

CORPORATE RESPONSIBILITY

We remain committed to the community we serve. In driving the Group's financial performance, we ensure that corporate responsibility is embedded in all aspects of our business in order to build sustainable and meaningful business and community partnerships.

In aligning our initiatives to stakeholder expectations and corporate objectives, we are strengthening shareholder value and investing in the long-term success of the Group. We proactively support stakeholders, workplace, community and the environment towards our vision to become "The Best Customer Service Bank in Malaysia".

The Group continued to reach out through education, corporate programmes, charity work and engaging staff volunteers. The thrust of our corporate responsibility programme is guided by the principles of accountability, honesty, transparency and sustainability as well as Bursa Malaysia's Corporate Social Responsibility (CSR) Framework.

Responsibility to the Marketplace

To continue delivering excellent customer experience, the Group has conscientiously ensured that its products and solutions are priced competitively and fairly, and that it offers the best value to its stakeholders.

Our commitment and innovative solutions to build sustainable business and the Alliance brand is bearing results as we gain growing market recognition at home and internationally during the year.

We are fully committed to ensuring that our financial products, solutions and channels are protected from misuse and abuse by internal and external parties. All measures are taken to ensure that our organisation's policies support the Anti-Money Laundering and Anti-Terrorism Financing Act 2001.

We have established close engagement with shareholders, investment analysts and financial advisers with regular and detailed presentations of our business strategies and performance assessment. We achieved this by hosting regular meetings with investor analysts, investor presentations, trade finance seminars, business conferences and client appreciation events.

Information and reports from Investor Relations, Financial Markets and Alliance Research teams are uploaded on the corporate website for the interest of all stakeholders, investors and the public. The Minority Shareholder Watchdog Group are invited to our conferences and annual general meeting which provide them direct access to the Board of Directors and senior management executives.

The Alliance Wealth Guide launched in the second quarter of FY2012 continues to provide Quarterly Investment Updates and the market quarterly views by subject matter experts. The recording of the interviews are also featured prominently on the home page of our refreshed and easy-to-navigate corporate website.



As part of its continuous support to empower small and medium enterprises (SMEs), Group Business Banking teamed up with Maxis Berhad and Malaysia SME publication to host a series of three seminars to upskill entrepreneurs. A two-day conference themed "Empowering Businesses" was held in Subang Jaya on 23 and 24 May 2012, for over 1,000 participants with exclusive insights on commercial business, local and international competition, advanced technologies, government support, branding and business best practices. This was followed by a half-day Northern Region conference on 27 September 2012 in Penang for 300 participants. The Southern Region conference on 23 October 2012 in Johor Bahru was also attended by 300 participants.



To help small businesses gain better understanding of trade financing, Group Transaction and Alternate Banking as well as SME Banking hosted a half-day trade seminar themed "Making Letter of Credit A Better Trade Settlement Tool" for 125 SME and Wholesale Banking customers on 22 June 2012 in Shah Alam with a renowned trade finance expert as guest speaker.

Building the R.I.T.E. Workplace

At Alliance Bank, we take great pride and effort to build the best place to work for our employees because they are the most important asset of the Group and fundamental to our vision to be “The Best Customer Service Bank in Malaysia”. Our goal is to provide a healthy, safe and conducive working environment and have engaged employees with our core values of Respect, Integrity, Teamwork and Excellence (or simply R.I.T.E) that was launched during our first Townhall with employees for the fiscal year on 16 July 2012.

We place great emphasis to reinforce human capital to meet the Bank’s objectives and motivate our employees by helping them to develop new skills and increase career opportunities. We continue to participate in salary and benefits surveys annually to ensure that our compensation package remains competitive in the industry.

Getting our employees to share ideas and staying motivated is important to retain talent and to achieve the long-term success of the Group. In addition to face-to-face meetings with senior management executives, a dedicated Group Human Resource team continues to engage our employees to get feedback through surveys, training and career development programmes as well as staff activities.

Our initiatives have not gone unnoticed. Alliance Bank moved up five rungs to 76th place in the 2012 rankings of Malaysia’s Top 100 Leading Graduate Employers in a survey of over 12,000 students and fresh graduates.

The Group Chief Executive Officer (GCEO) and senior management executives continue to spend time to meet staff from different departments to share key strategies and provide latest updates. Pulse Lunch with the GCEO is held regularly while Pulse Lunch with the senior management is held monthly on a rotation basis.

To prepare employees and a new generation of banking specialists to take on career growth opportunities and leadership roles, a series of Leadership Development Programme, Branch Manager Development Programme, Customer Service Programme, Sales and Service Programme and Customer Service Executive Transition Programme.



