving regional and global labour needs, and a corresponding rapidly rising urban population that generates new services, city infrastructure development, and evolving lifestyles. Nevertheless, more could be and needs to be done to secure the benefits and results of progress. The ASCC 2025 vision is for an ASEAN Community that engages and benefits the peoples and is **inclusive, sustainable, resilient, and dynamic**.

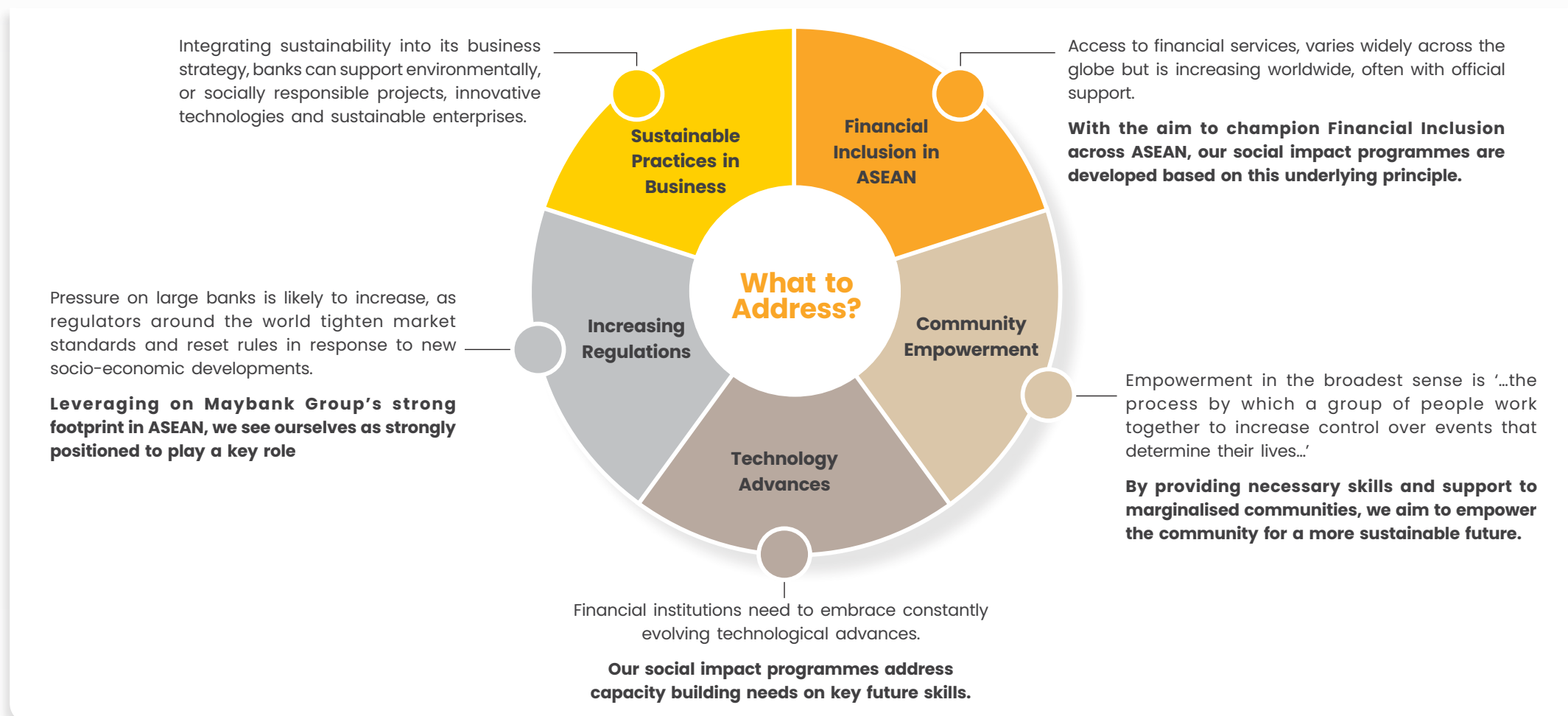
Purpose Driven Social Impact Across ASEAN

Reflections from GCSO & CEO, Maybank Foundation

Beyond Maybank Foundation, our social impact work spans across all our business units and is embedded into our business at its core. We are cognisant that Financial Institutions occupy a unique position to support sustainable development and social impact via Financial Inclusion and Empowerment, aligned to our purpose of Humanising Financial Services. As extracted from the UN SDG Report 2022, the World Bank defines financial inclusion as “access by individuals and businesses to useful and affordable financial products and services that meet their needs and are delivered in a responsible and sustainable way (transactions, payments, savings, credit and insurance).” Financial inclusion is considered an important factor in reducing poverty and overcoming income inequality. In the conditions of the COVID-19 pandemic which led to a decrease in economic activity and a reduction in household income, this issue has become even more pressing. The importance of financial inclusion is related to its positive impact on financial security, macroeconomic stability, and inclusive growth, which was confirmed by the results of many scientific studies, as well as its enabling of many of the Sustainable Development Goals.



Closer to home, we also looked at key ASEAN and industry related issues that the Group would be able to address through our businesses and social impact programmes, yet aligned to our M25+ strategy, as illustrated below:



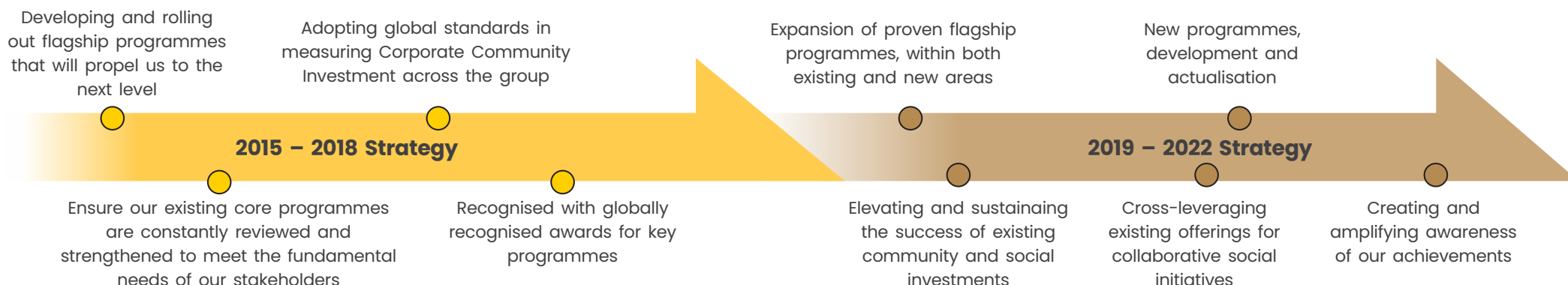


Purpose Driven Social Impact Across ASEAN

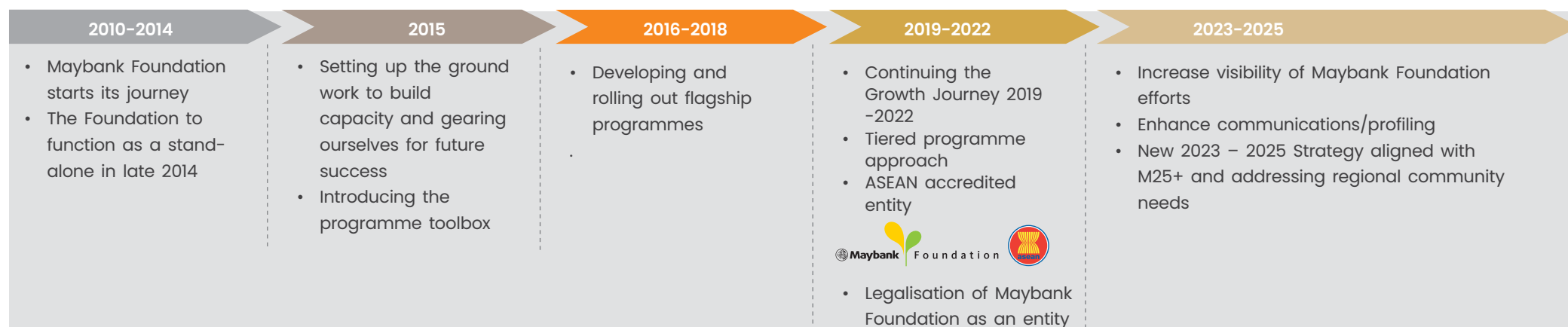
Reflections from GCSO & CEO, Maybank Foundation

OUR SOCIAL IMPACT METHODOLOGY BASED ON THE "THEORY OF CHANGE"

Maybank Foundation had held Strategy Workshops involving multiple business units and stakeholders from across the group, to pave the way for the Foundation's enhanced activation through a review of needs and intended outcomes. The execution of the plans and objectives were achieved due to the proper planning and visioning during those workshops. Since 2015, the Foundation's programmes, initiatives and investments have concluded 2 phases of strategic plans as below:



Phase 2 Strategies remain relevant as there is still much to achieve.



What we aimed to do in 2019 – 2022

- 01 Expansion of proven flagship programmes, both within existing markets and to new territories.
- 02 Elevating and sustaining the success of present community and social investments.
- 03 Cross-leveraging on existing offerings, for catalytic success.
- 04 New programme development and actualisation.
- 05 Creating and amplifying awareness of the achievements by positioning flagship programmes at the international level and on global platforms.

What we will do in 2023 – 2025

- 1 & 2) Continue to assess opportunities to increase reach and depth
- 3) Connecting the dots by cross leveraging with Group and stakeholders (Collaboration & Partnerships)
- 4) Technical and Vocational Education and Training (TVET) to revive Maybank Training and Learning Centre (TLC) to address this segment
- 5) Intensify communications plan, visibility and establish social media platforms for Maybank Foundation (Instagram, LinkedIn, Facebook).

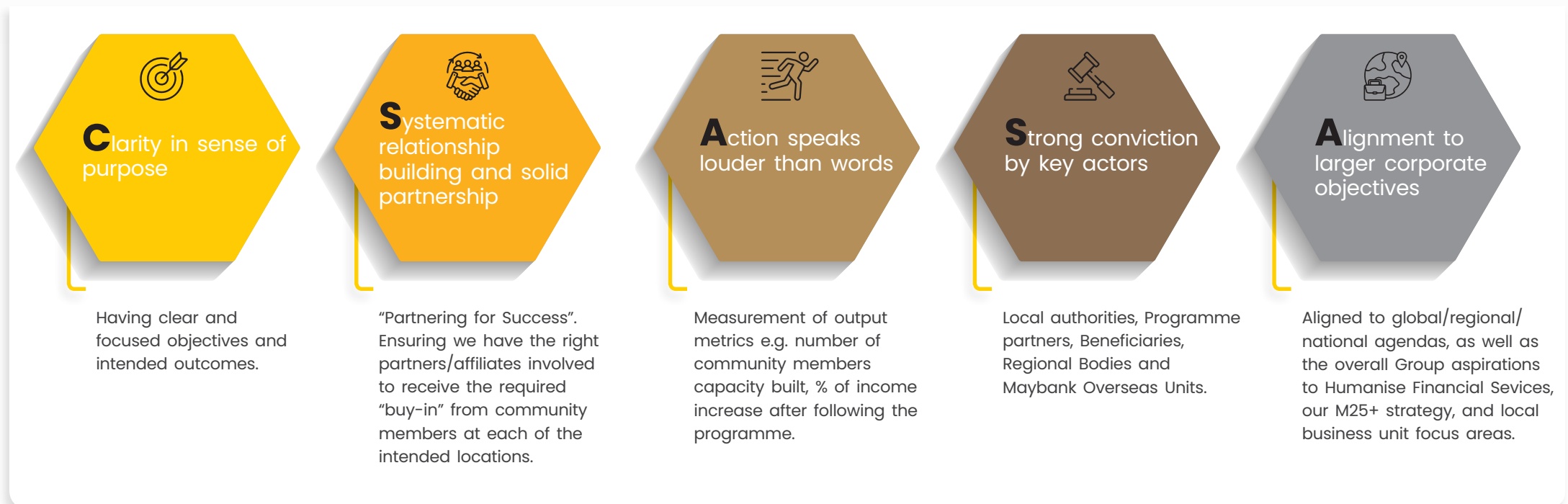
Purpose Driven Social Impact Across ASEAN

Reflections from GCSO & CEO, Maybank Foundation

At Maybank Group, we strive to make a real difference – one which brings tangible and sustainable impact to the communities where we conduct our social impact programmes. The “Theory of Change” is a method that explains how a given intervention, or set of interventions, are expected to lead to a specific development change, drawing on a causal analysis based on available evidence. In the 2017 United Nations Development Assistance Framework (UNDAF) context, a thorough theory of change helps guide the development of sound and evidence-based programme strategies, with assumptions and risks clearly analysed and spelled out. This underpins our purpose-driven approach to Social Impact.



A brief illustration on the application of the Change Theory which drives the development, monitoring and evaluations of our social impact programmes is shown below:





Purpose Driven Social Impact Across ASEAN

Reflections from GCSO & CEO, Maybank Foundation

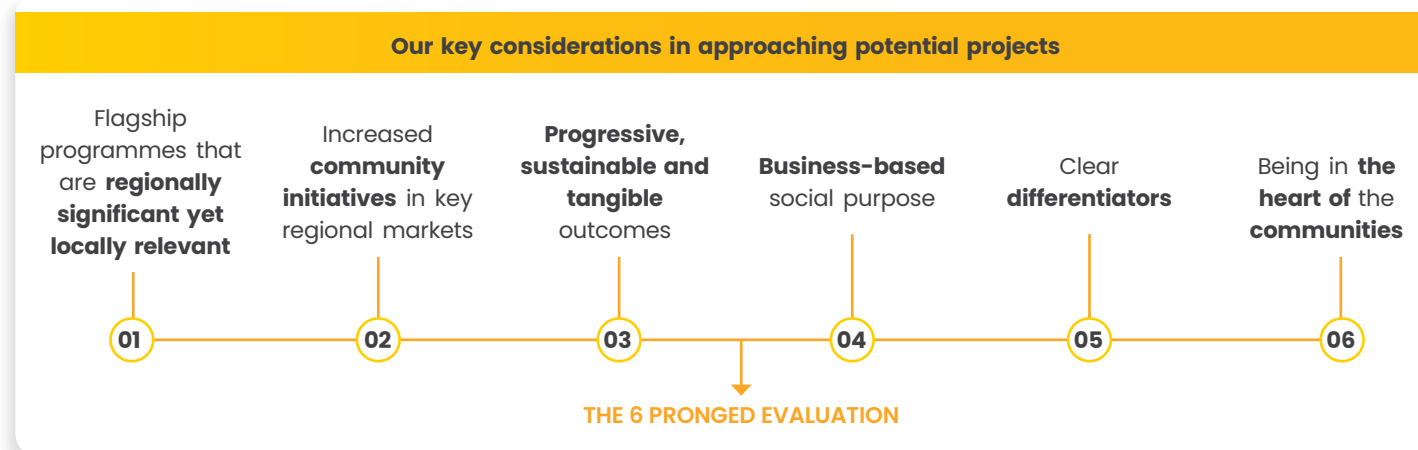
As a rule of thumb for the Group, all programmes should consider its inputs, outputs, and outcomes (impacts). This is further elaborated via an extract of the B4SI Framework as below:

	INPUTS	OUTPUTS	IMPACTS
Community Investment Route <i>Donations to, and partnerships with community organisations</i>	How, Why, What, Where	<ul style="list-style-type: none"> • Social Output • Business Output • Leverage 	Social Impact Business Impact
Business Innovation for Social Impact Route <i>Developing or adapting core business activities for defined social impact</i>	Financial Investment Additional Resources	<ul style="list-style-type: none"> • Social Output • Business Output • Leverage 	Social Impact Commercial Return
Procurement for Social Impact Route <i>Diverting procurement spend to suppliers that aim to have a social impact</i>	Spend, Time, In-kind, Management Costs	<ul style="list-style-type: none"> • Social Output • Business Output • Leverage 	Social Impact Organisational (supplier) impact Business Impact

“As companies shift their focus from simply donating money to strategically investing in their community, the comprehensive B4SI Framework allows companies to measure, strategically analyse and enhance the impact and business benefits of activities that fall outside of core business operations.”

B4SI, 2023

Whilst referencing global standards and recognised frameworks, we intrinsically sought to measure our programmes specifically with regards to our Group aspirations and thus crafted our very own internally developed Investment Methodology for programme development and evaluations/monitoring. A 6-pronged Evaluation is used in approaching potential projects as illustrated below:

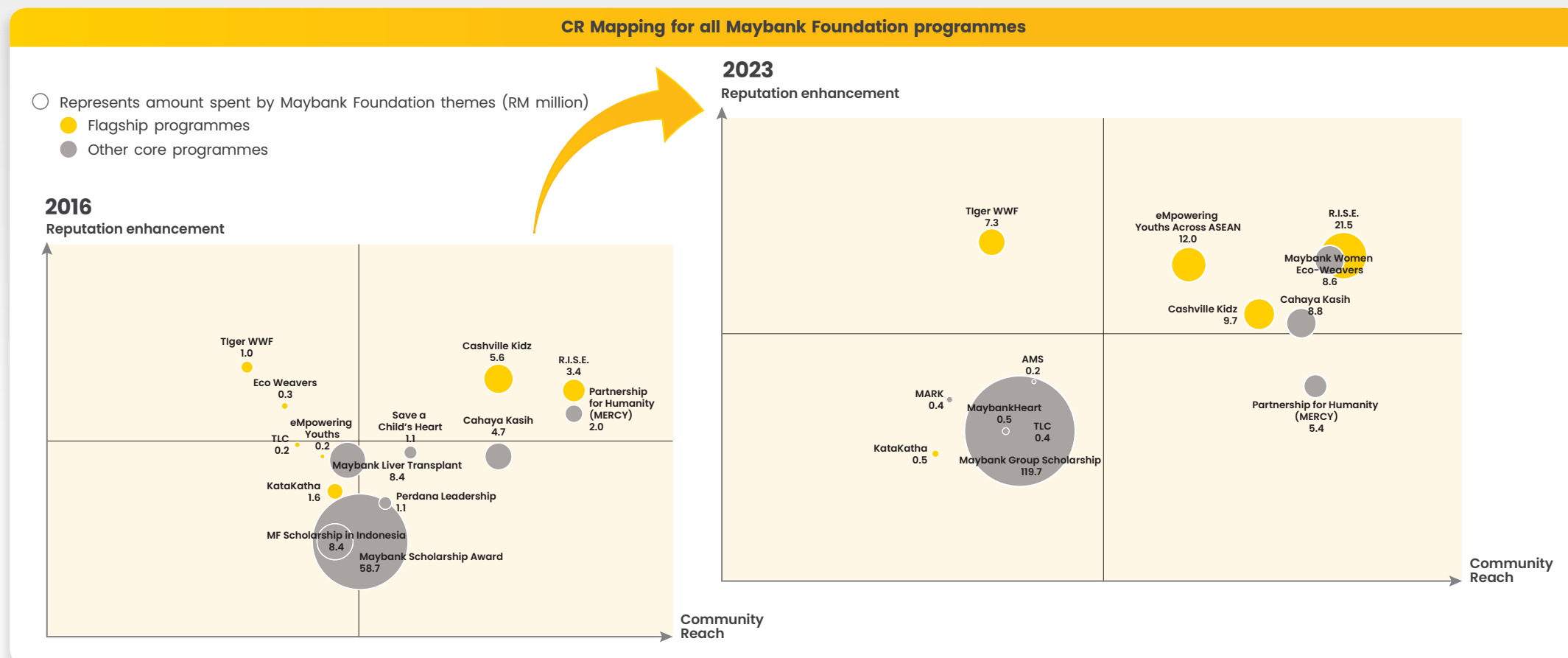


Once a programme has been onboarded, it is periodically reviewed against all other programmes to gauge if we are moving in the direction desired, and what may need improvement. Our internally developed evaluation/monitoring mechanism is called the “Corporate Responsibility (CR) Matrix”. Our social impact programmes at Maybank Foundation are measured and tracked, plotting the results and outcomes on the matrix for presentation to the Maybank Foundation’s Board of Trustees (BOT) on a quarterly basis. Since we started tracking in 2016, our CR Matrix has enabled regular evaluations and review to demonstrate sustained improvement in our programmes. More recently, the CR Matrix has been adopted in other areas of the Group including for our Zakat Programmes under Maybank Islamic.

Purpose Driven Social Impact Across ASEAN

Reflections from GCSO & CEO, Maybank Foundation

As of year-end 2023, our CR Matrix with the plot of programmes under Maybank Foundation looks as such:



The CR Matrix plots our social impact programmes on a bubble graph with four quadrants reflecting the programme's Community Reach versus Reputation Enhancement. Comparing 2016 to 2023, we can see the shift in our programmes converging to the 'sweet spot' at the top right quadrant.

A summary of the proxies which are used to evaluate the programmes and plot them onto our CR Matrix are as below:

Community Reach

- Number of Participants
- % Diversity of Participants
- % Lives Improved/Uplifted
- Relevancy of Programme
- Sustainability of Programme

Reputation Enhancement

- PR Value to Cost
- Awards/Recognitions
- Partnerships
- Differentiators
- Business-based Reward

All programmes are developed with the idea to maximise both areas with:

Higher Community Reach

Where the programmes are able to impact a higher number of beneficiaries in the community given the investment value, creating more goodwill via the lives uplifted.

Higher Reputation Enhancement

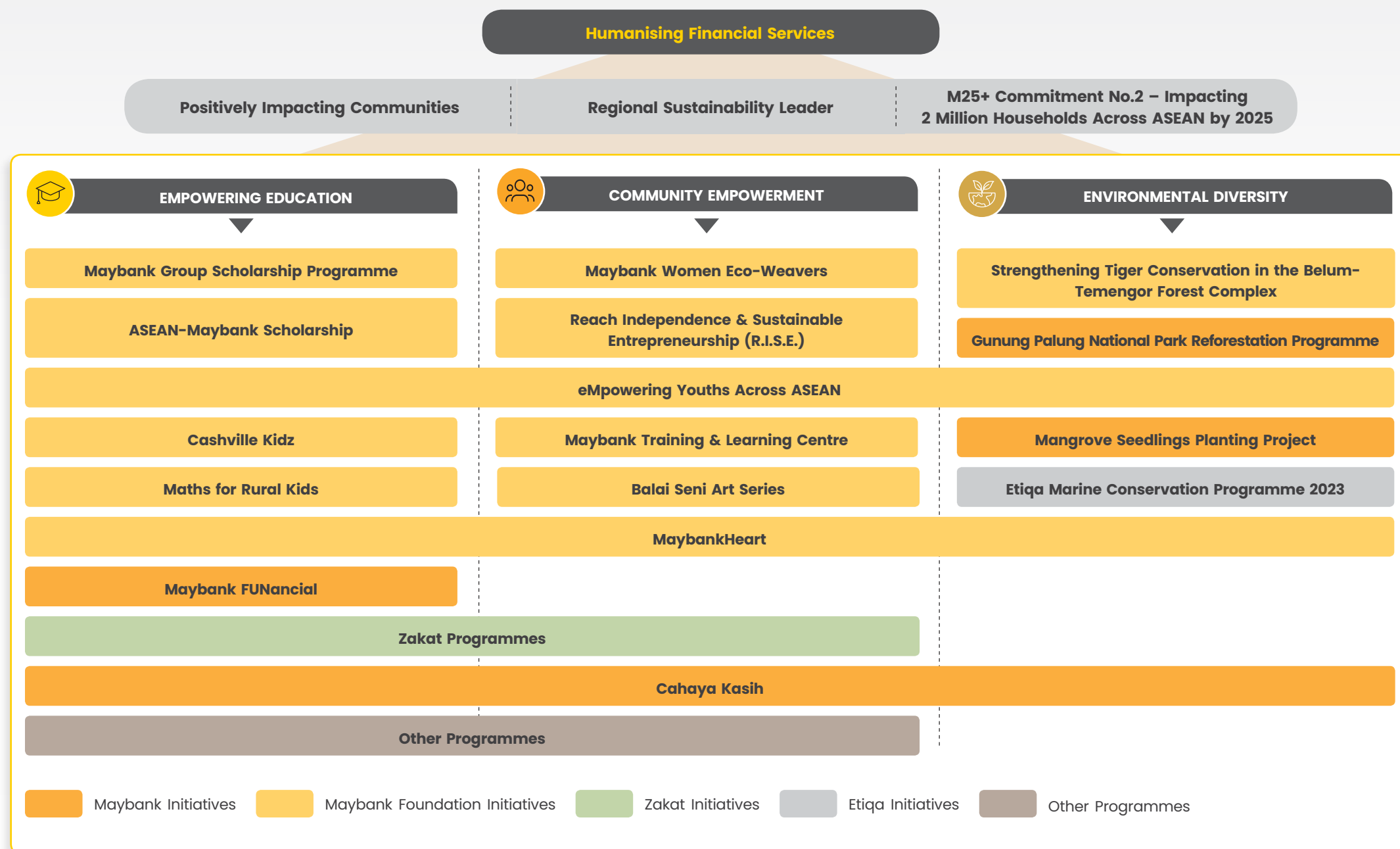
Where the programmes are able to enhance the Group's reputation through visibility opportunities, placing Maybank in a favourable light for thought leadership and as a key collaborative agent of change towards sustainable development goals, social impact, and corporate social responsibility.



Purpose Driven Social Impact Across ASEAN

Reflections from GCSO & CEO, Maybank Foundation

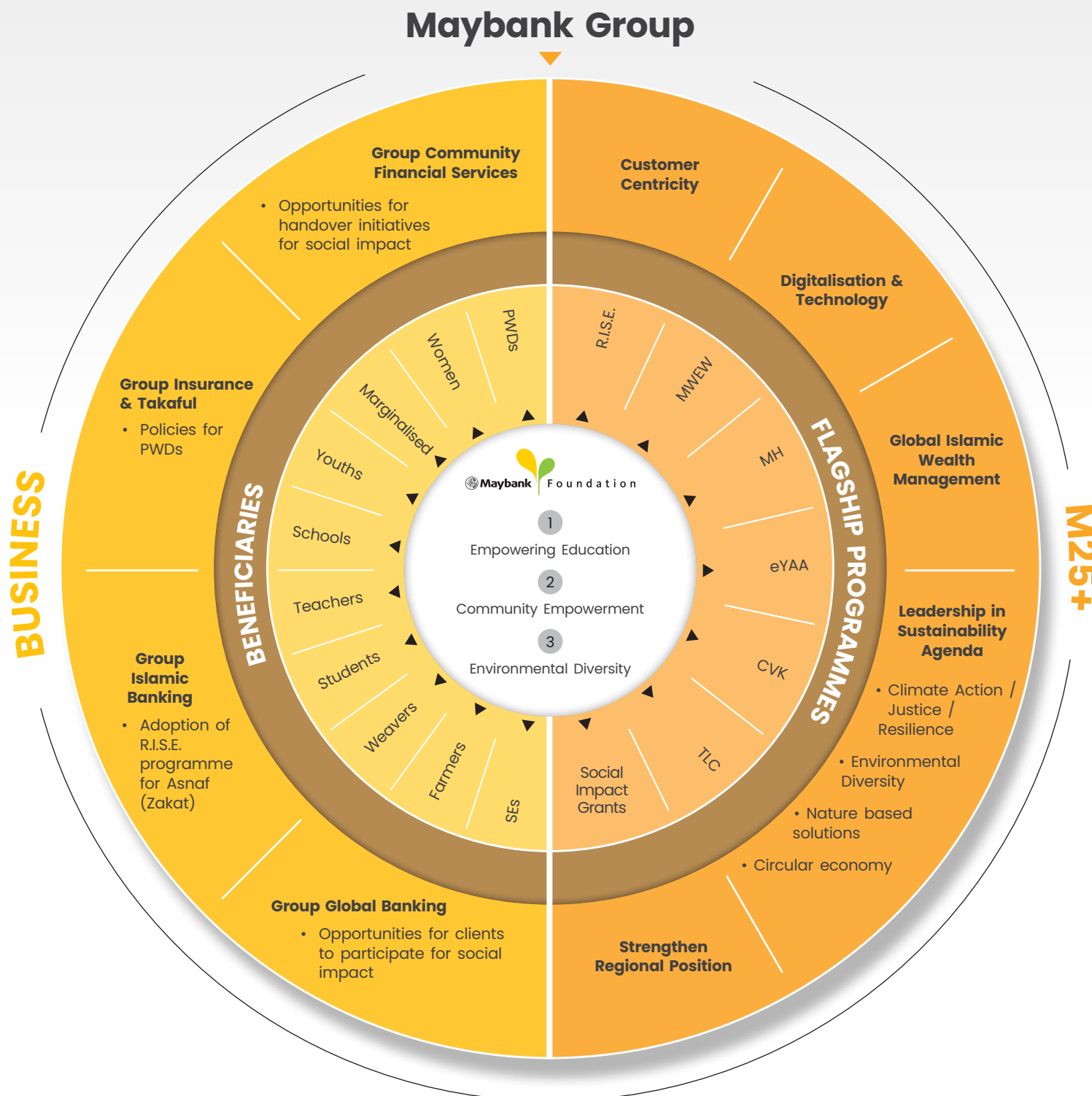
As of 2023, the Group's social impact programmes are aligned to 3 strategic impact pillars i.e. Empowering Education, Community Empowerment and Environmental Diversity; having consolidated from the original 6 pillars, collapsing Arts and Culture, Healthy Living and Disaster Relief under the bigger pillar of Community Empowerment. This is to provide greater focus for tracking and to aid our collective narrative, alongside the Group aspirations and UN SDGs. A brief illustration of key programmes across the Group, including Maybank Foundation's flagship and core programmes, are shown below:



Purpose Driven Social Impact Across ASEAN

Reflections from GCSO & CEO, Maybank Foundation

CONNECTING THE DOTS ACROSS THE GROUP FOR COLLABORATIVE ACTION AND IMPACT



When implementing social impact programmes, it is crucial for us to work together in close partnership and collaboration with all our stakeholders to ensure a more holistic and adept approach is adopted. This includes the multiple business units we have internally within the Group, to connect the dots as much as possible via collaborations and embedding the spirit of Social Impact within the business.

The illustration on the left shows how our main social impact arm, Maybank Foundation, navigates collaboration with other business units, highlighting the diverse beneficiary segments covered and our Flagship Programmes, with an overall alignment to the Maybank Group's M25+ aspirations. Working both ways – whilst injecting a flavor for inclusivity and unique market segmentation within our business' product developments and distributions such as the creation of Etiqa's i-Care OKU insurance, our strategic approach includes the direct involvement of business units being face-to-face with our partners and beneficiaries within our social programmes to increase Financial Literacy and Empowerment within the communities we serve.

Some programmes which were developed within Maybank Foundation have also been adopted to other business units within the Group, such as our "Reach Independence & Sustainable Entrepreneurship (R.I.S.E.)" programme currently being run in both the Foundation as well as Maybank Islamic. Similarly with the introduction of our Sustainability Commitments in 2021, Commitment 2 which looks to "Improve the lives of 2 million households across ASEAN by 2025" galvanises social impact programmes across the Maybank Group.

This includes, Maybank Islamic and Etiqa via zakat initiatives as well Community Financial Services and Etiqa for affordable financial solutions for lower income groups. Continuing on the tenets of our Phase 2 strategy, we are due for the next strategic review of Maybank Foundation (Phase 3) in 2025. With a responsive open dialogue and continued spirit of collaboration, we envision even more harmonisation between business units, and leveraging on our regional presence to create an even bigger and lasting impact in ASEAN.



Purpose Driven Social Impact Across ASEAN

Reflections from GCSO & CEO, Maybank Foundation

INSPIRED AND EXCITED FOR A PROGRESSIVE FUTURE OF POSITIVELY IMPACTING COMMUNITIES

Our social impact programmes have given the Maybank Group a “social license” to operate, and as a pinnacle of recognition, in 2021, Maybank Foundation received accreditation status as an Entity Associated with ASEAN for our community efforts across the region. We are immensely humbled and proud that Maybank Foundation was the second corporate foundation to be accredited, and the first Financial Institution to be given this honour.

Now in our third year since accreditation, we are inspired and excited to further our reach and continue to positively impact communities where Maybank operates. An overview of our Foundation’s plans in 2024 are as below, where we look forward to continue realising our programmes’ potential and addressing any identified gaps:

What we will do in 2024

01

Expansion of proven flagship programmes, both within existing markets and to new territories.

02

Elevating and sustaining the success of present community and social investments.

03

Cross-leveraging on existing offerings, for catalytic success.

04

New programme development and actualisation.

05

Creating and amplifying awareness of the achievements by positioning flagship programmes at the international level and global platforms.

1 & 2) Continue to assess opportunities to increase reach and depth. Consolidated our 6 existing pillars into 3—that is **Education, Community Empowerment and Environmental Diversity**, to simplify and focus our efforts for purposes of impact measurement and effective communication; and streamlining all BSAS programmes to one implementing partner for a more cohesive and impactful delivery at a reduced cost.

3) Connecting the dots by cross leveraging with Group and stakeholders (**Collaboration & Partnerships**), and the launching of our ‘Social Impact Report, as subsequent to Maybank Sustainability and Annual Report. This report is also in line with Group-wide efforts to identify and communicate our Humanising Financial Services (HFS) social impact effectiveness.

4) Establishing a regional **Maybank ASEAN Social Impact Grant (“MASIG”)**, starting with a pilot in 2024 and **revival of Maybank Training & Learning Centre (TLC)** to address youth’s Technical and Vocational Education and Training (TVET) segment.

5) Intensify communications plan, **visibility** and establish social media platforms for Maybank Foundation (Instagram, LinkedIn, Facebook).

To embark on a strategy workshop (for Phase 3) to plan for 2025–2030 in line with the Group’s M25+ as well as ASEAN’s next Social-Cultural and Community Blueprint. This includes plans for our flagship and core programmes, exploring new evolutions and transition/exit strategies with programme partners.

Key Outlook for 2024 ▶ Meanwhile, our flagship and core programmes continue to expand its reach within existing markets and to new territories, with the following initiatives underway:



EMPOWERING EDUCATION

- **Scholarship programmes** ▶ The ASEAN-Maybank Scholarship (AMS) programme is in its 3rd roll-out and aims to increase its scholars from 6 in 2023 to 10 in 2024, whereas the Maybank Group Scholarship Programme targets to award 64 new scholars this year.
- **Cashville Kidz (CVK)** programme ▶ will proceed with its plans for expansion into Thailand with the ‘Lite’ version
- **Maths for Rural Kids (MARK)** programme ▶ will exit from the states of Pahang, Perlis and Perak, and instead expand into Kedah, Terengganu, and Johor, whilst maintaining its presence in Sabah and Sarawak.



COMMUNITY EMPOWERMENT

- **Maybank Women Eco-Weavers (MWEW)** programme ▶ is working on expansion to its 5th country i.e. the Philippines
- **Reach Independence & Sustainable Entrepreneurship (R.I.S.E.)** programme ▶ will be extending its focus to include the families and caregivers of Persons with Disabilities (PWDs)
- **eMpowering Youths Across ASEAN (eYAA)** programme ▶ seeks to gather the alumni for Cohorts 1–3 for the first time, in a Social Impact Forum in Bangkok this year, whilst also expanding the youth volunteer mobilisation for Cohort 4 to on-ground project(s) in Thailand.
- **Balai Seni Art Series (BSAS)** ▶ plans for 2024 has shifted its strategy from appointing multiple curators to working with one implementing partner to take advantage of the economies of scale whilst allowing for better management and harmonisation of the entire series, with the aim to further increase direct impact on the artists.
- **MaybankHeart** ▶ as the Group’s crowdfunding platform, the aim for this year stems mainly to increase the campaign collection rates, with the strategy to anchor the campaigns to internationally recognised celebrations and increase visibility on social media; as well as UI/UX website enhancements.



ENVIRONMENTAL DIVERSITY

- Our efforts towards **“Strengthening Tiger Conservation in the Belum-Temengor Forest Complex”** ▶ the programme’s Phase 3 starting 2024 will include an additional core strategy of prey augmentation that focuses on replenishing prey populations within the forest landscape.
- Subject to further approvals and strategy development, potential new programmes may be developed with the aim to capacity build and foster alternative sustainable livelihoods for local communities whilst contributing to Ecosystem Regeneration/Conservation and ensuring Climate Justice via both eYAA and the MASIG 2024 Pilot.

Purpose Driven Social Impact Across ASEAN

Reflections from GCSO & CEO, Maybank Foundation

In our collective Group quest to continue to do the right thing, do no harm, and to ensure no one is left behind, it is never our intention to seek any recognition. Our intent is recorded in the many achievements of our beneficiaries and the multiplier effect of the positive impact in their lives to their own self-confidence and development, their families' sustenance and well-being and on a broader scale to the society and nation at large. Nevertheless, we are heartened and indeed humbled by the many accolades along our journey over the years as highlighted below. This only serves to ignite a deeper passion for continued improvement and growth in all that we do.



We invite you to explore the rest of this, our inaugural Maybank Social Impact Report 2023 – to learn more about our flagship and core programmes both at Maybank Foundation and across the Group, and moreover about the impact stories and testimonials from our beneficiaries and programme partners, for they are truly the reason we do this all for, in our mission to Humanise Financial Services.

SHAHRI AZUAR JIMIN

Group Chief Sustainability Officer

IZLYN RAMLI

Head, Group Corporate Affairs & CEO, Maybank Foundation

Pillar 1

Empowering Education

UNLOCKING MINDS, IGNITING FUTURES

The impact of education carries through generations, shaping communities and nations


Students (Scholarship)*

 Maybank Group Scholarship Programme	69 students
 ASEAN-Maybank Scholarship	5 students

Students (Bursary)*

Zakat Assistance For Higher Learning Institutions	1,500 students
Semarak Ilmu	1,515 students

Students (Financial Literacy)*

 Cashville Kidz	38,334 students
Maths For Rural Kids	500 students
Maybank FUNancial	1,254 students

Related UN SDGs:



☐ Maybank Initiatives ☐ Maybank Foundation Initiatives ☐ Zakat Initiatives **Note:** * FY2023

Maybank Group Scholarship Programme

Related UN SDGs:



Granting of scholarships to deserving Malaysian students to pursue their tertiary education has been a key feature of Maybank's CSR efforts since 1972. It is a major component of the 'Education' theme from the three (3) Corporate Responsibility pillars adopted by Maybank Foundation, with the main objectives to:



Provide **financial assistance to students** with potential, especially those in the lower income bracket

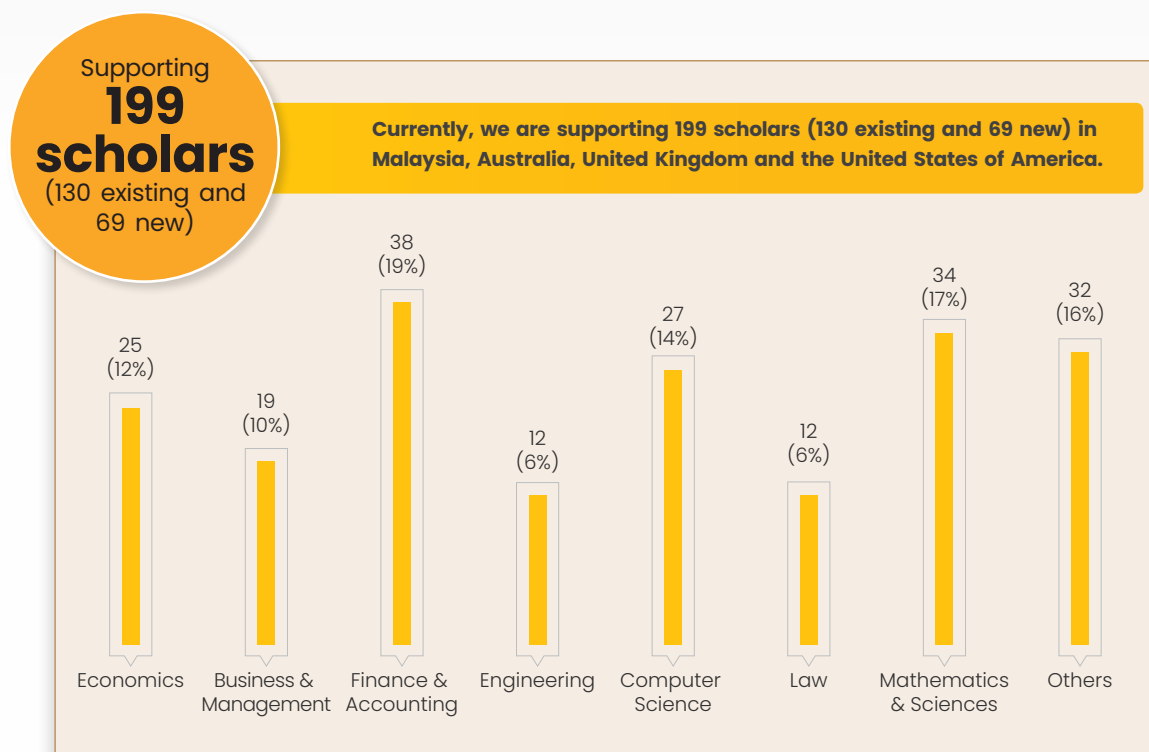


Create a **strong talent pipeline** comprising top graduates from local and foreign universities



Reinforce Maybank's **reputation as the employer of choice** among fresh graduates

Since 1972, we have empowered more than 2,000 scholars, granting them access to quality undergraduate education in various disciplines related to banking and future ready disciplines at leading universities locally and abroad. Starting from 2019, the Maybank Group Scholarship Programme has expanded to countries where Maybank has significant local presence and full banking services in Cambodia, Indonesia and the Philippines.



Our Value-Added Elements

Maybank Student Ambassador Programme (**#Mbassador**)

Community-based Learning

Engagement & **Boot Camps**

Certification for Future Ready courses

Internship & Placement:

To give **exposure on work-life experience** within the Maybank Group

Offers **employment opportunities right** after graduation

Our scholarship programme covers full tuition fees including enrolment fees, monthly allowances for accommodation and living expenses, a laptop, books allowance and insurance coverage. In addition, Maybank scholars are given the opportunity to undergo internships within the Maybank Group. Upon graduation, all scholars will be offered permanent employment as part of their scholarship bond.



Maybank Group Scholarship Programme

TESTIMONIALS FROM SCHOLARS

"I am forever grateful to Maybank Foundation for giving me the opportunity to be part of the prestigious Maybank Group Scholarship Programme. The scholarship allowed me to fulfil my childhood dream of attaining my higher education overseas in times of financial difficulty. Not only that, my journey as a scholar helped me grow into an ambitious and hardworking individual. I wish to learn more and contribute to the company while helping those in need, just as the scholarship had done for me. Thank you!"