The Alliance Bank Structured Internship Programme, launched in July 2012 with the endorsement of TalentCorp Malaysia, drew graduating top talents to make the Bank their employer of choice. Of the 1,251 local and overseas university applicants, 15 were shortlisted to undergo the intense 10-week programme that involved branch visits, business talks, hands on assignments and placements with the different divisions of the Bank.

For university graduates who are keen to explore a banking career, the 12-month Alliance Bank Management Trainee Programme includes attachments in different departments. Each trainee is assigned a mentor. The first batch of 26 trainees completed their stint in mid-April 2013 and the next intake of 29 trainees has commenced.

Selected talented junior and mid-level employees chosen from the Bank’s offices and branches nationwide were given the opportunity to undergo a six-month intensive in-house training programme, the Managerial Development Programme (MDP). The first intake of 25 candidates with individual mentors graduated in August 2012. The second intake of MDP participants began their session in September 2012, and graduated from the programme in April 2013.



A series of workshops were also conducted to upgrade our employees in writing, editing, presentation skill, interpersonal communication and corporate etiquette. To enhance this process, the Learning Centre at the Group’s headquarters has been upgraded with more training rooms and improved facilities.

In April 2012, a fully-furnished Nursing Room was established at the Group’s headquarters to support nursing employees.

Enhancing the Community

We continue to dedicate ourselves to the building of a learned, caring and sustainable community. In doing so, our efforts are boosted by the participation of senior management and the selfless service of our employees to volunteer their time to the community and causes endorsed by the Group.

Financial Literacy

In April 2012, Alliance Bank launched the Money & Math Challenge (MMC), a financial literacy initiative aimed at teaching good money habits to the young. The MMC complements the Alliance Buddy, an account with unique features that encourages children to inculcate the savings habit. The programme brought together 780 Standard 4 and 5 pupils from 20 selected schools across the Klang Valley, Penang and Johor to test their financial savviness. The top three scorers from each school at the one-day workshop and the online literacy quiz challenge qualified for the MMC Grand Finale held on 30 October 2012 at the National Science Centre in Kuala Lumpur. The team from SJK (C) Puay Chai 2 emerged the winner.



In January 2013, we resumed our financial literacy programme with interactive, hour-long workshops for young, school-going children at selected Alliance Bank branches' "Open House". Over 400 children have since participated in these workshops.



AFG Treasure Hunt 2012

Over 500 employees in 125 cars took part in the annual AFG Treasure Hunt 2012 from Kuala Lumpur to Desaru on 6 October 2012. The "treasures" collected during the event, in the form of food essentials, were donated to Persatuan Penjagaan Kanak-Kanak Terencat Akal Johor Bahru and Pertubuhan Kebajikan Insan Istimewa Johor Bahru.



Zakat

The Group, through Alliance Islamic Bank (AIS), supports the giving of *zakat* during the Ramadan month. A total of RM178,834.38 was allocated for the distribution to 23 recipients including Muslim organisations, poor individuals, Program Amal Ramadhan and Pusat Pungutan Zakat. This included RM15,000 donated to Islah Dialisis Sdn Bhd of Selangor as aid for renal patients.

AIS also hosted orphans from Pertubuhan Kebajikan Anak-Anak Yatim Al-Nasuha of Kuala Lumpur to purchase Hari Raya clothes and a breaking of fast on 4 August 2012.

Ensuring Environment Sustainability

We constantly look for more effective ways to build a sustainable environment. Our focus on reducing the environmental footprint within our operations include initiatives on energy efficiency, information technology (IT) infrastructure, paper use, employee travel and waste disposal.

We have made significant investments in our IT systems and operations. This has resulted in greater energy efficiency, less paper use and reduced employee travel while maintaining privacy security and service excellence to our customers.

We have discontinued the printing of reports at the data centre and head office in our efforts to go paperless. Desktop virtualisation and thin client computer have also been introduced. This translates into significant energy savings and longer device lifespan. IT waste is also reduced at the same time due to technology refresh cycle, enhanced data security, business continuity readiness and mobile access to the application systems.

We are also committed to careful management and disposal of IT waste by appointing a disposal specialist that is certified by the Department of Environment under the purview of the Ministry of Natural Resources and Environment.

Payments to our suppliers are now conducted electronically via the new Enterprise Financial Performance Management system, which was introduced in late 2012. The online system allows us to facilitate quotations, purchase orders, invoices and many other purchasing transactions electronically, ensuring greater efficiency in payment solution and, at the same time, lessening energy and paper consumption.