Shazalyn Binti Shahar
King's College London
Bachelor of Economics



"I want to make a huge positive impact on my own community, whatever it may be. Though I have yet to achieve that goal, being a Maybank scholar sets me up for it. Maybank made it possible for me to receive education from one of the best universities in the United States, and when I return home I get to put my knowledge into practice in one of the biggest companies in Malaysia, which brings me closer to my goal!"

Tey Kai Yang
University of Michigan
Ann Arbor
Mathematics



"The Maybank Scholarship helped me achieve my dream of pursuing an education abroad. Coming from an underprivileged family, studying abroad was not a financially feasible option. Thanks to the scholarship, I am able to pursue my degree at the University of Edinburgh. Throughout the past two years, I have made friends with people from across the globe and experienced a variety of cultures that have widened my perspective of the world. I'm excited to see what the next two years has in store, and I'm grateful to be given this opportunity by Maybank."

Ryan Lim Yin Cheong
University of Edinburgh
MA (Hons) Economics with Finance



*"Maybank scholarship has played a transformative role in my academic journey, and I am beyond thankful for the incredible opportunities it has provided. With the financial burden lifted, I have been able to dedicate myself fully to my studies without worries. The support from Maybank Scholarship has not only empowered me to achieve academic excellence but also allowed me to actively engage in various extracurricular activities in my university and contribute to my community. I've had the opportunity to chair the Campus Networking Event, host the National Debate Competition and University Malaya Economic Summit as well as participate in the University Malaya Young Leaders Association. Other than that, the networking initiatives, **#Mbassador programme** and **the Maybank Scholars boot-camp** have exposed me to a world of possibilities and strengthened my soft skills. Interacting with industry leaders such as Tan Sri Dato' Sri Ir. Zamzamzairani Mohd Isa and Datuk (Dr) Nora Manaf has provided invaluable insights and broadened my horizons. Thank you Maybank, for the unwavering support and motivation on my journey to realising my dreams. I am truly honored and motivated to continue striving for success."*

Yaw Yann Shan
Universiti Malaya
Bachelor of Economics



ASEAN-Maybank Scholarship

Related UN SDGs:



The ASEAN-Maybank Scholarship programme is a partnership between Maybank Foundation and the ASEAN Secretariat. It is one of the ASEAN-level initiatives undertaken by Maybank Foundation, an accredited ASEAN entity, with the aim to “promote an innovative ASEAN approach to higher education”, which is one of the strategic measures listed in the ASEAN Socio-Cultural Community Blueprint 2025. The scholarship programme is designed to provide young, talented and deserving ASEAN nationals with full scholarships to pursue their undergraduate programme at a prestigious university outside their own countries, but within the ASEAN region, and in the process promote intra-ASEAN integration.

The ASEAN-Maybank Scholarship Programme was launched in conjunction with the 54th anniversary ASEAN Day celebration in Jakarta on 8 August 2021. The first intake of scholars under the ASEAN-Maybank Scholarship Programme was in 2022, and through ASEAN Foundation and in cooperation with the ASEAN University Network, deserving students will be placed at top universities in Malaysia, Indonesia, Singapore, Thailand and the Philippines under the ASEAN University Network.



ASEAN-Maybank Scholarship Programme

Internship opportunities & **semester break assignment programmes** at the ASEAN Secretariat, ASEAN Foundation or Maybank offices regionally.

Volunteering/ participating in Maybank & **Maybank Foundation's existing flagship programmes** regionally.

Certification on Future Ready skills, i.e. programming, coding, design thinking, & scrum.

Job Placement: Upon graduation, scholars will serve a 3-Year bond at either Maybank, the ASEAN Secretariat or ASEAN Foundation.

Eight active scholars

First cohort in 2022

Three individuals from Malaysia, Cambodia and Myanmar

Second cohort in 2023

Five individuals from Malaysia, Indonesia, Vietnam and Brunei

The ASEAN University Network membership currently stands at 30 core member universities with additional associate universities in the 10 ASEAN Member States with its Secretariat based at Chulalongkorn University in Bangkok.

We are currently supporting **8 active scholars from 6 ASEAN Countries**:

TESTIMONIALS FROM SCHOLARS

“Through the invaluable support of the ASEAN-Maybank Scholarship, I have been able to turn my dream of pursuing higher education abroad into a reality. This scholarship has provided me with the financial assistance necessary to pursue my bachelor's degree at a prestigious university in Singapore. With this support, I have been able to access world-class educational resources, top-notch faculty, and a vibrant learning environment. This opportunity has also presented me with countless avenues for personal and professional growth. By granting me a head start in terms of opportunities, this scholarship has paved a pathway to success, allowing me to explore new horizons and unlock my full potential.”

Ream Chan Sovath

National University of Singapore

Bachelor of Science (Honours) with Major in Data Science and Analytics



“The AMS Scholarship allowed me to be exposed to more opportunities without being impeded by financial constraints. I could direct all my energy into self-betterment and it catalysed my growth.”

Thien Zhong Syuen

Nanyang Technological University Singapore

Bachelor of Engineering in Information Engineering and Media (IEM)





Bursary for Students

Beyond our scholarship programmes, we provide bursary to students to help them with the costs of their education. It is distributed via zakat allocations and targeted sponsorship programmes.

Zakat Assistance for Higher Learning Institutions

- ➔ Zakat assistance **for higher learning is one of Maybank Islamic's initiative** to ease the financial burden of the students.
- ➔ This initiative is in its 16th year since 2009 and **has benefitted 23,576 students nationwide**. The target recipient is among asnaf students with the hope of motivating them to focus on their studies.
- ➔ The bank is **committed to continue channelling zakat funds to students** in order for them to continue their survival and at the same time ease burden on their families.
- ➔ **The commitment and cooperation of higher learning institutions in carrying out the distribution to the students** further supports the implementation of the initiative. In 2023, a total of 1,500 students benefitted from the financial assistance programme.

Semarak Ilmu

- ➔ A holistic programme **aimed at providing access to quality education** covering primary through tertiary education.
- ➔ The collaboration **between Yayasan Pelajaran Mara and Maybank Islamic** started with the sponsorship of tuition programmes for UPSR asnaf students.
- ➔ The collaboration then **expanded to a holistic programme focusing on academic excellence** that covers primary education up to tertiary education. To date, the programme has impacted 1,515 asnaf students.



Child Sponsorship Programme

- ➔ An initiative **between Maybank Cambodia and the People Improvement Organisation (PIO)**, the programme sponsors students, granting them access to quality education, food and water and basic healthcare.
- ➔ In 2023, **Phase 9 supported 30 high school students and their families**, extending monthly contributions to cover essentials such as food, school-related expenses, household essentials and additional tutoring for national examinations.



Cashville Kidz

Related UN SDGs:



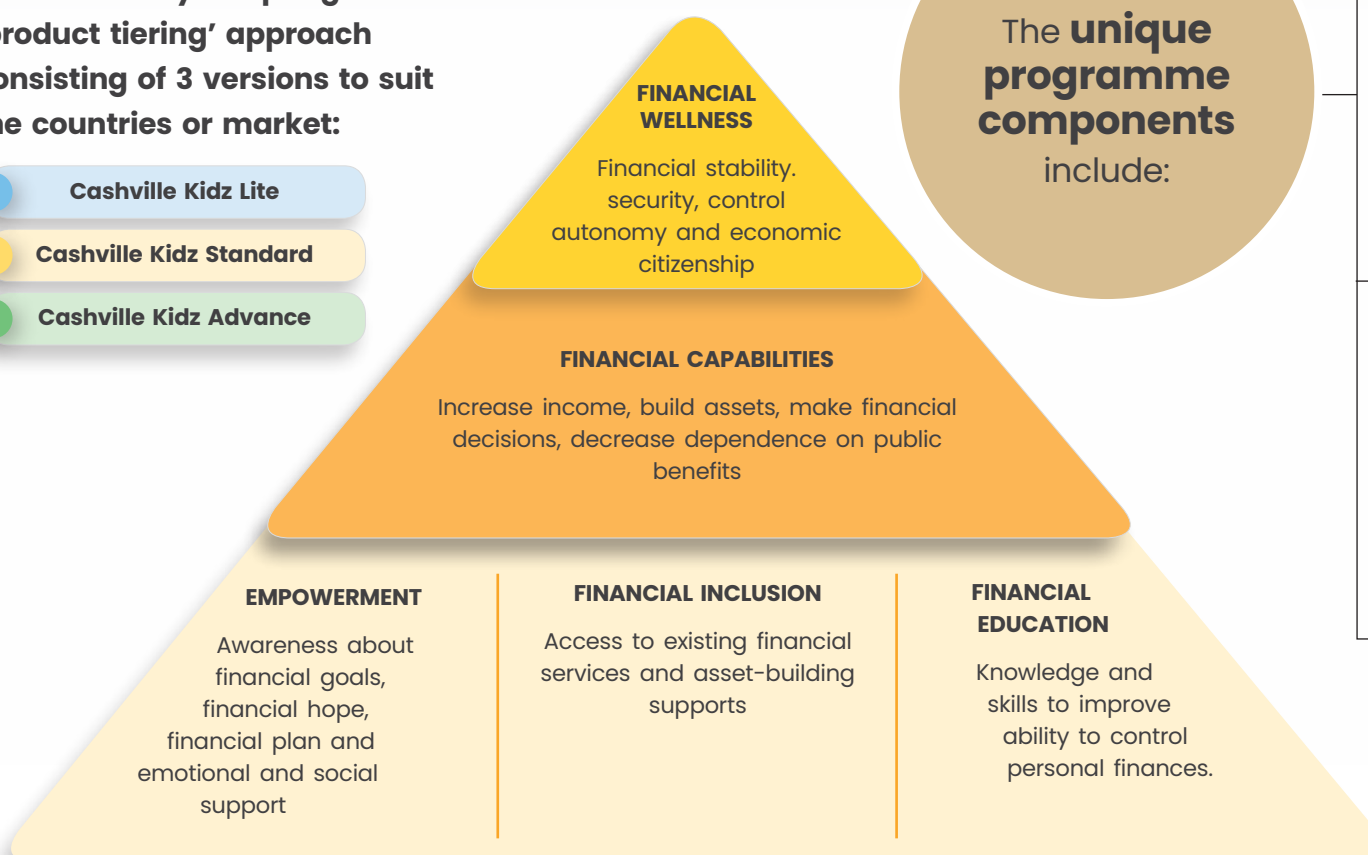
It is vital to equip our children with financial knowledge to protect them from pitfalls and challenges they may encounter on their life's journey. To this end, Cashville Kidz is a fun financial literacy programme for kids aged 9 to 12, which educates children on essential financial management to instil healthy financial habits for the future. The programme is granted co-curricular status by the Ministry of Education, Malaysia and is endorsed through strategic partnerships with the National Bank of Cambodia, Ministry of Education, Youth and Sports Cambodia, Central Bank of the Philippines (Bangko Sentral ng Pilipinas), Department of Education Philippines, Ministry of Education and Culture Indonesia and the Monetary Authority of Indonesia.

The programme targets to reach out to as many school children as possible in countries across ASEAN, so that they in turn can influence their family members and friends with their knowledge on good money management habits. This will build a new generation of youths who are savvy with money and who will enjoy better financial independence in their adult years. This is also aligned to Maybank's Sustainability commitment to improve the lives of 2 million households by 2025. Financial Inclusion and Education are the foundation elements which will bring to better Financial Capabilities and further on to Financial Wellness of the communities. This ripple effect is further illustrated below:

The Cashville Kidz programme

is delivered by adopting a 'product tiering' approach consisting of 3 versions to suit the countries or market:

- 1 **Cashville Kidz Lite**
- 2 **Cashville Kidz Standard**
- 3 **Cashville Kidz Advance**





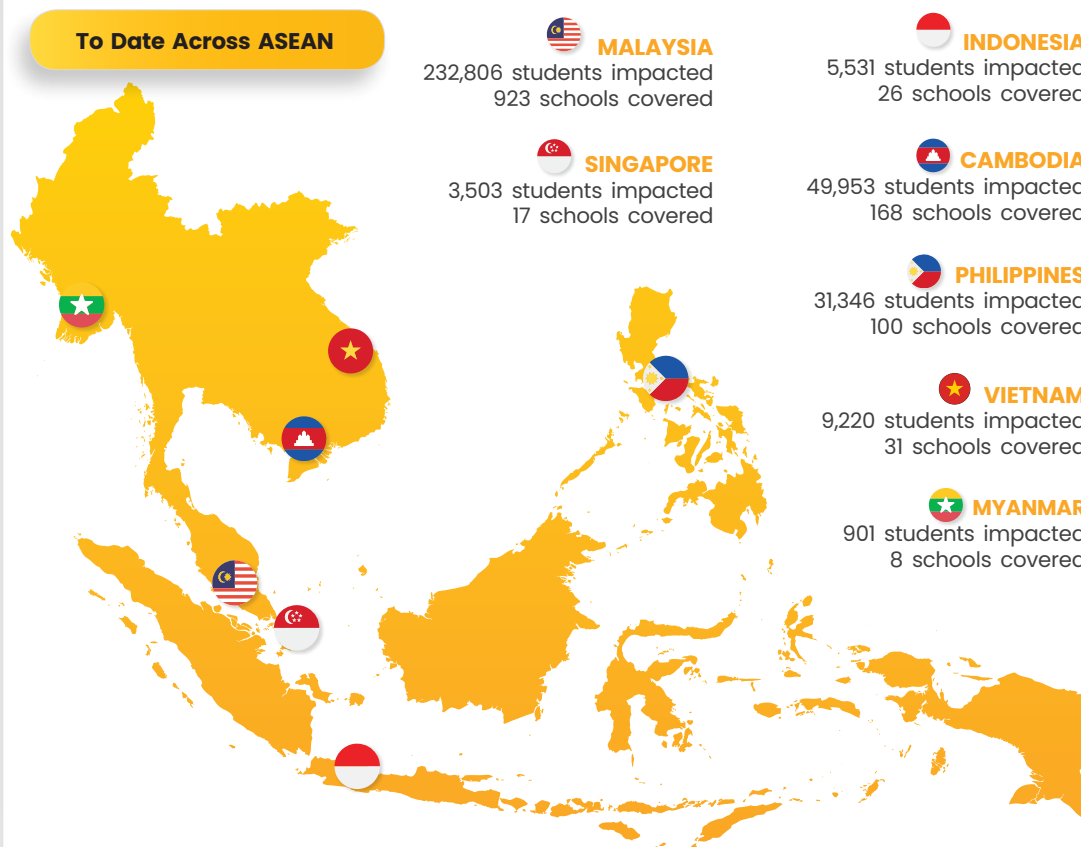
Cashville Kidz

The Cashville Kidz Journey

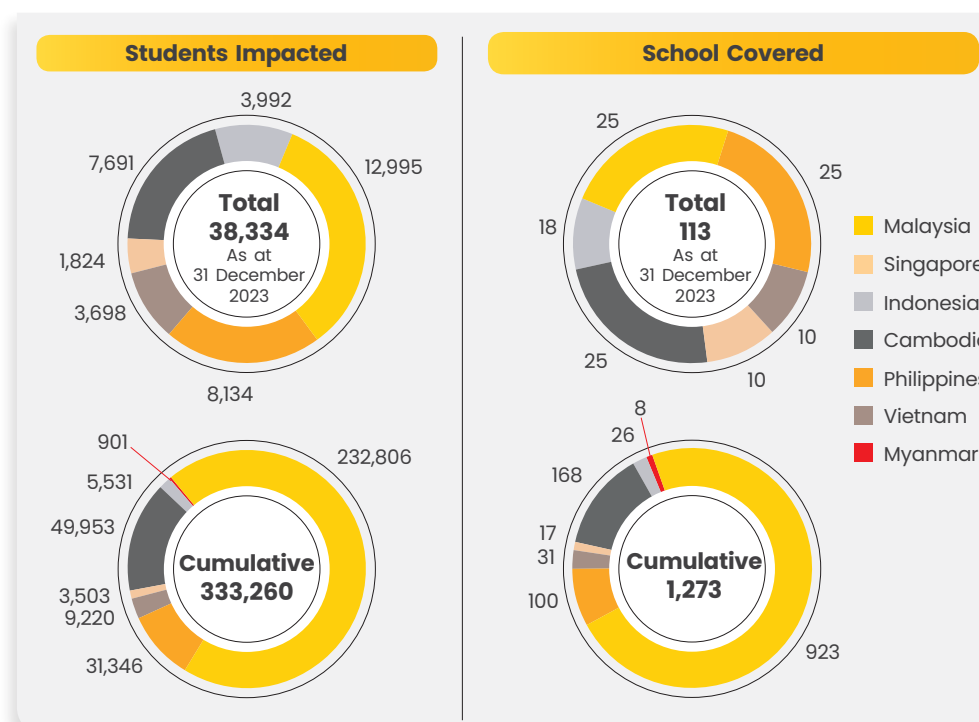
2013	2016	2019	2021	2022	2023	2023	2024
Strated in Malaysia	Expanded to Cambodia	Expanded to Philippines, Indonesia, Singapore, Myanmar	Expanded to Vietnam	Introduced Cashville Kidz Family Budgeting module	Inaugural Cashville Kidz – Maybank Regional Financial Education Excellence Awards in Malaysia	Second edition Cashville Kidz – Maybank Regional Financial Education Excellence Awards in Cambodia	Third edition Cashville Kidz – Maybank Regional Financial Education Excellence Awards in the Philippines

To date, the Cashville Kidz programme **has impacted the lives of over 333,000 students in more than 1,200 schools across 7 ASEAN countries**. In 2023, an average of almost 30% improvement between pre- and post-programme scores was observed for each country, with Indonesia reaching a 74.88% improvement. With the “Family Budgeting” module, the programme not only impacts the student, but also their entire family with knowledge and assignments for cash flow management and budgeted savings.

To Date Across ASEAN



As part of our aim in positioning Maybank as the champion for financial literacy in ASEAN, the inaugural Regional Maybank Financial Education Excellence Award was introduced in 2022. It aims to celebrate and recognise the efforts of various stakeholders – the schools, educators, and students including families who have displayed outstanding dedication with amazing feat in promoting, raising awareness and championing financial literacy. A summary of the programme impact to date are as follows:



Cashville Kidz

TESTIMONIALS FROM PARTICIPATING STUDENTS AND TEACHERS

From the students

"Watching Cashville Kidz has helped me realise earning money is hard but with the right attitude and mindset, we can attract wealth, because wealth and happiness begins in the mind. When we think positively, we do not give up easily and become wiser by learning from our mistakes instead of allowing them to pull us down. Joining this programme not only helps me but my parents as well to think about my future. It was a great experience and opportunity for kids like me to learn about saving, investing and responsible spending."

Zoe Mikel B. Teves

Escuela de Sophia of Caloocan Inc, Philippines



"This Programme provided me with early exposure to smart money management concepts and practices. Price comparison is very important because we would be able to save money, and that surplus can be put into our savings."

Iffah Qistina binti Mohammad

Sekolah Kebangsaan Bukit Baru, Malaysia

"Everything we want to do in our life comes at a price, whether it is time or money, so having financial knowledge helps us to take control of situations."

Nguyen Mai Khanh

Hoang Hoa Tham School, Vietnam

This programme taught me and my friends a lot of important concepts, such as 'Do not waste your money by spending recklessly, always set up a budget before you spend your money'."

Ream Vireak

Milkyway School, Cambodia



What do the teachers say?

"Wonderful Programme for kids. The children can learn how to manage their financial lives."

Ms. Nguyen Thi Kim Phuong

Ngoi Sao School (Recipient Award for Best Educator CVK 2022) Vietnam



"A very beneficial programme for students to be exposed to proper financial management through interesting animations."

Ciku Shafinaz Sarbini

Sekolah Kebangsaan Sungai Binjai, Malaysia

"I think that this programme is very important for the students to understand about financial literacy and know how to spend. I would like to have this programme again next year."

Ms. Tuy Manika

Kolap 1 Primary School - Cambodia





Maths for Rural Kids

On average, children in rural areas face many challenges in getting good quality education in terms of teaching support, facilities and a conducive environment to study. Due to this, school children in rural areas are often disadvantaged and are not able to fully comprehend the subjects delivered to them in schools as compared to their urban peers. The World Bank in their findings provided that in Malaysian rural schools, a lack of resources is one reason for their relatively poor performance along with other factors. With reference to the Malaysia Educational Statistic Report 2018, there are a total of 7,776 primary schools in the country, of which 5,772 are small primary schools located in rural areas across the country.

Mathematics is a fundamental skill that is vital in various aspects, including intellectual development, problem-solving and innovation. As such, we want to encourage the math skills of children through Maths for Rural Kids. The programme is a collaboration between Maybank Foundation, Yayasan Pelajaran MARA and Universiti Teknologi MARA, which aims to enhance math capabilities in rural communities through the provision of tuition classes. To date, the programme has impacted students and schools in **Perlis, Perak, Sabah, Sarawak and Pahang, covering a total of 39 schools and benefitting 500 students.**

TESTIMONIALS FROM PARTICIPATING STUDENTS AND TEACHERS

"My students used to think mathematics was a very difficult and troublesome subject. Now they are very excited and happy to participate in every MARK programme that is conducted."

Cikgu Nadiyah Binti Ali

Sekolah Kebangsaan Tasek,
Pengkalan Hulu, Perak, Malaysia



"As a teacher, I feel very excited to be able to teach the underprivileged students. This MARK Programme can help them further improve their understanding of mathematics and know that it can also be learnt through various methods including fun learning activities. Through my observation, there are also many students who dare to come forward to give ideas and make presentations – as a result of this programme."

Cikgu Norhayati Bt Abu Bakar

Sekolah Kebangsaan Seri Tunjong, Perlis, Malaysia



The MARK programme is very interesting, it makes math so easy! Thank you!

Monthakarn a/p Phadphong

Sekolah Kebangsaan Tasek
Pengkalan Hulu, Perak, Malaysia



"The MARK programme has changed my mindset – Mathematics is actually not a difficult subject, but fun! Learning with fun and in smaller groups makes it is easier for me to ask any questions to the teacher."

Nur Qaireen Binti Mohd Hazlan

Sekolah Kebangsaan Seri Tunjong,
Perlis, Malaysia



I like the MARK Programme because it's a very interesting way of learning and I get to meet new friends."

Danish Muhaimin Bin Ahmad

Sekolah Kebangsaan Seri Tunjong,
Perlis, Malaysia



Enhancing Financial Literacy

Related UN SDGs:



Apart from the programmes mentioned earlier, we have also implemented various other initiatives across the Group to enhance financial literacy and access to financial solutions for our communities and customers.

Maybank FUNancial

FUNancial Day, a unique edutainment-themed based event, saw an array of engaging activities designed to captivate and educate participants. The event featured a diverse range of talks on financial literacy and career guidance, interactive games, vendor booths, captivating performances by artists and university talents, exciting lucky draws, and much more. Maybank introduced a two-day flagship programme to boost financial literacy among students and young adults, encouraging financial independence. In collaboration with Universiti Kebangsaan Malaysia (UKM), Maybank executed initiatives to empower university students with critical financial knowledge and skills. In 2023, a total of 1,254 students benefitted from the programme.



Islamic Financial Literacy Webinars/Forums

Islamic financial literacy is essential for individuals and businesses seeking to manage their finances in a way that is aligned with Islamic principles. In 2023, we conducted webinars and forums to create awareness on these topics:

- Inheritance, Will and Islamic Inheritance Laws
- Introduction to Islamic Financial Planning
- Navigating the Path of Product Innovation in Islamic Finances
- Sustaining Life through Zakat, Wakaf and Charity
- Zakat and Economic Sustainability

The Maybank Mobile Bus

Since 1978, the mobile service has provided basic banking services to communities in remote or unbanked areas. The Mobile Bus offers diverse banking services, including deposits, withdrawals, payments, opening and closing of accounts along with setting up standing instructions.

In 2023, the number of routes expanded to 10 small towns in rural areas, servicing 4,634 transactions, amounting to RM8.6 million.



Does it Make Cents

Does it Make Cents (DMC) is a series of financial literacy webinars, designed as a platform to kick-start the financial journey of youths. It aims to highlight success stories against financial challenges and enhance financial management skills. In 2023, DMC focused on onboarding and financial literacy, adding significant value for customers. The range of activities included an industry visit to Menara Maybank by various local and private universities, along with knowledge-sharing sessions featuring guest entrepreneurs and influencers on youth-related issues.

The event drew the participation of 195 university students in person and 126 virtually.

Agent Banking Malaysia

Our authorised Maybank agents provide banking services including, deposits, withdrawals, fund transfers, bill payments and mobile top-ups. POS Malaysia delivers these services on behalf of Maybank, supporting those with limited access to quality banking services, particularly in remote areas.

In 2023, there were a total of 291 Agent Banking outlets, with 345,976 total transactions, amounting to RM810 million.

Young Entrepreneur Scheme

Introduced in 2022, the Young Entrepreneur Scheme (YES) offers support to millennial entrepreneurs in their early business phases by providing much needed access to banking services, improving their financial literacy and offering specially curated programmes to enrich young entrepreneurs in their quest to succeed. The programme targets start-ups incorporated for less than two years, led by at least one director or co-founder born between 1981 and 1996. YES provides banking facilities, a business credit/debit/ATM card, corporate Current Account and Savings Account (CASA), digital banking services and access to a network of mentors, venture capitalists and digital solutions. In 2023, YES expanded its product suite to include a Working Capital Loan and organised three Summit Series to enhance financial literacy in collaboration with Singapore Management University (SMU).

Pillar 2

Community Empowerment

EMPOWERING HOPES, REALISING DREAMS


Empowered communities create a powerful ripple effect for holistic development

Related UN SDGs:



Maybank Initiatives Maybank Foundation Initiatives Zakat Initiatives Etiqa Initiatives Note: * FY2023


Women*

 Maybank Women Eco-Weavers	774 weavers & farmers
iTekad Aspirasi Wanita	50 women
Woman Entrepreneurship Programme	40 women
Mammograms For Underprivileged Women	4,500 women


PWDs*

 Reach Independence & Sustainable Entrepreneurship (R.I.S.E.)	10,276 beneficiaries
Etiqa i-Care OKU	25 beneficiaries
Maybank Work Placement Programme	96 PWDs

Youth*

 eMpowering Youths Across ASEAN	21,629 beneficiaries
Maybank Training & Learning Centre	45 beneficiaries

Community*

 MaybankHeart	3,810 beneficiaries
Balai Seni Art Series	211 beneficiaries
Megapreneurship	260 beneficiaries
Water Sanitation & Hygiene Programme	2,724 homes
Energy For Life	838 beneficiaries
Cahaya Kasih	142,319 Total Volunteer Hours

Maybank Women Eco-Weavers

Related UN SDGs:



The Maybank Women Eco-Weavers (MWEW) programme, an initiative by Maybank Foundation, promotes traditional textiles globally in a sustainable manner while fostering economic independence and financial inclusion for women weavers across the ASEAN region. This innovative programme aims to create new opportunities by uplifting their lives and granting them financial autonomy. Through environmentally friendly practices and the use of natural production materials, the initiative not only revives cultural heritage but also strengthens the sense of community among participants.

Currently active in Indonesia, Cambodia, Laos, and Malaysia, the programme focuses on sustainable woven textile production to achieve its key objective of economic independence for women. As part of a holistic approach to sustainability, the programme includes sericulture initiatives to support mulberry farmers, crucial to the silk supply chain in Cambodia and Laos, alongside cotton tree farmers, essential to the cotton supply chain in Indonesia. While prioritising the empowerment of women weavers, this award-winning programme also aims to provide financial uplift to everyone involved in the traditional textile weaving ecosystem.

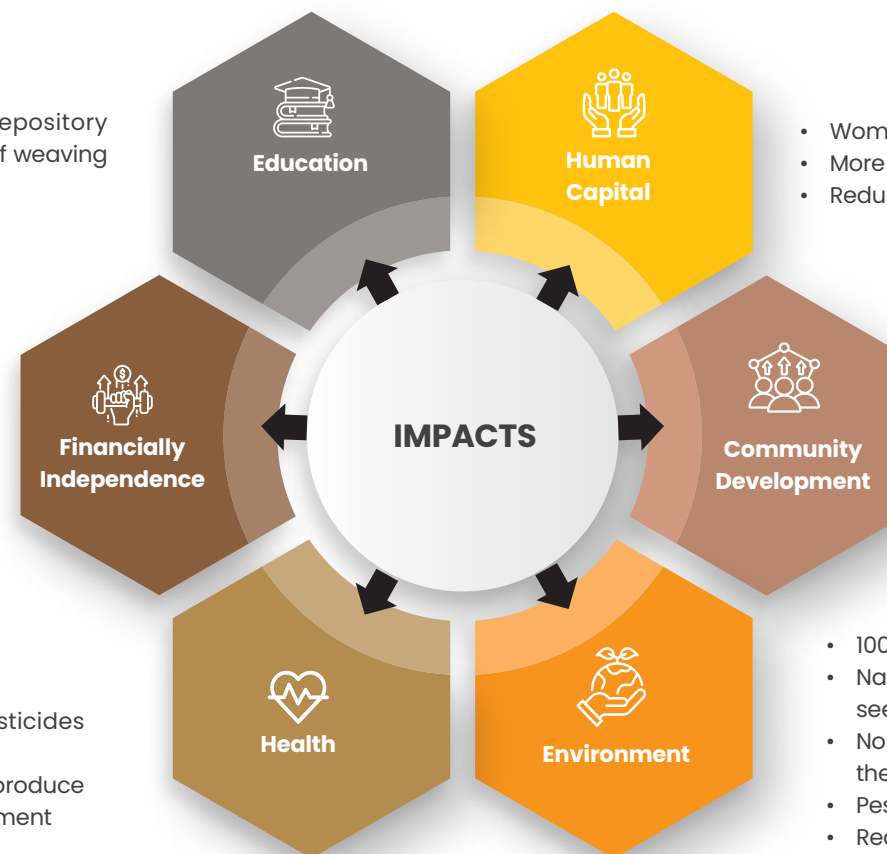
By combining economic empowerment, environmental sustainability, and cultural preservation, MWEW exemplifies the transformative impact of targeted, community-driven initiatives. Through this regional effort, Maybank Foundation continues to champion the heritage and future of traditional textile weaving, fostering a brighter, more inclusive future for all involved.

Our Programme's Strategy

- Access to formal weaving training
- Knowledge sharing within community
- A training center and knowledge repository where people study/research the art of weaving
- Related upskilling training

- Increase household income
- Alleviate poverty
- Improve the community economy in the creative industry
- Improve children's education
- Improve living conditions
- Better healthcare

- Reduce usage of harmful pesticides and synthetic colours
- Production process and final produce are safe for users and environment



- Women empowerment, education and skills improvement
- More job opportunities for rural women & the community
- Reduce urban migration

- Keep local and regional culture as a part of the community/regional heritage
- Building a community business concept for a better life

- 100% natural raw material
- Natural dye colour made from tree bark, leaves, seed, stem roots, etc.
- No chemicals or artificial food are used to feed the silk worm
- Pesticide free Mulberry trees planting
- Reduce water pollution



Maybank Women Eco-Weavers

A Tapestry of Triumphs: Our Historic Milestones for and with the Women of ASEAN

2016	2017	2018	2019	2021	2022	2023	2024
Programme Inception Partnership with Color Silk (Cambodia), ASPPUK & Torajamelo (Indonesia) was formed.	Expansion to Laos Partnership with Mulberries – furthering the programme’s reach in the region. 1st Training Centre Launched Launch of Maybank 1st Silk Weaving Training Centre in Takeo Province, Cambodia.	Partnership on Homeground Partnership with Tanoti (MY), a social enterprise focused on heritage preservation and rural community development. Hostel Building Launch in Laos Launch of Trainee Hostel in Mulberries Maybank Training Centre in Xieng Khouang, Laos.	1st International Exhibition Programme showcase – the Entwine Exhibition at the National Museum of Singapore.	1st Virtual Fashion Week Participated at “TENUN” Online Fashion Week – the 1st virtual fashion week conducted post Covid.	Publication of MWEW Coffee Table Book Publication of MWEW Coffee Table Book entitled “Weaving Communities, Transforming Lives”.	Continuous Effort in Indonesia Partnership with Sekar Kawung, Indonesia – formed to continue the programme effort in the region. Takeo Workshop Building Launched Launch of Takeo’s 2nd Workshop Building in Cambodia. Launch of 2nd Training Centre in Cambodia Launch of 2nd Silk Weaving Training Centre in Siem Reap, Cambodia.	Mulberries Maybank Gallery Launch Launch of Silk Weaving Gallery in Vientiane, Laos PDR.

Some of the programme’s highlights and the impact to date are as shown below:

To Date Across ASEAN



MALAYSIA

38 weavers trained
Average wage of **RM1,700 per month**



INDONESIA

679 weavers trained
85 farmers supported
1,000 cotton trees planted
Up to 70% income increase



CAMBODIA

588 weavers trained
1,129 farmers supported
>160,000 mulberry trees planted
Up to USD350 earning per month



LAOS

282 weavers trained
580 farmers supported
>250,000 mulberry trees planted
Up to 70% income increase

Programme Highlights



Over **441,00** Mulberry Trees Planted and **1,000** Cotton Trees planted to date



1,587 Weavers Trained



1,794 Farmers Supported



11 Training Centres



Total Investment
Over **RM2.74 million** in 2023
Over **RM14.89 million** to date



Maybank Women Eco-Weavers

SHARINGS FROM PROGRAMME PARTNER TANOTI AND A WEAVER IN MALAYSIA

"Since becoming a partner of Maybank Foundation in 2018, Tanoti has evolved from a small weaving workshop into a progressive and dynamic community of songket weavers. Its sponsorship of our Songket Weaving Training Programme has paved the way for young ladies to learn the craft from our senior weavers. A young team allows Tanoti to explore innovation and development in the songket technique. Through Maybank Foundation's marketing sponsorships, Tanoti's unique works have successfully been supplied to sophisticated clients and are being showcased in exhibitions, in Malaysia and all over the world."

Jacqueline Fong

Founder of Tanoti (MWEW Malaysia Partner)



"Kami dari Rumah Gare, sungguh bersyukur kerana pihak Maybank Foundation memberi galakan yang memberangsangkan kepada usaha kami sebagai komuniti penenun pua kumbu. Dengan bantuan Maybank Foundation, semangat para wanita di rumah panjang kami sudah meningkat. Pada masa sekarang ini, semua wanita di sini sudah kembali kepada aktiviti menenun. Saya berharap rumah panjang Rumah Gare akan terus terkenal dengan tenunan kain tradisional kaum Iban, dan bantuan dari Maybank Foundation ini akan mengukuhkan perjalanan kami ini. Bagi saya sendiri, saya berjanji akan terus kerja dengan sedaya upaya untuk mengetuai komuniti penenun kami selagi pihak Maybank Foundation ada memberi sokongan kepada kami."

Bangie anak Embol

Master Weaver and Leader of the Rumah Gare weaving community; National Craft Icon 2024



INSPIRING STORIES FROM MS MBAK TRIMAH AND MS PUJI, MWEW PARTICIPANTS FROM INDONESIA, IN COLLABORATION WITH SEKAR KAWUNG



"Trying new things hasn't made me instantly wealthy, but it has shown me the value of seizing life's opportunities to the best of my abilities."

Mbak Trimah

New weaver trainee of Sekar Kawung (MWEW Indonesia Partner) and graduate of Maybank R.I.S.E. Indonesia

Cross-Pollination of Hope and Skill: An Inspirational Journey and Opportunity in Indonesia

In the vibrant setting of the Maybank Cycling Series held from May 3 to 5, 2024, at Hotel Ramada by Wyndham in Yogyakarta, a heartwarming and inspiring encounter unfolded. Amidst the excitement and energy of the event, two extraordinary women, Ms. Trimah and Ms. Puji, approached the Sekar Kawung booth, a proud partner of the Maybank Women Eco-Weavers Programme in Indonesia. Drawn by the vibrant display of woven merchandise, these women, who are a batik maker and a painter by profession and graduates of Maybank's "Reach Independence & Sustainable Entrepreneurship (R.I.S.E.)" programme, eagerly sought to explore the world of weaving despite their disabilities.

Trimah and Puji, who were born without fully developed hands and fingers, exemplify the spirit of resilience and the power of cross-pollination—where ideas, skills, and hope converge to create something truly remarkable. Their journey began with curiosity and courage as they decided to try the weaving loom at the event, and their infectious laughter sparked joy and inspiration among onlookers.

Guided by Ms. Yatmi, a participant of the Maybank Women Eco-Weavers programme, Trimah and Puji learned to read intricate weaving patterns and started weaving. Their eyes lit up with each new discovery, and the booth became a beacon of excitement and possibility. Trimah and Puji's enthusiasm for learning and trying new skills was palpable, igniting a shared sense of purpose and camaraderie.

Later, both Trimah and Puji showcased their skills in batik painting. Trimah's unique approach to batik with her feet and Puji's focused painting demonstrated that limitations are merely starting points for innovation. Their efforts reminded everyone that true progress comes from within. As Trimah wisely said, **"If we wait for something to adjust and suit us, when will we progress?"**

The presence of these remarkable women at the Sekar Kawung booth embodied the essence of cross-pollination. They brought not only their resilience but also their creativity and optimism, enriching the community and proving that when diverse strengths and experiences come together, the results are transformative.

Their story is a testament to the enduring human spirit and the limitless possibilities that arise when we embrace diversity and nurture each other's potential. The Maybank Women Eco-Weavers Programme, through its partnership with Sekar Kawung, continues to champion such inspiring narratives, fostering environments where everyone can thrive and contribute meaningfully.

In the end, the laughter and determination of Trimah and Puji did more than brighten a booth; they illuminated a path forward, showing us all that with courage and collaboration, we can weave a future filled with hope and endless potential. At the same time, they inspired the idea of expanding our programme participant scope to include persons with disabilities or exploring cross-pollination between the MWEW and R.I.S.E. programmes in the future.



Maybank Women Eco-Weavers

SHARINGS FROM PROGRAMME PARTNER IN CAMBODIA – COLOR SILK



In the heart of Cambodia, amidst its rich cultural heritage, the Maybank Women-Eco Weavers Programme is making a tangible difference. Partnering with Color Silk, founded by Ms. Vanntha Ngorn, the initiative embraces empowerment, sustainability, and hope, creating a powerful platform for change.

A Vision Rooted in Heritage and Innovation

Ms. Vanntha's journey is deeply influenced by her weaving heritage and a commitment to innovation. Starting her business during the financial crisis did not seem ideal to those around her. However, Vanntha, coming from a weaving family, saw things differently. Motivated by this perspective, she pursued an MBA to enhance her business acumen. Her passion for traditional craftsmanship and empowering women drew her back to her community, where she founded ColorSilk. Her innovative ideas in Cambodian silk weaving earned her a place in the top 10 of a business plan contest organised by McKinsey & Company and the National University of Management in 2008. With a strong social mission, ColorSilk fosters pride and dignity among local women, preserving the art of silk weaving while promoting rural economic development.

Empowering Women Through Skill Development

Since the inception of the Maybank Women Eco-Weavers programme in partnership with Color Silk in 2016, the initiative has established two training centers in Cambodia, located in Takeo, Phnom Penh, and Siem Reap provinces. These centers have trained 639 women in the intricate art of silk weaving as of May 2024. These training programmes not only preserve the rich cultural heritage of Cambodian silk but also provide women with valuable skills that enable them to earn a sustainable income. The programme emphasises hands-on training, mentorship, and continuous support, ensuring that the women can confidently create and market their products. Additionally, the programme has supported 1,129 mulberry farmers who planted more than 162,773 mulberry trees as of May 2024. **The income generated from silk weaving and sericulture has enabled many to send their children to school and invest in their communities.**

The partnership with Color Silk also underscores the importance of sustainable practices. By using natural dyes and eco-friendly production methods, the programme **minimises environmental impact while producing beautiful, high-quality silk. This commitment to sustainability ensures that the benefits of the programme extend beyond economic empowerment to include environmental conservation.**

This partnership stands as a testament to the profound impact that can be achieved through collaboration, innovation, and a shared commitment to empowerment. Under the visionary leadership of Ms. Vanntha Ngorn, they have not only revitalised an ancient craft but have also transformed the lives of countless women, creating a ripple effect of positive change throughout their communities. Through her dedication to expanding markets globally and promoting Cambodian silk to Europe, the USA, and beyond, Vanntha continues to champion the heritage and future of traditional silk weaving, fostering a brighter, more inclusive future for all involved.

"Providing skills and vocational training to a group of vulnerable people is key for long-term sustainability in building up their future, and living independently with dignity and happiness."

Vanntha Ngorn

Founder of Color Silk (MWEW Cambodia Partner)



Maybank Women Eco-Weavers

INSPIRING STORIES FROM MS NIAM AND MRS EART THEORY, MWEW PARTICIPANTS FROM LAOS, IN COLLABORATION WITH MULBERRIES

The story is about Ms Niam aged 49 and her husband Mr Phimphan aged 63, who have 9 children (6 sons) and (3 daughters). They lived in Mueng Pae, Houaphan province.

In 2000 to 2019 prior to joining the Mulberries silk project, Ms Niam and her husband had been raising mainly traditional silkworms, in which breeds and hatches only once a year. They were only able to produce small quantities of silk yarn from the traditional silkworms and the prices offered by the Vietnamese buyers were very low. The income that they received from selling the traditional silk yarn was not enough to support the family.

In 2020, they joined the Mulberries silk project and planted mulberry trees in an area of 0.7241 hectare. They were able to raise 2 to 3 silk egg sheets per round. In September 2022, they received building materials to build a rearing house to raise the silk worms. They also received tools and materials required to raise silk worms, which can help to raise up to 2 sheets per round such as plastic cocoon frames, netting and plastic sheets.

Ms Niam and her husband were very happy that they were able to produce good quality and quantity of silk cocoons since joining Mulberries silk project. The cocoons that they produced are clean and big. They were able to **increase the average of silk production** per sheet from 8.5Kg per sheets in 2022 to 10.6Kg per sheet in 2023.

The additional income received from raising silk cocoons with Mulberries have encouraged the family to expand the mulberry fields in 2024.

Niam

Participant



Eart Theory's life took a remarkable turn when she graduated from the 14th Maybank Women Eco-Weavers Programme's training conducted in 2023. Before joining the programme, Theory's days were filled with the noble tasks of a housewife, caring for her family and tending to the rice fields, yet she longed for something more – a reliable income to provide support for her family. It was in January 2023 that fate intervened, leading her to a life-changing opportunity.

Upon hearing about the training programme supported by the Maybank Foundation under the Maybank Women Eco-Weavers Programme, Theory's heart swelled with hope. With determination in her eyes, she embarked on a transformative journey, dedicating five months to mastering the art of weaving from basic techniques to advanced skills.

As she completed her training, Theory's hands became adept at the loom, and her heart swelled with pride as she received a full set of equipment, generously provided by the MWEW Programme. With this newfound independence, she set out to weave her own path to success. Gone were the days of uncertainty; **now, Theory could provide for her family with confidence.** Each morning, she eagerly joined her fellow weavers at the Maybank Silk Workshop, where her skills flourished amidst a supportive community. With each intricate stitch, she wove a brighter future for herself and her loved ones.

In Theory's story, we find the essence of empowerment and resilience—a testament to the transformative power of education, opportunity, and community support. As her hands weave threads of silk, they also weave dreams of a better tomorrow, where every woman has the chance to thrive and flourish.

"Thanks to this special training, I've embarked on a new journey of weaving, right here in my village. With the 'Ikat' weaving technique, I now earn between USD180 to USD200 every month. Thank you, Mulberries and Maybank Foundation."

Eart Theory

Participant



Community Empowerment

Related UN SDGs:



Maybank furthers its commitment to uplift women through various community initiatives across the Group. The programmes here are centered on ensuring women are to be well-equipped with entrepreneurial skills to achieve financial independence as well as raising awareness among women on the importance of health and wellbeing.

WOMEN ENTREPRENEURSHIP PROGRAMME

Maybank Islamic partnered with Kelab Wanita Ikon Malaysia to launch the Transformasi Ekonomi Wanita programme, specifically designed for Asnaf entrepreneurs in Selangor and the Federal Territory. This comprehensive programme comprised 12 learning modules, delivered through six face-to-face sessions strategically held at various locations. Over the course of 12 months, from November 2022 to December 2023, a total of 50 female Asnaf entrepreneurs successfully gained valuable insights and skills in branding and digital marketing.



iTEKAD ASPIRASI WANITA

In collaboration with Madcash Sdn Bhd and State Islamic Religious Councils, Aspirasi Wanita is a digital financial inclusion programme that empowers Asnaf women entrepreneurs and gig workers. It provides strategic business training, mentorship, access to seed capital (qardhasan) and financing through Maybank Islamic. The programme is recognised by BNM under its financial inclusion initiative known as iTEKAD. Since its approval by BNM in August 2023, it targets to benefit 665 female microentrepreneurs and gig-workers, empowering them to enhance their financial management skills and business acumen for the purpose of generating sustainable income.

HEALTH & WELLNESS

Cervical Cancer Screening



In 2023, Etiqa collaborated with Rose Foundation and successfully completed Phase 3 of the initiative. Free screenings for the cancer-causing human papillomavirus (HPV) were extended to 5,500 underprivileged women nationwide.

The total investment for the year was approximately RM1.23 million, benefitting 5,500 women.



Mammograms for Underprivileged Women



Since 2017, Etiqa and the National Cancer Society of Malaysia (NCSM) have collaborated to offer free mammograms to underprivileged women aged 40 and above.

In 2023, Phase 5 was executed, with a total investment of RM2.01 million. About 4,500 women underwent mammogram screenings, while 50,000 underprivileged individuals benefitted from health screenings via the Etiqa Mobile Health Screening Clinic Yellow Truck.



Reach Independence & Sustainable Entrepreneurship

Related UN SDGs:



There is a lack of effective economic empowerment programmes for disabled and disadvantaged communities within Malaysia and the region. R.I.S.E. is an economic empowerment programme designed to support disadvantaged communities, particularly PWDs, by helping them grow their income and become financially independent, by building financial literacy and inclusion. This is done through the provision of intensive training, focused coaching and long-term mentoring, making sure the entrepreneurs get continued support and adequate knowledge transfer from our programme partner and skilled Maybank volunteers to enhance entrepreneurial skills and livelihoods. In addition to this, the Group also provides microfinancing facilities to eligible entrepreneurs. With a focus on entrepreneurial skills development and fostering economic independence, the R.I.S.E. programme is set to create a ripple effect of positive change.

HOW DID WE DO IT? ON SITE TRAINING

Participant Acquisition & Assessment

3-days Training

2-day Entrepreneurship Training

- Practical & Implementable Business Strategies
- Immediate Application to Business Processes

1-day Financial Training

- How to manage finances (business & personal wealth)
- Opening of Maybank current accounts

3-6 months Mentoring

- Actual Business Startup
- Troubleshooting, Hand-holding & Guidance
- Additional training modules
- Focus on Sales & Income Increase
- Take up Maybank products and services

Reporting & Tracking

of Successful Entrepreneurs with Sustainable Income Increase

Maybank Product Uptake & Micro-financing for Successful Participants

HOW DID WE DO IT? VIRTUAL TRAINING

Participant Acquisition & Assessment

½ day + 5-days Training

- ½ -day pre-training Zoom orientation briefing 4-day Entrepreneurship Training
- Practical & Implementable Business Strategies
- Immediate Application to Business Processes

1-day Financial Training

- How to manage finances (business & personal wealth)
- Opening of Maybank current accounts

3-6 months Mentoring

- Actual Business Startup
- Troubleshooting, Hand-holding & Guidance
- Additional training modules
- Focus on Sales & Income Increase
- Take up Maybank products and services [ie: Sama Sama Lokal (SSL)]

Reporting & Tracking

of Successful Entrepreneurs with Sustainable Income Increase

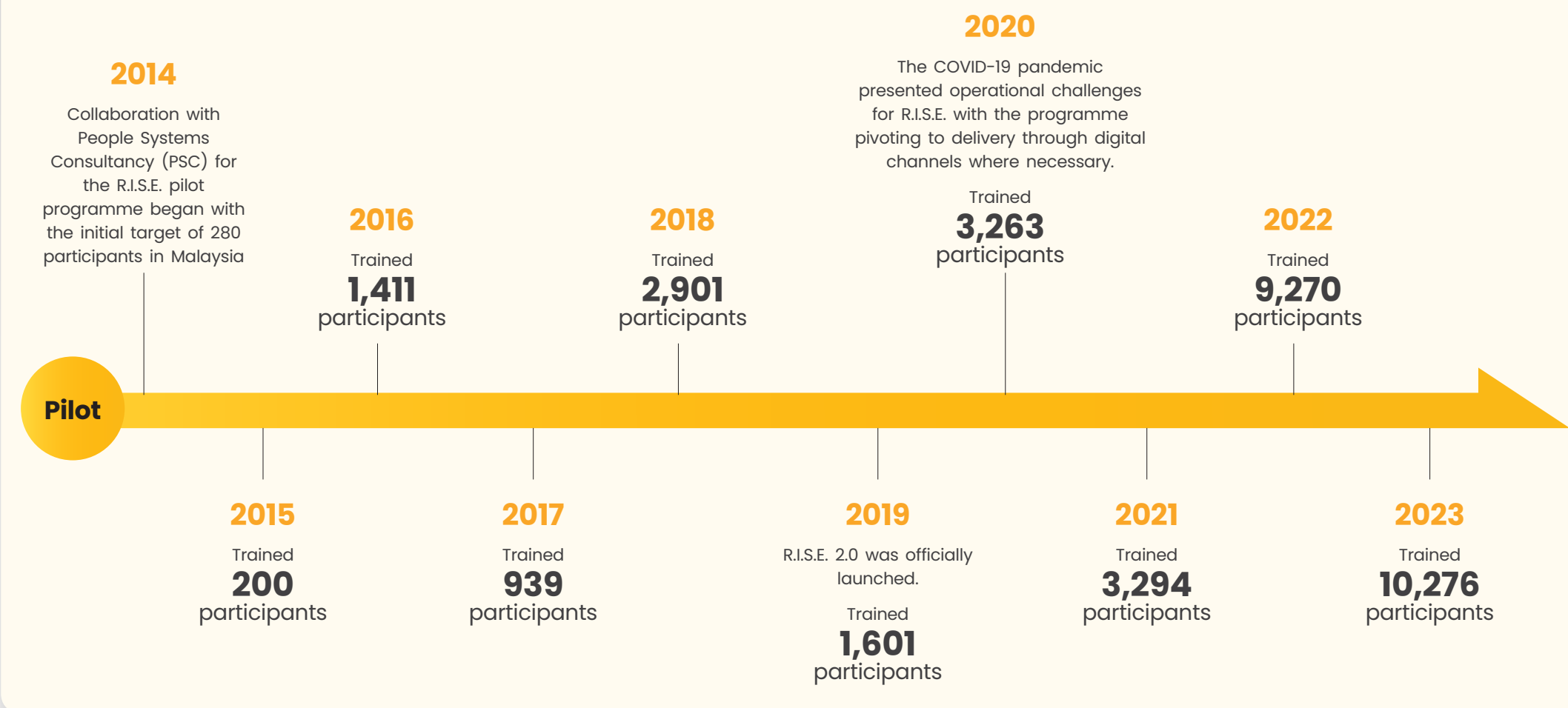
Maybank Product Uptake & Micro-financing for Successful Participants



Reach Independence & Sustainable Entrepreneurship

Our journey for the R.I.S.E. programme started back in 2014 with strategic roll-outs across ASEAN to date (R.I.S.E. 1.0 & R.I.S.E. 2.0). Starting off small to ensure smooth operations and the achievement of the intended outcomes/impact, the programme has grown from 280 participants in Malaysia as a pilot, to **reaching over 33,000 participants across 5 ASEAN countries namely Malaysia, Indonesia, the Philippines, Laos, and Cambodia.**

R.I.S.E. programme (2014–2023)



Reach Independence & Sustainable Entrepreneurship

Some of the programme's highlights and the impact to date are as shown below:

Programme Highlights

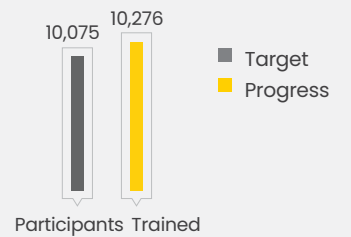
33,435 participants trained to date

7,290 Marginalised Individuals

26,145 PWDs

Total Investment
Over **RM14.79 million** in 2023
Over **RM53.70 million** to date

2023 Target and Progress



To Date Across ASEAN



MALAYSIA

9,079 participants trained
2,662 marginalised individuals
6,417 PWDs

INDONESIA

12,687 participants trained
2,077 marginalised individuals
10,610 PWDs

CAMBODIA

194 participants trained
49 marginalised individuals
145 PWDs

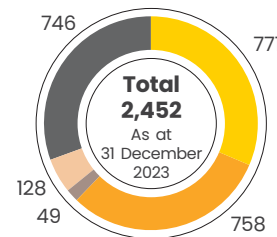
PHILIPPINES

8,627 participants trained
2,063 marginalised individuals
6,564 PWDs

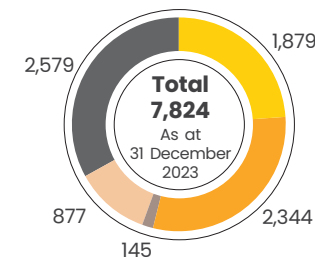
LAOS

2,848 participants trained
439 marginalised individuals
2,409 PWDs

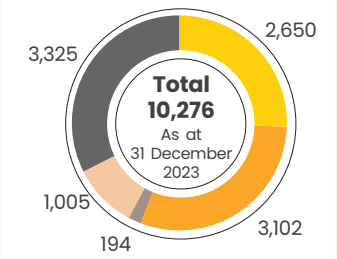
Marginalised Individuals



PWDs



Total



■ Malaysia ■ Indonesia ■ Cambodia ■ Philippines ■ Laos

A summary on the achieved income increase for R.I.S.E. participants to date, for each country is as below:

MALAYSIA

Income Increased:
Top 40%
352.14%
Average
131.19%

INDONESIA

Income Increased:
Top 40%
342.35%
Average
138.88%

PHILIPPINES

Income Increased:
Top 40%
574.76%
Average
183.18%

LAOS

Income Increased:
Top 40%
608.29%
Average
258.63%

Cambodia: [Mentoring sessions are currently on-going as the pilot rollout began in 2023]



Reach Independence & Sustainable Entrepreneurship

R.I.S.E. IMPACT STORIES



Name: Nor Zaidah Binti Ab Rahman
Location: Negeri Sembilan, Malaysia
Business: Offers tailoring services & has a restaurant
Average Monthly Income Before: RM1,000 (USD212.40)
Average Monthly Income After: RM12,000 (USD2,548.85) (within 6 months)
Average Current Income: RM20,000 (USD4,248.09)



"I am deeply committed to giving back to my community because I have experienced firsthand the struggles of overcoming adversity in life. The R.I.S.E. programme not only transformed my business but also instilled in me a strong sense of responsibility to support others facing economic hardships. By employing individuals with disabilities and from low-income backgrounds, and by sourcing locally, I aim to empower and uplift those who need it most. Through my training initiatives and promotion of upcycling, I hope to inspire others to believe in their potential and contribute positively to our community's growth and sustainability."

BEFORE R.I.S.E.

- Zaidah, who has a walking abnormality, did not let her disability hinder her from running a successful tailoring business and restaurant. When a devastating fire destroyed both of her shops and left only ashes in its wake, Zaidah remained undeterred. Instead, she started a home-based meal business while also, gradually rebuilding her tailoring business despite limited funds.

AFTER R.I.S.E.

- In 2016, the R.I.S.E. programme transformed Zaidah's approach to conducting her business. Soon, she was learning valuable entrepreneurial information such as Sales Strategy, Social Media Marketing, Operational Planning and even Business Management. Nowadays, Zaidah is equipped with the right resources and aptitude to deal with any challenges head-on.

IMPACT

- Zaidah hired two workers with mental and speech impairments and five from the low-income backgrounds. She also supports local entrepreneurs by purchasing 30 kilograms of catfish and 12 kilograms of vegetables from nearby wet markets every three days.
- She also helped train 30 college students, including those with disabilities and from low-income families, to start businesses selling or renting traditional Malay headgear (tanjak), earning between RM300 to RM1,000 per month. Encouraged by the R.I.S.E. Programme, she promotes upcycling by teaching students to create keychains from recycled fabric patches and jeans.



Name: Muhammad Arif Amrulloh
Location: Kupang, East Nusa Tenggara, Indonesia
Business: Offers graphic metal engraving services
Average Monthly Income Before: IDR12,500,000.00 (USD762.27)
Average Monthly Income After: IDR20,000,000 (USD1,215.40)
Average Current Income: IDR28,000.00 (USD1,646.51)



"Thank you, R.I.S.E., for showing me the importance of good financial management, both for business and personal finances. I used to mix my business and personal finances, which made it difficult for me to save, despite having sufficient income. I couldn't even afford to visit my hometown during Raya or for holidays until I joined the R.I.S.E. programme. Through mentoring sessions, I gained inspiration and motivation to explore new opportunities in my business, attracting major clients from universities and schools in Kupang. R.I.S.E. also reminded me to be a self-reliant individual with a disability who can assist others facing similar challenges. This encouragement continues to motivate me to further expand my business in Kupang."

BEFORE R.I.S.E.

- When an accident left Muhammad Arif Amrulloh disabled and unable to continue his job, he resorted to self-employment by opening up a metal engraving business. For a while, he was able to rake in a sizeable income until the COVID-19 pandemic forced Arif to shut down his business.

AFTER R.I.S.E.

- The R.I.S.E. programme taught Arif the importance of diversifying his customer base through strategic partnerships and making contacts with other individuals from different industries.
- Within the first six months of mentoring, he managed to secure regular orders from several universities to engrave their graduation medals, raising his income to IDR28 million (USD1,646.51).

IMPACT

- Arif hosted five PWDs and three survivors of human trafficking in his home, providing them with food and basic needs. He also trained these individuals in metal engraving and gave them a monthly allowance of IDR600,000 (USD36.66).



Reach Independence & Sustainable Entrepreneurship

R.I.S.E. IMPACT STORIES



Name: Jeffrey Ebad

Location: Davao City, Philippines

Business: Direct selling, tricycle rental, fire extinguisher dealer

Average Monthly Income Before: ₱2,500.00 (USD42.47)

Average Monthly Income After: ₱27,500.00 (USD468.11)
(within 3 months)

Average Current Income: ₱32,000.00 (USD543.66)



"More than the business strategies, financial management, mind setting, and mentoring, I am thankful to the R.I.S.E. Programme for helping me identify my cause - my family and my PWD community. God gives us blessings so we could be of help to others and I am very thankful for the opportunity given to me to join the R.I.S.E. Programme and become an instrument to help others."

BEFORE R.I.S.E.

- Jeffrey Abad has had his fair share of heartache from losing his mother at a young age and having to support his family at the age 16 years old to losing his right leg following a life-changing accident.

AFTER R.I.S.E.

- During a turbulent period in Jeffrey's life, the R.I.S.E. programme became his only lifeline. The modules allowed him to hone important entrepreneurial skills, as well as, learning to embrace his disability and making peace with it.
- Jeffrey's income soared thanks to new business ventures and online sales techniques he learned from the R.I.S.E. training and mentoring sessions.

IMPACT

- Jeffrey provided medical care, wheelchairs and distributed care packages to 30 individuals, who were greatly affected by the pandemic, and even guided fellow PWDs on ways to start their own businesses.
- Jeffrey's commitment to community work led to the formation of the "R.I.S.E. PWDs of Davao," an organisation that holds fundraisers for other PWDs in need.



Name: Sivan Sibounheuang

Location: Vientiane Capital, Laos

Business: Offers painting services

Average Monthly Income Before: LAK50,000.00 (USD2)

Average Monthly Income After: LAK10,000,000.00 (USD500)

Average Current Income: LAK15,000,000.00 (USD686)



"R.I.S.E. made me realise that I am more than my disability and that I am capable of achieving just as much as my non-disabled peers."

BEFORE R.I.S.E.

- Sivan had to have both of his arms amputated after he suffered an electric shock while assisting his father at a construction site. Unable to work and cooped up in home all day, he started watching painting tutorials on YouTube as a way to pass time and soon, developed a skill in drawing using his feet.

AFTER R.I.S.E.

- In 2019, the knowledge gained from the R.I.S.E. programme and meeting others with disabilities helped him to embrace his condition and adopt a more positive outlook on his life.
- Immediately after the mentoring sessions, Sivan generated LAK10 million (USD168) through his first few sales. By 2024, he is currently earning over LAK15 million (USD686) on a monthly basis.

IMPACT

- Sivan has trained over 100 school students, imparting wisdom on painting techniques and sharing his life experiences as a way to inspire fellow PWDs.





Third Party Assurance – University of Nottingham Malaysia

THIRD-PARTY ASSURANCE OF THE R.I.S.E. PROGRAMME BY THE UNIVERSITY OF NOTTINGHAM MALAYSIA (UNM)

Empowering Lives: Maybank Foundation – R.I.S.E. Programme

Since its inception, the R.I.S.E. programme has been transforming lives across Southeast Asia. What began as Maybank Foundation's pilot programme in Malaysia has developed into a beacon of hope for thousands of participants in Malaysia, Indonesia, the Philippines, and Laos. Our team has had the privilege of witnessing this transformation firsthand, interviewing over 300 participants in their homes and businesses over the years.

The heart of R.I.S.E. is its ability to bridge the gap between business theory and practical application. For many participants who have faced educational barriers due to disabilities or family circumstances, this approach has been revolutionary. We find that in recounting their experience, every participant highlights the mentoring programme as a cornerstone of their transformation. For 3 to 6 months, dedicated trainers provide ongoing mentoring, motivation and guidance, helping participants navigate the challenges of entrepreneurship. Participants found the 'flipped mindset' strategy to be transformational, enabling them to take initiative, overcome mental health issues and empowering them to succeed as entrepreneurs.

A beautiful outcome of the R.I.S.E. programme is the formation of supportive networks among participants – synergy and connections that foster a collaborative spirit, with trainees often assisting each other in growing their businesses. The financial training component has proven particularly impactful, empowering participants to launch businesses with minimal capital and develop crucial savings for business expansion and unexpected emergencies.

Our surveys reveal an inspiring trend: participants have not only maintained but grown their income post-programme. Through the interviews, we hear countless stories of families transformed – children now able to attend school or have nutritious meals, thanks to their parents' newfound financial stability.

R.I.S.E. is more than just business growth; it is about dignity restored, dreams realised, and communities uplifted. We are privileged to have been witnesses of the journey of transformation it has brought to so many lives. We believe that R.I.S.E. is not just about increasing incomes – it is about igniting hope and opportunity, fostering resilience and transforming communities across the region.

Project Team for Independent Validation of Outcomes

R.I.S.E. Programme, University of Nottingham Malaysia
2017–2023



Dr Wendy Gan
Associate Professor



Dr Vengadeshvaran Sarma
Associate Professor



Mr Ioannes Tang
Associate Professor

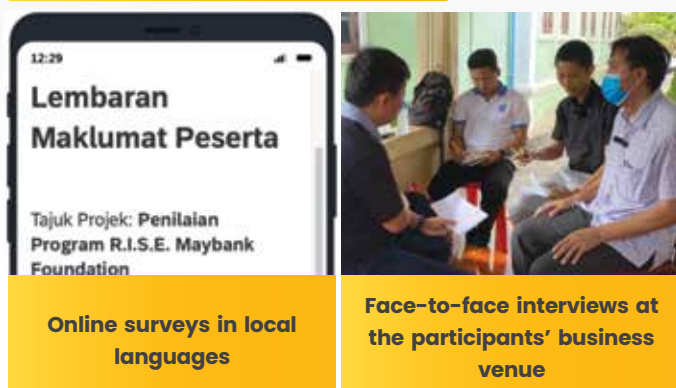
Third Party Assurance – University of Nottingham Malaysia

A summary of the findings from the validation exercise carried out by the University of Nottingham Malaysia in 2023 is as follows:

Validation Process looked into:

- 01** The quality of the programme implementation.
- 02** The participant's income growth and business sustainability.
- 03** The programme's impact on participants.

The validation process involved:



Online surveys in local languages

Face-to-face interviews at the participants' business venue

"Participating in R.I.S.E. and starting my business transformed my confidence. Before, I felt embarrassed and lacked self-assurance due to unemployment after graduation. However, now I am proactive in running my own business, no longer afraid to leave the house."

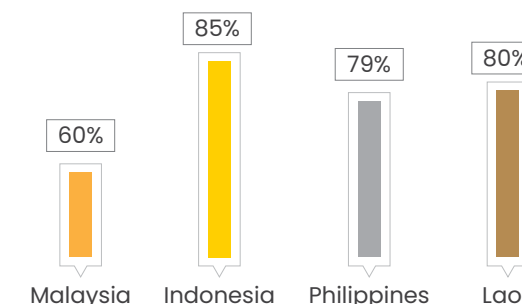
Budi
Indonesia



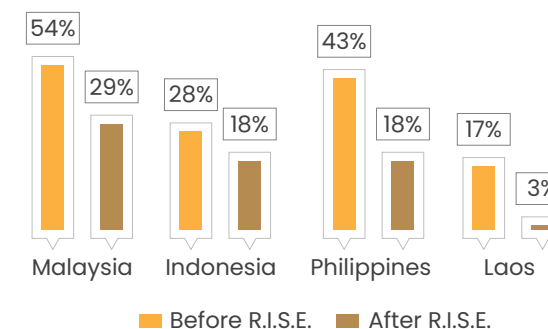
Key Finding #1: Exceptional Programme Implementation

- The programme was implemented effectively, as evidenced by surveys and interviews.
- Over 70% of the participants interviewed had disabilities, and almost all marginalised participants had dependent PWDs.
- Training and mentoring received high ratings.
- On average, 80% of the survey respondents who improved or started a business after training were able to maintain or increase their income within three months of completion of training (the percentage exceeds 60% in each country and reaches a high of 85% in Indonesia).
- All countries showed a decrease in the proportion of participants with income below national poverty levels after the programme was implemented with the most significant drop being in Malaysia and the Philippines. A transformative impact was observed in increased income for the participants, both personally and for their family.

More than 50% maintain or increase income within 3 months (out of 60%)



Proportion of income below national poverty level



MALAYSIA: USD11.00/DAY
INDONESIA: USD2.15/DAY

PHILIPPINES: USD1.43/DAY
LAOS: USD1.25/DAY

Key Finding #2: Positive Outcomes & Sustainability

- The programme surpassed income growth and business improvement targets.
- The top 40% of participants experienced more than 100% income increases.
- 80% of the top 60% of participants surveyed maintained or increased income 3 months post-training, indicating sustainability.

Key Finding #3: Holistic Impact

- Participants across countries showed improved financial and personal well-being.
- Stories highlighted enhanced family support, children's futures, and entrepreneurship due to the programme.





Community Empowerment

Related UN SDGs:



In further efforts to uplift the lives of PWDs, Maybank Group through Etiqa provides affordable insurance to protect the welfare of the underprivileged segment. Our commitment to enhance the employability skills of PWDs are also showcased through our Group-wide initiative of providing work placement to ensure an inclusive workforce.

ETIQA i-CARE OKU

This online takaful plan provides protection for PWDs, or Orang Kurang Upaya (OKU) registered with Jabatan Kebajikan Malaysia (JKM). Available through the e-Channel, it offers a one-year protection plan with a Guaranteed Issuance Offer (GIO) at an affordable rate for the B40 segment. Coverage includes death, personal accident, funeral expenses, daily hospital allowance, accidental medical reimbursement and a specified communicable disease allowance. As of December 2023, 41 customers signed up for the plan.

MAYBANK WORK PLACEMENT PROGRAMME

As part of our strategy in building a more inclusive workforce, in 2023 Maybank introduced the Maybank Work Placement Programme (WPP) for PWDs through collaborations with partner universities, Universiti Teknologi MARA (UiTM) and International Islamic University Malaysia (IIUM), NGOs such as Malaysian Deaf Federation, and government institutions such as PERKESO. Under the WPP, differently-abled talents undergo an 8-month placement programme with Maybank as part of our commitment to equip PWDs with employability skills. To ensure a seamless onboarding experience for these talents with disabilities, our Disability Services Team collaborates with line Managers and their team members to ensure the right matching and placement of the talents. Line managers are also required to undergo a Workplace Disability Inclusion workshop, designed with the expertise of subject matter experts from UiTM and IIUM, to give them the necessary awareness and understanding on how best to approach and support PWDs in the workplace. As of December 2023, close to 100 WPP trainees have been onboarded in Maybank.



eMpowering Youths Across ASEAN

Related UN SDGs:



We believe that our youths have the capacity to drive socio-economic development. One of our Flagship Programmes under Maybank Foundation, the eMpowering Youths Across ASEAN (eYAA); which is co-organised with the ASEAN Foundation under the auspices of the ASEAN Secretariat (ASEC), is one of our needle movers in our positioning in both ASEC (as an ASEAN accredited entity) as well as in the region. The main focus of the programme is to equip and inspire ASEAN youth by providing a platform to learn, contribute and advocate solutions for developmental issues and to be the driving force within their communities around the region.

The Programme remains a catalyst for advancing the goals of the ASEAN Socio-Cultural Community Blueprint 2025. Aligned with the Blueprint, it has actively engaged stakeholders, fostering cooperation, empowering individuals, strengthening institutions, and cultivating a creative, innovative, and responsive ASEAN. From Maybank's strategic positioning of our social impact programmes, we collaborated with local Civil Society Organisations (CSO) to customise the community programmes to meet local needs, nurturing connections among ASEAN youth and strengthening Maybank's ties across ASEAN. Since its inception, three cohorts of the programme have been implemented. The illustration below summarises the key phases of the programme's implementation for each cohort:

100 TOP ASEAN YOUTHS



The top 100 youth (aged 19-35 years old) will be identified and chosen through a vigorous selection process.

10 LOCAL CSO



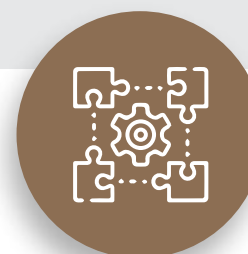
Local Civil Society Organisations will be selected as Project Partners.

REGIONAL ORIENTATION AND CAPACITY BUILDING WORKSHOP



The regional orientation and capacity building workshops will be held at the ASEAN Studies Centre, Bangkok. These sessions offer various aspects of preparatory exercises for the participants, with topics ranging from Design Thinking, Project Management and Survival Skills.

PROJECT IMPLEMENTATION PHASE



In selected countries governed by Maybank's social impact pillars: Empowering Education, Community Empowerment and Environmental Diversity.

PROJECT HANDOVER



Handover of ongoing project implementation/ closure to local communities and CSOs.



eMpowering Youths Across ASEAN

Programme Highlights



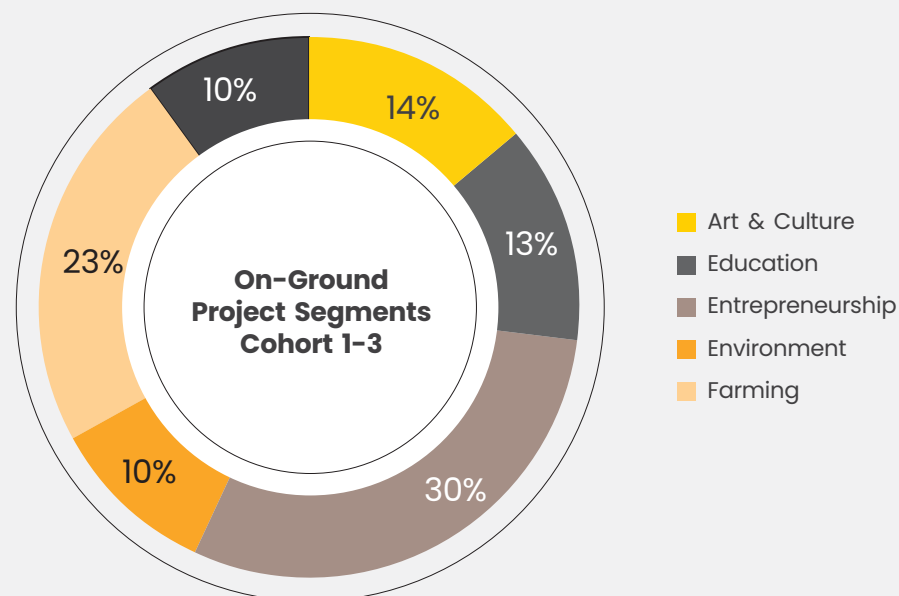
Impacted **60,562** people in Arts & Culture, Education, Environmental Diversity and Community Empowerment



Empowered **293 youth** and **25 CSOs** to date



Total Investment
Over **2.91 million** in 2023
Over **RM11.63 million** to date



Since the programme started in 2019, we have mobilised 3 cohorts of youth volunteers across ASEAN. To date, close to **300 youth volunteers from all of the 10 ASEAN countries** and **25 CSOs** have been included in the programme with some of the highlights and impact as illustrated.

OUR ONGROUND PROGRAMME PARTNERS (CSOs)



MALAYSIA



INDONESIA



PHILIPPINES



CAMBODIA



SINGAPORE



eMpowering Youths Across ASEAN

eYAA Impact (Cohort 1 – 3)



Projects:

- | | | |
|------------------------------|------------------------------------------------------------------|-------------------------|
| 1 Silk Wave | 11 Village Weaving Gallery | 21 Green Jobs |
| 2 EduSpark | 12 Creatonme | 22 Community Mural |
| 3 ManGroove | 13 Steam Chime and Smart | 23 Soap |
| 4 "U-Farmer" | 14 Digital Farming and Agripreneurship | 24 Danger to Dear (D2D) |
| 5 RetaxTojara | 15 Project Digital Entrepreneur | 25 Future of Work |
| 6 Trident | 16 SeniKidz Online | 26 Thrive Together |
| 7 Budi Baca | 17 Nurture Nature: EcoFarmer | 27 BerDAYA |
| 8 Integrated Organic Farming | 18 Improvement of Livelihood Centre in Sitio Tamale | 28 Tenun.in Belu |
| 9 Let's Go Sarawak | 19 Bayi | 29 Farmbassador |
| 10 SeniKidZ | 20 Project Advancing Self-Sufficiency and Better WASH Behaviours | 30 Wave With Wash-Ed |

Volunteers:

USA	IDN	SGP	THA	LAO	VIE	MYA	BRN	PHL	VNM
11	11	10	6	10	10	10	9	12	11
7	8	5	9	6	9	8	6	10	7
12	13	9	9	10	10	10	11	12	12

Cohort 1
People directly impacted
17,827

Cohort 2
People directly impacted
21,106

Cohort 3
People directly impacted
21,629

Cohort 1

100 youth volunteers

9 CSOs

17,827 Individuals positively impacted

1,016 Mangroves seeds planted

600 Kilograms of food waste collected

47 Teachers equipped with new teaching tools

1 New training center for youths were built

5,200 liters capacity water filter installed

Funding of **USD20,000** per project

Cohort 2

75 youth volunteers

10 CSOs

Hybrid approach due to pandemic restrictions

21,106 Individuals positively impacted

Over 185 social media posts were circulated across four social media platforms of ASEAN Foundation (Instagram, Facebook, Twitter, and LinkedIn), generating 1,021,014 views, and 156,238 engagements.

According to Meltwater (2022), a **total of eight clippings** made a total PR value of **USD594,016.98**

The record from the CSOs shows that eYAA related online activities reached **851,910 people**

Funding of **USD25,000**

Cohort 3

108 youth volunteers

10 CSOs

21,629 Individuals positively impacted

4 initiatives centred around climate and environment

130 groups of weavers were empowered

Empowered **1,418** young professionals

15 unemployed youths empowered

Impacted 27 youths with special needs

Empowered **48** indigenous people, **72** fisherfolks and **103** farmers

Funding of **USD20,000** per project



eMpowering Youths Across ASEAN

TESTIMONIALS FROM YOUTH VOLUNTEERS AND CSOs



Retacxtoraja at Indonesia

"As the programme involves youth from various backgrounds, I believe it will help encourage more cross-cultural dialogues which is useful in facilitation better understanding of each other's differences and enhancing appreciation to the ASEAN's diversity."

Joshua Dale Santos
Philippines (Cohort 1)



Improvement of Livelihood Centre at the Philippines

"Not only does volunteering benefit the people and communities we work with, but it also benefits the volunteers themselves, who gain self-confidence, develop a variety of skills and capacities, open up new job opportunities, and improve their physical and mental health."

Ye Myat Thu
Myanmar (Cohort 2)



Keep Hope Alive

"The presence and roles of ASEAN youths volunteers created an impact with our local farmers and communities. It gave them an inspiration and hope that there are people around the world who are willing to help and assist them."

Shernan F. Gamol
The Philippines



Impact Hub Phnom Penh

"It's truly exciting to witness the emergence of these four social project ideas. They're not merely beginnings but solid foundations for a more eco-friendly and sustainable future. What adds excitement is the fact that these initiatives will extend across ASEAN communities, sparking important discussions at both local and regional levels. This will help foster a shared awareness of the climate crisis. I'm eagerly anticipating the impacts these projects will have in addressing local issues that play a role in the larger battle against climate change."

Pengsan Huon
Cambodia



Project Green Jobs at Cambodia

"It was a cultural eye-opening experience for me. People here are really friendly, and they'd taught us many things that I personally never learned before. One of the big highlights is the visit at Khmer Banana Weaving, where the founder is using banana fibers to produce the final products. It's a big inspiration for me to learn from these entrepreneurs advocating for reusing all the natural resources around us."

Nia Masinta Dewi
Singapore



eMpowering Youths Across ASEAN

SHARINGS FROM OUR eYAA PARTNER – ASEAN FOUNDATION



The partnership between the ASEAN Foundation and Maybank Foundation has been a powerful force for change across the ASEAN region.

Through our collaborative efforts, we have achieved remarkable milestones and key successes. Notably, our eMpowering Youths Across ASEAN programme has empowered 293 young leaders from diverse backgrounds and 25 civil society organisations to initiate and implement sustainable community projects since 2018. These initiatives have impacted more than 60,000 individuals across the region, fostering social innovation and economic development at the grassroots level.

The impact of our collaboration extends beyond the immediate beneficiaries. For the ASEAN Foundation, this partnership has strengthened our mission to promote regional cooperation and integration through youths engagement. It has also enabled us to create a platform where young leaders can exchange ideas, develop leadership skills, and become agents of change in their communities.

Looking ahead, we envision our partnership evolving to address emerging challenges and opportunities in the region. We aim to expand our efforts to include more inclusive and diverse participation, ensuring that underrepresented communities also benefit from it. We are eager to explore innovative approaches, leveraging technology and digital tools to enhance the reach and impact of our programmes.

The partnership between the ASEAN Foundation and Maybank Foundation has been a catalyst for positive change in the ASEAN region. We aspire for this partnership to continue driving sustainable development and regional integration in the future.

Dr Piti Srisangnam,
Executive Director, ASEAN Foundation



Our overall experience collaboration with the Maybank Foundation for the eMpowering Youths Across ASEAN (eYAA) Programme has been a resounding success. This programme has provided an experiential learning platform for young people, built on mutual respect, shared goals, and a commitment to empowering ASEAN youth. This fosters social volunteerism and collaboration across backgrounds and allows youth to implement their ideas for real-world change through community projects.

The results are impressive. We have engaged three programme cohorts, totalling 293 volunteers, who have worked alongside 25 Civil Society organisations (CSOs). This has impacted over 60,000 community members across ASEAN, addressing issues from Cambodia, Indonesia, Malaysia, the Philippines and Singapore.

eYAA has had a profound impact. This programme reinforces our mission of a strong ASEAN community and showcases Maybank's commitment to social good. Together, we have inspired a new generation of leaders.

Looking forward, we plan to expand this partnership, empowering even more youth across the region. We are excited about the future and the potential to create an even greater impact.

Mahmudi Yusbi,
Head of Strategic Planning and Business Development, ASEAN Foundation





Maybank Training & Learning Centre

A cross section of youth in the ASEAN Region are deprived of basic education or skills training. High levels of youth unemployment and challenging economic conditions means that it has never been more important to ensure that young people have the skills they need for the current job market. Maybank Training & Learning Centre (TLC) aims to provide skills training in driving development and transformation as well as reducing poverty and empowering out of school youths who have no opportunity to go to school or attend formal education. The Maybank TLC does not only provide training and learning but also serves as a local catalyst for youth empowerment. Prior to the pandemic, the first TLC was built in Cagayan De Oro, Philippines followed by a centre in Myanmar. However, the programme was put on hold during the pandemic and had since exited the 2 locations.

With the current increasing trend of youth leaving the education system and entering the gig economy, there is a real risk of them lacking a financial “safety net” in future years. This is an area where we can support them with actual skills training especially vocational skills, which will be beneficial for their employment or business during a later stage in life. The programme will continue to focus on providing Technical and Vocational Education and Training as aligned to the objectives of the Maybank TLC programme.

Revival of Maybank TLC in 2023

With the revival of the programme in 2023, we collaborated with Right Track Education. Two batches of training were organised with participants from the B40 income bracket, for mobile phone repairing and aircond maintenance. The training provided both technical skills, as well as business management and marketing skills (including digital marketing).

One of the participants managed **to increase his income up to RM5,000** after attending the training programme.

Mobile Phone Repairing

1st Batch
27
participants

2nd Batch
25
participants

Aircond Servicing and Maintenance

3rd Batch
25
participants

TESTIMONIALS FROM TLC YOUTH PARTICIPANTS

A Polytechnic student in Computer Electronic Engineering, Abdul Rahim initially tried to repair phones by watching YouTube videos. Lacking proper knowledge, he faced challenges and incurred losses from damaging customers' phones. Determined, he pursued professional training including joining TLC programme. Now, he confidently handles phone repairs, transforming his setbacks into a successful pathway.

“The programme gave a huge impact to my business as can be seen through the sales difference before and after. This proves that the knowledge of both technical and marketing skills are very important.”

Abdul Rahim
Participant from
Mobile Phone Repairing Training



Rohaizat embarked on various of self-employment businesses after SPM. However, the outcome was not as he expected to support his family's expenses, prompting his wife to seek employment as well. He began to learn about air conditioning maintenance and it marked a turning point for him after participated in TLC programme. Today, he stands as a testament to resilience, turning challenges into stepping stones for a brighter future.

“This programme has helped me a lot, despite having no experience in air conditioning. Now I am earning thousands Ringgit with the skills and knowledge I've gained. This experience is very valuable to me.”

Mohd Rohaizat Othman
Aircond Servicing and Maintenance



MaybankHeart



MaybankHeart is our digital social crowdfunding platform, which is an online peer-to-peer charity platform that allows a direct connection between donors and recipient of donations – approved onboarded charities/non-governmental organisations. MaybankHeart exemplifies our commitment to Humanising Financial Services by using our financial strength to empower communities and promote inclusiveness worldwide. It connects people, projects, and NGOs in a collective effort to improve lives.

Project funding is transparent with NGO partnerships that have been fully vetted. Before any campaign is uploaded, the organisation and campaign details are scrutinised to ensure valid fundraising initiatives by the team at Maybank Foundation, and further verified and approved by our MaybankHeart Council. The council meets quarterly to approve new organisations to be onboarded, and new campaigns to be uploaded. A brief history of our journey and impact to date with MaybankHeart is illustrated below:

Why MaybankHeart?



100% For Charity

We don't use your donation for our administrative expenses. Every dollar you donate (minus transfer charges, if any) goes directly to the charity of your choice.



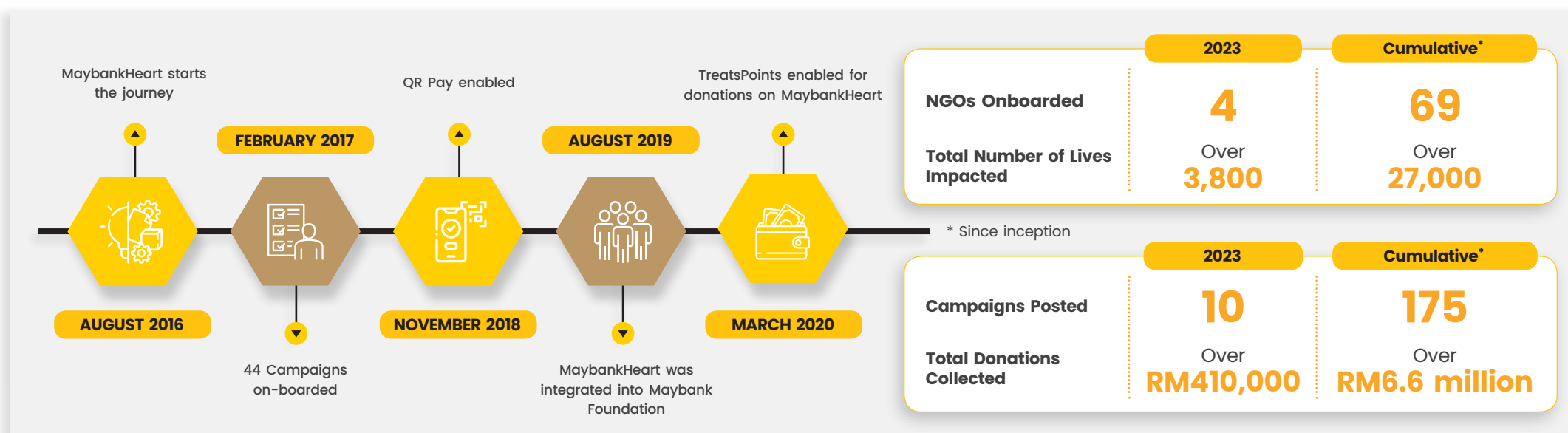
We Do The Vetting

Only pre-approved NGOs & campaigns are allowed. That means, we do the due diligence for your peace of mind.



Transparent

Amount of donations & funds are visible to everyone. This translates to being able to see the progress of the campaign.





MaybankHeart

CAMPAIGN HIGHLIGHTS

Heart2Heart Campaign

The Heart2Heart Campaign is a collaborative effort between MaybankHeart and Institut Jantung Negara (IJN), or National Heart Institute, which aims to provide life-saving treatments for paediatric heart patients in the ASEAN community for 5 years starting 2023. IJN works with their partner hospitals across the ASEAN region to identify paediatric patients in need, aligned with our continued commitment to sustainable growth and development for the underserved in ASEAN.

Through the Heart2Heart Campaign, our **mission is to raise RM45,000 per patient** to support underserved children, aged 0-18, who require surgical intervention. Each year, Maybank targets to benefit 11 children or raise approximately RM500,000 per year, for patients to undergo the necessary treatment with IJN and partnering hospitals. **To date, the campaign raised over RM183,000 with three paediatric heart patients, one Vietnamese and two Malaysians, having undergone their heart procedures.**

By partnering with IJN and leveraging on the Maybank Championship platform, we aim to extend a lifeline to families in need and ensure that no child is denied access to life-saving interventions due to financial constraints.

In 2023, the campaign raised over **RM183,000** for **paediatric heart patients**

Story Highlight

Since infancy, Muhammad Nazril had exhibited symptoms such as a bluish complexion and shortness of breath, which doctors initially attributed to lung infections and an undetected heart issue. In 2022, at 11 years old, Nazril was admitted to the hospital for dengue fever. During this time, doctors discovered that he had congenital heart disease.

Coming from a household in the lower income bracket in Semporna, the family had to travel 160 kilometers to Tawau Hospital every three months for Nazril's appointments, incurring a car rental cost of RM200 each time. Before receiving treatment at the IJN, Nazril aged only 12, was often restless and struggled with activities like climbing the stairs.

After the treatment, his health has significantly improved, and he now appears healthier and more energetic. This transformation has brought hope and relief to the family, showcasing the profound impact of the Heart2Heart campaign.



Fu-ture Fortune

The Campaign aims to provide quality meals and proper therapy programmes to autistic children aged 3 to 9 at the IDEAS Autism Centre (IAC).

More than **RM29,000** was raised for **40 autistic children and their parents** from IAC Rawang

"We would like to personally thank you all for your contributions which will help underprivileged autistic children and their families. We are most grateful for your generosity and support. MaybankHeart is a great platform for any NGO to use. We cannot thank you enough for letting us be part of your campaign during Ramadan."

Sanne Jansen

Director of Fundraising and Partnerships

"We are grateful to become one of the beneficiaries for the People's Campaign by MaybankHeart. With the funds that we received, we are able to provide the best learning, therapy, and mental health support for autistic children and their families, especially during these challenging times. The MaybankHeart platform is very user-friendly and a successful one."

Sharifah Salleh

Principal and Centre Manager of IDEAS Autism Centre



Balai Seni Art Series

The Balai Seni Art Series Programme by Maybank Foundation is a key initiative that celebrates and promotes artistic expression and cultural appreciation in Malaysia and beyond. Through a diverse array of thematic exhibitions and collaborative projects, this programme celebrates the various kinds of local and international art. It provides a platform for emerging, young and established artists to showcase their talents, engage with the community, and promote social values. With a commitment to inclusivity and innovation, the Balai Seni Art Series Programme not only highlights significant cultural events but also ensures accessibility for all to showcase their creativity.

The Balai Seni Art Series Programme has organised over 35 thematic exhibitions, celebrating occasions such as International Women's Day, Merdeka and Malaysia Day, and World Peace Day. The exhibitions also encompass diverse formats and are brought to life in collaboration with esteemed local curators from renowned Malaysian Art institutions.

To date, the Balai Seni Arts Series has profoundly impacted over 811 local and international artists, providing them with a platform to showcase their masterpieces across various art forms. Through these initiatives, the Balai Seni Art Series Programme continues to foster a vibrant and inclusive art community, enriching cultural narratives and inspiring creative expression across Malaysia and beyond.

Exhibition Highlight: Labyrinths of Touch, 2023

Incorporating a number of elements such as Art Collection shows, comics, water colours and sensory art experiences in one exhibition where the art can be enjoyed by everyone, including persons with disabilities such as the blind and deaf.



Exhibition Highlight: Lens on Planetary Health, 2023

Through partnership with ArtScience Malaysia, a distinctive exhibition and competition celebrated the fusion of art and science. This unique event highlighted projects and products at the intersection of creativity and innovation, featuring works by Malaysian artists, practitioners, scientists, designers, and others.



Achievements to date

>35 THEMATIC EXHIBITIONS

>811 LOCAL & INTERNATIONAL ARTISTS/ EXHIBITORS

"Balai Seni Maybank holds a dear place in my heart. It provides a platform to celebrate the unique aspects of Malaysian society through visual arts. As a curator, I strive to showcase the rich diversity of our cultures, emphasising unity, peace, compassion, and harmony. Art has the power to bring people together, heal, and inspire resilience. Our annual National Day and Malaysia Day exhibitions remind us to cherish and defend the blessings of our distinctive way of life, making Malaysia truly special."



Tan Sei Hon
Art Curator





Balai Seni Art Series

The MyTIGER Values – Art Competition & Exhibition

The MyTIGER Values Art Competition & Exhibition is an annual art competition series by the Maybank Foundation aimed at promoting creativity and social responsibility through art. The competition opens to students in local universities to create artworks that reflect the Maybank “TIGER” values – Teamwork, Integrity, Growth, Excellence and Efficiency, and Relationship Building – and address 12 out of the 17 United Nation Sustainable Development Goals (SDGs). Over the last 6th Edition, we received an over 2,800 artwork submission by 2,200 students.

The exhibition following the competition showcases the finalists’ artworks, providing a platform for visibility and recognition while promoting positive values within the community. This initiative is part of Maybank Foundation’s broader efforts to contribute to social and cultural development through the arts, and for students to gain an early exposure on public exhibitions.



Maybank Foundation Artist Fellowship Programme (MFAFP) – Our International Presence

As conscientious stewards of local cultures, Maybank Foundation, through its distinctive Maybank Foundation Artist Fellowship Programme (MFAFP), aims to enhance artists’ professional development and facilitate global networking. This initiative seeks to elevate the next generation of contemporary artists from Malaysia and ASEAN nations, positioning them as equals on the international stage. Launched with its pilot programme in 2023, the MFAFP invited early-career Malaysian and Southeast Asian artists to participate in a fellowship workshop in Bali. **Twelve Artists helming from Cambodia, Indonesia, Malaysia, the Philippines, and Singapore** – were selected based on rigorous criteria, took part in a transformative 5-day workshop. The workshop featured knowledge-sharing sessions and activities held at various historic and cultural sites throughout Bali, guided by 16 local and international mentors.



Maybank Islamic Community Programmes

Related UN SDGs:



Maybank Islamic also runs its flagship entrepreneurial programme – Megapreneurship as well as contributing to the well-being of local vulnerable and underserved communities. The initiatives were implemented via its zakat contributions by ensuring communities receive access to entrepreneurial support, clean water, healthcare and food aid.

Megapreneurship

The programme is aimed at elevating the B40 segment to a higher income bracket through entrepreneurial support. It consists of two phases namely, Phase 1 seeks to benefit 50 B40 individuals, while Phase 2 targeted 260 individuals. In 2023, Maybank contributed around RM1.04 million to support the programme and it achieved the following outcomes:

100% of participants generated at minimum an income of **RM400**, three times within six months

100% of programme participants ran their own businesses on a full-time/part-time basis

Participants collectively generated a total revenue of approximately **RM357,868.36** within eight months

Maybank Islamic Community Programme

Maybank Islamic provided basic food aid packages and home learning packs for asnaf communities in Klang Valley. In 2023, 4,000 beneficiaries were impacted by the programme.



Save A Child's Heart Programme

In partnership with Institut Jantung Negara, Maybank Islamic allocated RM150,000 from its Zakat fund to support surgery and treatment costs of seven paediatric patients in need of medical treatment and heart surgery.

Energy for Life

Maybank Islamic collaborated with Yayasan Amal Malaysia Cawangan Sabah (YAMCS), distributing solar panels to selected beneficiaries in Sabah as part of the "Energy for Life" initiative. The programme aims to provide sustainable energy and basic electricity for 453 recipients. The solar panels provide up to eight hours of power at night with a single daylight charge, resulting in an average monthly saving of approximately RM300 compared to typical generator usage.



Water Sanitisation & Hygiene Programme (WASH)

Maybank Islamic's WASH programme acknowledges the vital role of clean water for health, livelihoods, communities and the environment. Establishing infrastructure for clean water access reduces waterborne diseases through sustainable and hygienic practices, improving the health and socio-economic well-being of communities. To date, the programme has benefitted 2,724 homes.



Urban Farming

Maybank Islamic supports an urban farming initiative to address income inequality and poverty. This programme empowers low-wage earners, offering them the chance to acquire or enhance skills while generating extra income by selling extra produce. Following the success of its initial project in Semenyih, the programme has expanded to four new sites in Selangor and Kelantan. Maybank Islamic allocated a zakat fund of RM260,000 for the second phase, benefitting over 100 participants.



Maybank Indonesia & Etiqa Community Programmes

Related UN SDGs:



Maybank Indonesia and Etiqa aided communities in need via key collaborations with NGOs, resulting in support being mobilised to victims of natural disaster, while at the same time helping underprivileged communities through food distribution and youth development programmes.

Maybank Indonesia's Disaster Relief for Earthquake

After an earthquake struck Cianjur in November 2022, Maybank contributed over IDR407 million to build houses, a mosque and provide psychosocial services in affected villages, supporting over 2,000 injured and displaced individuals.

Disaster Relief Contributions from Etiqa

In 2023, Etiqa contributed RM210,000 benefitting 238 individuals/families impacted by natural disasters such as floods in Johor and earthquake victims in Turkiye and Syria.

Etiqa Cares Centre

Etiqa Cares Centre is a safe space for urban youth for after-school activities and studying.

In 2023, Etiqa collaborated with Adab Youth Garage to establish a centre in Pangsapuri Wakaf Siti & Hajah Norijah in Penang.

Etiqa's Food Distribution to Low-Income (B40) Groups in PPR Seri Semarak

In August 2023, Etiqa initiated a food distribution effort as part of its first Sustainability Day programme. Aimed at improving the well-being of 40 B40 households living in PPR Seri Semarak, Kuala Lumpur, Etiqa strives to address the issue of food insecurity and promote social welfare.

Etiqa distributed essential groceries to low-income individuals and families in need, providing sustenance and alleviating the burden of food scarcity to foster a sustainable and inclusive society.

Etiqa's Clean Water Initiatives

In 2023, Etiqa invested over RM780,000 to provide uninterrupted water supply to three communities in Kedah, Kelantan and Sabah impacting 3,300 villagers. Clean water was also supplied to 200 families in Cambodia through a partnership with NGO Water Aid Cambodia, with a total investment of USD20,000.



Cahaya Kasih

Related UN SDGs:



CRAFTING A VOLUNTEER LEGACY

At the heart of our organisational culture is our commitment to communities and we actively encourage our employees to engage and make meaningful contributions to societal welfare. We do this by encouraging them to utilise their knowledge, passion and capabilities in volunteering and participating in community-driven programmes.

Introduced in 2006, our flagship volunteering initiative, Cahaya Kasih (CK), or “Ray of Love” in English, has been instrumental in empowering Maybankers. The initiative provides them with opportunities to dedicate their time and efforts to the communities they serve, fostering a strong spirit of volunteerism within our organisation.

These volunteerism activities may be part of our Group-led initiatives or come from their own personal passions via the Maybank Group Self-Led Sustainability and Volunteerism Policy, an extension of CK. These engagements not only benefit the communities but also significantly enrich the personal lives of our employees.

Cahaya Kasih 2023



Total Volunteers' Participation Rate
30,155



Total Volunteer Hours
142,319 hours

Maybank Group Global CR Day 2023



Total Volunteers
17,420
Maybankers impacting 17,000 lives worldwide



Total Volunteer Hours
84,783 hours

Historic Milestones

2006–2011

- Introduction of the CK programme, a 5-year employee volunteerism programme that adopted 7 homes adoption programme under the Rumah Singgahan Kasih Maybank
- Launched with the inaugural Global CR Day (GCD) on 20 November 2010, themed “Close to You,” involving over 10,000 Maybankers globally
- 2nd GCD on 1st October 2011, themed “1Maybank with U,” drew participation from over 15,000 Maybankers groupwide

1st Cycle

2012–2013

- Launched the Cahaya Kasih Challenge (CKC) in 2012 to promote sustainability of group-wide initiatives, resulting in 153 projects throughout the year
- 3rd GCD on 22nd September themed “Making a Meaningful Difference in True Maybank Spirit,” with participation from 21,147 Maybankers groupwide
- 4th GCD on 28th September 2013 themed on “Connecting Global Communities,” participated by 19,001 Maybankers groupwide

2014–2015

- Launched 2nd CKC 2014–2015 cycle to sustain 96 initiatives across the Group
- 20,587 volunteers participated in the 5th GCD. Starting from CK 2015, a sustainability matrix evaluation was implemented to ensure lasting community impact
- 6th GCD on September 5th, themed “Inspiring Communities Globally,” involved 16,559 Maybankers groupwide

2nd Cycle

2016–2017

- Launched the 3rd CKC 2016–2017, 87 Group-wide initiatives throughout the cycle
- 7th GCD on 20 August 2016, themed “Enabling Communities with Solutions,” engaged 15,267 volunteers who collectively volunteered 75,602 hours
- 8th GCD on 19 August 2017, participation increased with 20,780 volunteers contributing a total of 105,140 volunteer hours

3rd Cycle

2018–2019

- Launched the 4th CKC 2018–2019 with 89 Group-wide initiatives in 2018
- 9th GCD on 22nd September themed “Impact.Engage. Empower” saw increased volunteer participation compared to 2017, with 23,193 Maybankers contributing a total of 107,975 volunteer hours
- In 2019, initiatives increased by 9, totaling 98. Participation in GCD 2019 reached 22,875 Maybankers, contributing a total of 112,010 volunteer hours

4th Cycle

5th Cycle

2021–2023

- Launched the 5th CKC (2021–2023) with 12 and 53 initiatives Group-wide in 2021 and 2022, respectively. In 2023, the Group saw a significant increase with 96 initiatives Group-wide
- The 11th GCD on 19th August witnessed 17,420 Maybankers contributing 84,783 volunteer hours



Cahaya Kasih

The Cahaya Kasih Challenge – Maybank Group Global CR Day

The Cahaya Kasih Challenge is a **two-year** cycle, allowing Maybankers to volunteer in their Sectorial/Country and Malaysian Region team's Cahaya Kasih initiatives led by Cahaya Kasih Planning Managers (CKPM). The CK initiative planned by the CKPMs should remain consistent, i.e. the beneficiary selected must be the same throughout the two-year cycle. CKPMs are rotated every two (2) years, giving them the front-row seat to witness and be involved in the evolution of Sustainability in our business, with the opportunity to grow as they take the lead in our humanising mission and serve communities from the heart.

Every year, Maybank's Global CR Day is organised in one day to showcase efforts across group where we have presence in. It is an opportunity for us to rally our strengths, to dedicate our time and passion to become the forces of good in empowering and providing sustainable solutions to our communities.

Cahaya Kasih Challenge Highlights Cycle 2018–2019

Save the Environment for the Young Gen – Maybank Securities (Thailand)

Every year, thousands of tourists flock to Thailand's Toei Ngam Beach to experience its clear blue waters and white sands. Located in Sattahip of Chonburi Province, the 1.5 kilometres beach is managed by the Royal Thai Navy (Marine Corps). Despite their best conservation efforts, the marine life is declining due to tourism activities and environmental issues afflicting Thailand. Realising this, our colleagues from MKE Thailand banded together as forces of good to do their part in battling environmental issues by collaborating with the Marine Corps.

The team conducted surveys on locations that were affected by environmental pollution in Chonburi Province. They found that tourist spots, particularly beaches, are one of the main contributors of plastic waste leading to the deterioration of marine life. From then on, they collaborated with the Marine Corps who are currently fronting their 'Save the SEA' campaign to raise awareness for the community of Toei Ngam Beach. The Marine Corps also runs other environmental programmes such as growing live corals in fossil cubes and breeding baby sharks together with local fishermen. After maturity, the corals and sharks will be released into the ocean. The Marine Corps regularly seek for volunteers to aid the min their operations and this is where close to 150 Maybankers came together during the last Global CR Day in 2018 to provide their assistance.

On event day, our colleagues helped affix the grown corals on round bases before giving it to the Marine Corps to position them deeper into the ocean. Another group was set out to manage the babysharks' release. Altogether, they managed to plant 150 corals and released 50 baby sharks into the ocean.

Prior to Global CR Day 2018, our colleagues also organised a fundraiser internally selling 'Save the SEA' souvenirs. They managed to collect close to 55,000 Baht where by a portion of the proceeds were donated to the campaign and the balance were used to fund their initiative. Our colleagues in Thailand have demonstrated that the steps to promote environmental sustainability is not an overnight process, it is a result of collective effort, dedication and the right mindset.

As a continuation of last year's initiative, the team moved onto Tawan Ron beach for Global CR Day 2019. Here, they had planted another 125 corals, released 50 pairs of clown fishes and close to 70 baby sharks. During their partnership with the Marine Corps, the programme significantly raised awareness amongst the staff and their families, especially the children, to promote environmental conservation. They learnt that with the right collaboration and unity between parties, the impact is clearly felt and invisible.



Recycle & Love Nature – Group Operations

Many often perceive that poverty is only present in rural areas but in reality, there are communities living below the poverty line residing in urban city centres. The residents of Program Perumahan Rakyat (PPR) Pekan Kepong flat, one of the 53 PPR communities in Federal Territory, area clear example. As majority of them are general workers in the government and private sector with low income, making ends meet is a daily struggle for them. Realising this, employees from Group Operations made a commitment to empower these residents.

Our colleagues designed a programme enabling the Pekan Kepong residents to be productive and financially able through recycling efforts. Their objective is to educate the residents on how to turn trash into cash.

The team engaged single mothers in the community and taught them to produce tote bags and aprons out of used materials such as banners and buntings. The finished products are then supplied to the Local Council (DBKL) to be sold. Although slow at first, the initiative turned out successful and had generated a steady demand. To accommodate this demand, the residents converted their general store room into a production hub with the aid of Maybankers.

In order to accelerate the production rate, a fundraiser was organised by the team in conjunction with the Cahaya Kasih Charity Bazaar that was held in July 2018 in Menara Maybank. The proceeds were then used to buy two industrial sewing machines to increase productivity and efficiency. This has contributed to a significant growth in expansion and the generation of income.



Cahaya Kasih

Cahaya Kasih Challenge Highlights Cycle 2021-2023

As part of showcasing the year-long efforts of Cahaya Kasih, Maybankers took the time and volunteered in various initiatives across Maybank's areas of operations to create positive impacts for the environment and the communities. These efforts encompass enhancements to livelihoods and the promotion of sustainable development. Themed "Adapt. Change. Thrive.", a total of 96 different initiatives took place in 2023, which includes the following activities:



Powering the Homes of Orang Asli Community

Employees from Group Insurance & Takaful came together to aid 70 households of the Orang Asli Community in Tapah, Perak and Raub, Pahang by installing solar panels in 70 homes, providing them with a source of renewable energy.



My Mangrove, My Future

550 Maybankers from Pahang, Kelantan and Terengganu planted 2,000 mangrove trees at Pusat Informasi Fireflies in Cherating, Pahang, in efforts of climate change mitigation and a positive impact on the mangrove ecosystem.



Beach Clean Up

A total of 1,147 Maybankers from Maybank Singapore went hand-in-hand at Pasir Ris Park and Beach to clean up the area and managed to collect a total of 500kg of waste, including marine trash and microplastics.

Green Hour X Maybank Bun Run - Education That Empowers Fighting Food Waste & Hunger - Maybank Hong Kong & MIB Securities (Hong Kong)

The team designed an initiative that was aimed towards living sustainably and a greener future. They partnered with E Farm Biotech, Green Hour and Friends of the Earth towards the circular economy in Hong Kong; advocating for smart solutions towards the waste management issue in Hong Kong, starting with food waste which accounts for 30% of Hong Kong's municipal waste.

The team organised activities with E Farm Biotech to bring about innovative solutions to food waste management using Black Soldier Flies (BFS). This closes the loop in a circular economy as food waste are turned into feed for BFSs, and in turn, used as fertiliser & other products that channels into the food chain again.

In partnership with Bun Run, Green Hour and Friends of the earth, they tackled food waste issues through prevention itself. This not only allows for the reduction in food waste but also addresses the food security issue within communities as these foods are distributed to the needy. At the same time, they organised a clothes donation drive in Maybank Hong Kong and donated the used clothing to Friends of the Earth where it is then redistributed to the underprivileged within the community.

Approximately 45 kg of foods were donated to more than 80 homeless people in need and 20kg of clothes were collected and redistributed to the communities.

The team had a participation rate of 2,517 and managed to clock in 4,783 volunteer man-hours.





Cahaya Kasih

Cahaya Kasih Challenge Highlights Cycle 2021-2023

Santuni Kanak-Kanak Istimewa with Friends of Childhood Cancer Northern (FOCCAN) – Region Penang/Kedah/Perlis

The team were compelled to play their part to provide support to children diagnosed with cancer. With this, they partnered with Friends of Childhood Cancer Northern to provide emotional support to the children and their families, increase the public's awareness on the challenges of patients living with cancer and organising fundraisers to purchase medical equipment that can help with alleviate their day-to-day struggles.

The team also provided support to the children's parents and families who are running small businesses (selling souvenirs, gifts, foods etc.) to cater for their families by onboarding them to MAE, Sama-Sama Lokal and guided them on the processes to facilitate their businesses smoothly. Furthermore, they managed to donate a portable oxygen concentrator to FOCCAN for their usage.

With a participation rate of 530, they clocked in 1,573 volunteer man-hours in numerous engagements with the children to bring smiles in their faces.



Testimonial – United Nations Global Compact Malaysia & Brunei

TESTIMONIAL FROM UNITED NATIONS GLOBAL COMPACT MALAYSIA & BRUNEI – MAYBANK SOCIAL IMPACT REPORT 2024

As representatives of the United Nations Global Compact, we have had the privilege of witnessing the significant strides Maybank has made in the realm of sustainability since they first joined our membership three years ago. Maybank's journey throughout this period has been nothing short of remarkable, pioneering industry-leading initiatives that have set a new benchmark for sustainability in the financial sector. Maybank's approach to sustainability extends far beyond financial considerations, embracing comprehensive enterprise-level actions. Notably, the bank is also integrating a sustainability culture among its workforce, embedding environmentally and socially responsible practices into the fabric of its daily operations. This comprehensive, top-down and bottom-up approach ensures that sustainability is not just an add-on, but a core element of the bank's business strategy.

Maybank is also steadfast in its commitment to continuously elevate its sustainability ambitions. Maybank has established itself as a leader in the field by adopting a rigorous discipline in credible target setting and ensuring transparency in its impact disclosures. These practices are emblematic of Maybank's dedication to not only achieving its ambitious sustainability goals but also setting a transparent and replicable model for others in the industry. Our experience with Maybank has underscored that, beyond sustainability awards and accolades, and its leadership views sustainability as a strategic imperative – a critical part of the bank's DNA. It is evident that Maybank and its leadership team bear a deep-seated belief in their responsibility to enable a better world. This belief underpins their actions and aspirations, making Maybank not just a bank, but a visionary institution at the forefront of sustainable change.



Network
Malaysia & Brunei

This picture: ©Rahana Husin/ WWF-Malaysia

Pillar 3

Environmental Diversity

ENABLING BRIGHTER TOMORROWS

Environmental diversity is the cornerstone of a thriving ecosystem, providing resilience, stability, and sustainability

Conserving the Planet

Strengthening Tiger Conservation In The
Belum-Temengor Forest Complex

Gunung Palung National Park
Reforestation Programme

Mangrove Seedlings Planting Project

Etiqa Marine Conservation Programme 2023

Related UN SDGs:



☐ Maybank Initiatives ☐ Maybank Foundation Initiatives ☐ Etiqa Initiatives

Environmental Diversity

Related UN SDGs:



WWF is working together with Maybank to save Malayan tigers in the Belum-Temengor Forest Complex.



STRENGTHENING TIGER CONSERVATION IN THE BELUM-TEMENGOR FOREST COMPLEX

The Malayan tiger (*Panthera tigris jacksoni*) can only be found in Peninsular Malaysia and was recognised in 2004 as the 9th sub-species for tigers globally. In the 1950s, there was an estimated 3,000 Malayan tigers roaming in the forest, but as of today, less than 150 remaining tigers are believed to have survived. This number has not been confirmed for certain.

The number is steadily decreasing due to poaching, illegal trade of tiger parts and habitat loss, which subsequently leads to human-wildlife conflict. The Malayan tiger is classified as **Critically Endangered** under the International Union for Conservation of Nature (IUCN) Red List for Threatened Species. As such, we make it our mission to do all we can to support and protect the Malayan tiger which is protected under the Wildlife Conservation Act 2010. With great concern, Maybank took action in 2016 via a strategic collaboration with WWF-Malaysia, which is now in its Phase 3 following the Royal Belum State Park obtaining the **Conservation Assured | Tiger Standards (CA|TS)** accreditation. The partnership aims to conserve the Malayan tiger population in the Belum-Temengor Forest Complex, being a priority site for tigers under the National Tiger Conservation Action Plan. Aside from lobbying for conservation measures such as better protection access in the forest, enhancement of ecological linkages, and better logging practices, our partner also engages with the **Orang Asli (local indigenous communities)** in Belum-Temengor to raise their awareness and explore sustainable livelihoods for their long-term benefits.

Among the key successes arising from this programme are illustrated below:

Key Successes

2014 – 2023

>RM10 Million

PROTECTION

MONITORING

CA|TS

COMMUNITY

COMMUNICATIONS

PREY AUGMENTATION



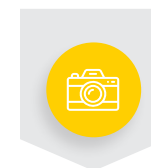
Royal Belum State Park received **CA|TS accreditation** in 2023 – 1st site in Southeast Asia



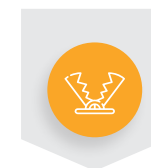
Deployment of over **100 rangers** across **more than 70,000 km of dense forest** providing on-the-ground protection



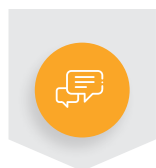
Perak State Parks Corporation rangers trained on **SMART patrolling and anti-poaching techniques**



Reassessment of tiger population



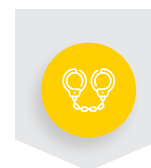
238 active snares have been deactivated, with **zero active snares** maintained since 2022



Over **30 dialogues** conducted with more than **1,000 Orang Asli**



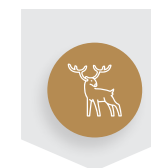
Establishment of the **National Tiger Task Force** headed by the **Prime Minister**



Formation of the **Wildlife Crime Bureau**



Amendments for harsher penalties under the Wildlife Conservation Act



24 Sambar deers were released in Belum



Environmental Diversity

TESTIMONIALS FROM PROGRAMME PARTNER WWF-MALAYSIA

"Protecting the Malayan tiger not only addresses their continued existence on our planet, but also the protection of crucial biodiversity for our survival. This requires the involvement of all stakeholders and an integrated approach to ensure the continuous conservation and enhancement of our natural environment. For over 50 years, partnerships have played a key role in WWF's efforts to influence the course of conservation. Hence, we are proud to be working with Maybank to ensure the survival of the majestic Malayan tigers."



With the CA|TS approval, we are confident that on-going conservation efforts in Belum-Temengor will be strengthened significantly. This also sends a strong message to the world that we are committed, and now join the likes of Nepal, India, Bhutan, Russia and China, to protect our tigers."

Ms Sophia Lim

Executive Director/CEO of WWF-Malaysia

"It's very important to engage with the Orang Asli/ indigenous peoples for tiger conservation work. We know that the Orang Asli are residing within the Belum-Temengor forest complex, so they are actually the key stakeholders for conservation efforts. Through our experience, we found that helping the community and conservation efforts cannot be separate. They're close knit. They need to be together, not ignoring each other."



Orang Asli are very important because they know the landscape very well compared to others, they are good at collecting knowledge and information on the ground. They can also gather intelligence and create awareness amongst themselves. They can be eyes and ears to enforcement agencies by collecting information on the ground – basically, they can be the eyes and ears of the forest."

Umi Rahman

Senior Community Engagement and Education Officer, Tiger Conservation Programme, WWF-Malaysia

MAYBANK'S COMMITMENT TO TIGER CONSERVATION RECOGNISED WITH THE PRESTIGIOUS CA|TS ACCREDITATION

The prestigious Conservation Assured | Tiger Standards (CA|TS) approval is a significant achievement, marking Malaysia as the first Southeast Asian country to attain CA|TS accreditation as a testament to the collaborative efforts of the Perak State Parks Corporation (PSPC) and WWF-Malaysia, supported by Maybank.

Over the years, Maybank has allocated over RM11 million toward WWF-Malaysia's tiger conservation initiatives to ensure the survival of the critically endangered Malayan tiger. This support has been crucial in advocating for the Royal Belum State Park to register for CA|TS accreditation in 2017 and eventually attaining this prestigious certification in early 2023. To obtain CA|TS accreditation, Royal Belum was assessed on various aspects of tiger conservation, including habitat protection, poaching prevention measures, monitoring and research, community involvement, and the effectiveness of its management system. CA|TS outlines best practices, encourages stakeholder collaboration, and promotes continuous improvement in tiger recovery efforts.



This picture: ©Rahana Husin/ WWF-Malaysia

Environmental Diversity

TIGER CONSERVATION EFFORTS WITH OUR INDIGENOUS GUARDIANS OF THE FOREST



It's early morning and Merapi and his wife, Ayu, are getting their children ready for the day. Teeth are being brushed and food is being prepared. This sounds like a normal day for most but for Merapi this is just the start. In a few hours he'll be leading an anti-poaching patrol team deep into the rainforest of Royal Belum State Park, and this is a job that comes with high stakes. Patrols can last two weeks and it's dangerous and tough work hiking through the jungle, sleeping in hammocks, being attacked by leeches, crossing rivers all while carrying heavy packs and looking out for poachers. Why does Merapi and his team risk their lives like this? To protect their home.

Merapi Bin Mat Razi is an Orang Asli, who are the Indigenous Peoples of Peninsular Malaysia. Part of the Jahai ethnic group, his family lives in one of 19 villages in the Belum-Temengor Forest Complex, a 130-million-year old rainforest in northern Malaysia. Only Orang Asli are permitted to live within these protected forests. Many outsiders are interested in the price tag hanging off century-old trees or around the necks of wildlife, and this brings danger to Merapi's door. During 2017 a crisis was declared as snares set by poachers littered the forest floor of Royal Belum State Park. These traps have decimated wildlife populations here, greatly threatening the country's national animal: the tiger.

In 2018, Project Stampede was formed, where an Indigenous patrol team was tasked with scaling the forests of Royal Belum State Park to remove snares, deter poachers and collect data on poaching. Since it started, Project Stampede has been incredibly

successful and the teams have reduced the number of active snares in the forest by 98%. The team have trekked bags upon bags of snares out of the forest to be destroyed. On one occasion, Merapi's team spent two to three days removing over 100 snares from just one area. Their impact has been felt beyond the removal of snares. Information they collect on poaching activities in Royal Belum has led to a number of arrests, notably of six foreign poachers by enforcement agencies in September 2019 and members of Project Stampede are now training some state park rangers on standard operating procedures.

While gains have been made, progress is fragile as poachers are still very much a threat to tigers and other wildlife across the Belum-Temengor Forest Complex. Social landscape mapping projects to better understand the relationship dynamics in communities and how tiger conservation projects can affect them are underway. It's critical to understand how communities are changing and adapting and how this affects long-term sustainable tiger conservation projects. Even so, Merapi is hopeful, and when asked is there hope for the tigers? His answer with a big grin is simple: "Yes".

 "Tigers, snares and Malaysia's Indigenous guardians of the forest." WWF, 23 Nov. 2023, www.wwf.org/wwf_news/?9994466/Tigers-snares-and-Malaysias-Indigenous-guardians-of-the-forest. Accessed 12 July 2024. (Source)



"But this work is dangerous. When I first started this job, my family was worried about me. The poachers in the area learned about what I was doing, and one day I was visiting Gerik [the nearest major town] and one of them grabbed my shirt, and said something threatening in my ear. It is a dangerous job. But I need to continue, it is my duty."

Merapi
Orang Asli Patrol Lead





Environmental Diversity

Related UN SDGs:



On the regional front, Maybank Group via Maybank Indonesia and Etiqa actively contributed towards forest reforestation and marine conservation initiatives. The programmes showcases Maybank's commitment in ensuring conservation efforts are undertaken in a sustainable manner across ASEAN.

GUNUNG PALUNG NATIONAL PARK REFORESTATION PROGRAMME

Maybank Indonesia partnered with Alam Sehat Lestari Foundation (ASRI) for a tree-planting initiative in Laman Satong, West Kalimantan. The programme, themed "High-Quality and Affordable Healthcare as Forest Conservation Incentives" began in 2022, planting 3,000 seedlings on a one-hectare degraded land within Gunung Palung National Park. This initiative is set to continue until 2025, encompassing regular monitoring to maintain a 70% survival rate and capacity-building through local community training programmes.



MANGROVE SEEDLINGS PLANTING PROJECT

During its annual marathon, Maybank Indonesia planted around 2,000 mangrove seedlings in Tanjung Benoa's Mangrove Arboretum Park, Bali. This initiative reflects Maybank's commitment to sustainability and its goal of Humanising Financial Services. Mangroves are vital for carbon-sequestration, biodiversity maintenance and coastline protection in line with the UN SDGs.



ETIQA MARINE CONSERVATION PROGRAMME

Etiqa's Marine Conservation 2.0 Project 2023, in collaboration with Leges Divers and UKM's Marine Research Centre (EKOMAR), was held at Kampung Salang, Pulau Tioman in August 2023. This was a follow-up from the previous year's successful programme. The CEO of Etiqa General Takaful Berhad (EGTB), together with 30 volunteers from Etiqa, participated in a diving expedition to help restore and propagate new corals in Kampung Salang. Aside from that, EGTB also contributed a total of RM19,000 from its Amal Jariah Fund for Kampung Salang Surau's upgrading works, which involved installing new carpets and fans. The team, together with Leges Divers and the villagers, also helped to decorate the village's information centre with a hand-painted vibrant mural.





Maybank

Banking Initiatives

VALUE-BASED FINANCIAL SOLUTIONS

Inclusive access towards financial independence
elevates economic and societal well-being

Related UN SDGs:



Financing Solutions*

Affordable Financing &
Repayment Assistance

197,303
customers

Financing Solutions for
Business

26,206
SMEs

Etika Insurance Coverage

177,078
individuals

Maybank Initiatives

Etika Initiatives

Note: * FY2023



Banking Initiatives

Related UN SDGs:



SERVING OUR STAKEHOLDERS VIA VALUE-BASED FINANCIAL SERVICES

As a leading player in the financial services sector, Maybank powers progress through our commitment to innovation, inclusivity and sustainability, prioritising the well-being of our stakeholders. In line with our mission of Humanising Financial Services, we adopt a people centric approach across all operations, from enhancing processes to innovating new products and services. Our comprehensive suite of solutions, spanning retail and corporate banking to insurance and asset management, aims to serve all segments of our diverse customer base. Apart from fortifying our customer relationships through better service, we also embrace a culture of sustainability to create impactful contributions to our communities and the environment. As we prioritise these values, Maybank not only meets the evolving needs of our customers but also contributes positively to societal and environmental well-being, driving progress on multiple fronts – serving the underserved and unserved.

AIDING CUSTOMERS DURING THE PANDEMIC TOWARDS RECOVERY

With the nation coming together as one at the height of the COVID-19 pandemic, Maybank intensified its support for both its individuals and SME customers by providing affordable financing and repayment assistance as well as other financing solutions such as targeted financing and introduced its Sama-Sama Lokal platform.

From 2020 till 2023, Maybank has disbursed over **RM33.76 billion in financing to over 800,000 customers**. In 2023, Maybank continued to drive recovery efforts, touching **more than 223,000 customers, with RM10.33 billion** disbursed.

	FY2020 – FY2023		FY2023	
	Customers	Financing provided (RM billion)	Customers	Financing provided (RM billion)
Individuals				
Affordable Financing (mortgage, auto)	384,075	13.9	196,619	7.73
Repayment Assistance (mortgage, auto and cards)	315,316	1.4	684	0.02
SMEs				
Repayment Assistance	18,774	13.4	1,100	0.58
SME Digital Financing	39,203	3.9	8,879	0.84
SME Financing	7,624	0.16	7,624	0.16
Government Guarantee Scheme MADANI/-i	1,119	1.0	1,119	1.0
Sama-Sama Lokal	41,666	-	7,484	-

Banking Initiatives

DIGITALLY ENABLING BUSINESSES

We invest in the development of innovative digital solutions that allow us to serve our customers effectively in growing their businesses. By leveraging advanced data analytics and a customer-centric design, we strive to consistently align with our customers' changing preferences and expectations. In 2023, we made significant enhancements to several digital offerings:

Maybank SME Digital Financing

- Accessible via Maybank2u and Maybank2u Biz platforms around the clock, enabling customers to submit applications digitally without having to visit physical branches.
- The entire process takes as little as ten minutes for customers to receive their application status and one minute for disbursement, depending on the terms and conditions.
- Enhanced with an increased loan limit of RM500,000 from RM250,000, allowing businesses the option of expanded financial flexibility.
- In 2023, 95,557 applications were received and up to RM840 million was disbursed in financing to SMEs in Malaysia. More than 70% was paid out to micro enterprises including businesses which operated for a year. Since inception, around 365,000 applications were received, and up to RM3.3 billion disbursed.



Sama-Sama Lokal

- The platform, which is integrated into the MAE app, democratises online selling for local businesses by reaching a diverse audience, including Maybank's extensive customer base, and allows merchants to interact directly with other SME business owners.
- Enhanced with the additional feature of Sama-Sama Lokal Multi Outlet, which allows merchants with more than one outlet to join the platform. Users are able to select where they want to make their purchases, which provide a better ordering experience to customers.
- The Sama-Sama Lokal programme has successfully onboarded over 41,000 merchants across the nation since inception, adding more than 7,000 new merchants in 2023. Total value cumulative from April 2020 is recorded at RM41.87 million.



Financing Small Business

We acknowledge that SMEs are drivers of the nation's economy and we are dedicated to assisting our SME customers by offering them financial services to further expand their businesses. Our Retail SME Banking segment has served over 775,562 customers, an increase of 4.8% from 2022, with a total of RM28.25 billion in our Malaysian retail SME financing.

Microfinance

In our commitment to supporting underserved customer segments, we extend dedicated microcredit facilities designed to help microbusinesses expand their operations. We are cognisant that small-scale loans can contribute to nation-building efforts as these activities induce economic growth. The facilities we offer cover microbusinesses that employ fewer than five full-time employees or with a turnover of up to RM300,000. We do not require a fee or collateral for processing as we recognise the business capital constraints these businesses face.



Banking Initiatives

MAKING INSURANCE AND TAKAFUL AFFORDABLE

To meet the evolving needs of the B40 group, we have diversified our insurance offerings and their equivalent in other countries where we operate. We aim to create affordable, easily accessible and user-friendly products that enable easy administrative processes like claims and purchases. Our insurance products include:



Life Insurance and Family Takaful

- Pos Tenang
- Pos Khairat
- I-Care OKU
- Etiqa Term Secure (EPF i-Lindung)
- Etiqa Term Plus (EPF i-Lindung)
- E-ZY Pneumonia
- E-ZY Dengue



Health Insurance and Takaful

- E-Cancer Care
- OneMedical
- Etiqa Critical Care (EPF i-Lindung)
- Etiqa Critical Care Plus (EPF i-Lindung)



General Insurance and Takaful

- Rahmah PA
- Rider Care PA
- e-Protect family
- Asuransi Mikro Proteksi PAS
- MyRumah



Group Products

Group products which are offered via cooperatives for B40 communities include Khairat, Mutiara Takaful, Group Hospital & Surgical, Group Term Life, and Decreasing Term Takaful.

177,078 Individuals Covered

ePROTECT family

Maybank Singapore and Etiqa collaborated in a community initiative, offering personal accident insurance coverage to low-income families under the ePROTECT family. The scheme includes benefits like accidental death coverage, accidental permanent disablement, medical expense reimbursement, hospitalisation allowance and additional benefits. As of December 2023, 1,943 individuals were protected by this initiative.

EPF i-Lindung

Through our collaboration with EPF, we offer members affordable micro-insurance/micro-takaful products accessible via the e-Channel. Enrolment can be done through the EPF i-Akaun members' portal. EPF members can opt to withdraw from their Account 2 to sign up for products providing coverage for death, total and permanent disability (TPD) and critical illnesses. Depending on age at inception, members pay a minimal fee of RM3 per year for a critical illness plan and as low as RM10 per year for death and TPD coverage, with a coverage amount of RM5,000 a year. As of December 2023, the number of distributed policies/certificates are:

Etiqa Term Secure Insurance

9,675

Etiqa Critical Care Insurance

3,072

Etiqa Term Secure Takaful

26,734

Etiqa Critical Care Takaful

7,512

To create more value for society (EPF members) through the concept of insurance/takaful for all, Etiqa expanded its EPF i-Lindung programme to Phase 2, which was soft launched in September 2023, and officially launched in February 2024. For Phase 2, the coverage was extended to the spouse and children of EPF members. As of December 2023, the number of distributed policies/certificates for Phase 2 products were:

Etiqa Term Plus

125

Etiqa Critical Care Plus

120

Etiqa Term Takaful Plus

701

Etiqa Critical Care Takaful Plus

528



Maybank Group Global CR Day

It's about Humanity, Community, and our Commitment to do the Right Thing. Let's make time for good.

Humanising Financial Services

#MaybankGCD #ForeverGood #MaybankCares

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