

the group that cares

Sound corporate social responsibility is a crucial part of the overall efforts to foster sustainable and equitable development. We believe that business should play a responsible role in society and that social issues must be addressed seriously. CAHB's programmes of corporate social responsibility are in alignment with the aspirations of our investors, customers, staff and other business partners and therefore help to enhance and further deepen our relationship with all our stakeholders.

Companies in the Group are involved in a wide range of projects of this nature. As a responsible corporate citizen, we have organised and participated in many community activities and contributed towards various public service projects, some of which are described below.

POTRET KEJAYAAN

For the third season running, Bumiputra-Commerce Bank Berhad ('BCB') jointly launched the popular documentary "Potret Kejayaan" with TV3. The documentary focused on compelling success stories of ordinary Malaysians in various fields of endeavour, and has garnered a wide following. Aired on a weekly basis, BCB's initiative underscores its corporate values of nurturing success for Malaysians.

The third season of the programme featured tales of Malaysians who have achieved success and carved a name in their respective fields through positive values, sheer hard work and perseverance.

Amongst the personalities were local diva Datuk Sharifah Aini, the recently crowned king of international car rallying Karamjit Singh, archeologist Professor Zuraina Majid who put Malaysia on the world map with her discovery of the 'Perak Man', orchard entrepreneur Ngan Poh Chye, Azlina Abu Hassan, the first Malay lady to become a Wushu exponent and a Lion dance coach, as well as evergreen percussionist Lewis Pragasam and the founder of Rumah Pengasih Mohd Yunus Pathi.

This time around, BCB took into consideration suggestions and ideas given by the millions of viewers of the previous two seasons of "Potret Kejayaan". A viewer survey conducted by TV3 last year on "Potret Kejayaan" revealed that viewers were highly motivated and inspired after watching each episode that showcased success stories of ordinary Malaysians from all walks of life.

The objective of sponsoring this programme is to share positive values of individual Malaysians who have achieved admirable levels of success in extraordinary endeavours and those who have made a remarkable effort to achieve what others would consider unattainable.

It is hoped that this programme will help to boost the spirit of "Malaysia Boleh" amongst all Malaysians, no matter what their interest, talent and personal circumstances are. The sponsorship is consistent with the BCB's position as 'a bank for all people' as an institution that is part of the fabric of the Malaysian society.

FORMULA ONE

It has become a tradition for BCB to make it possible for its customers to watch the exhilarating Formula One Grand Prix race live at Sepang International Circuit. BCB supported this world-class sporting event by organising the "BCB Formula One Tickets Giveaway" for the third year



running in 2003. The contest was able to attract hundreds of participants as in the previous years. The contest was open to all BCB customers and only required the entrants to answer simple questions on BCB. A total of 450 winners were chosen based on the most correct answers.

With 2003's Grand Prix theme "Experience The Moment", it was an ultimate moment for our customers as they were strategically seated at the Hillside stand to catch the exciting action and drama at the circuit when the prestigious team drivers passed them in machines with highly powerful engines. In addition, winners and their partners were given a goody bag each comprising earplugs, umbrella, refreshment coupon and floor mat. A Hospitality Desk was set up at the venue on the final race day to render assistance as necessary.

MAJLIS KANSER NASIONAL ('MAKNA')

Millions of people are diagnosed with cancer every year worldwide and it is vital that cancer is detected early to save a life. In addition to the suffering and excruciating physical and emotional pain cancer patients go through, they are also burdened with heavy costs of medication. MAKNA was

set up in 1994 to take on the mammoth task of identifying and aiding cancer patients from lower income families. To-date, MAKNA has assisted more than 6,000 cancer patients to seek treatment.

In conjunction with our commitment to make a meaningful and noble contribution to the Malaysian society, BCB has agreed to part-finance MAKNA's research programme with a total sum of RM500,000 over a three-year period beginning this year. In support of this cause, CAHB also contributed RM50,000 to MAKNA in May 2003.

MALAYSIA'S ASPIRATIONS & ACHIEVEMENTS ('MAA') IV

Sponsored by CIMB, this television series was produced in recognition of Malaysian's success in offering community services and services above one self, each coming from their respective fields of practice. It showcased the different aspects of the individuals involved, their efforts and achievements, trials and tribulations such as the accomplishment of our former prime minister, YABhg Tun Dr Mahathir Mohamed on his experience as the Prime Minister of Malaysia for the last two decades and Royal Professor Dr Ungku Aziz as the Father of Modern Malay Literature.

MAA also featured community episodes in relation to the achievement of children with disabilities from the Dyslexic Association in Kuala Lumpur and the Spastic Children Association in Petaling Jaya, the inspiring journeys of former drug addicts and what they had to go through to make Persatuan Pengasih Malaysia what it is today, and the continuing revolution and improvement of life of Orang Asli.

MAA also portrayed compelling stories on outstanding people who had volunteered themselves for noble causes such as James Nayagam which focused on his effort to help abused, abandoned and orphaned underprivileged children, Margaret Gooi from Breast Cancer Welfare Association which highlighted her efforts in providing breast cancer patients and their family's psychological and emotional support, and Jayathesan Kulingan which chronicled his voluntary work for humanitarian causes.

Other key CIMB sponsorships include The Edge Kuala Lumpur Rat Race, Malaysian Charity Draw and Yayasan Tabung Tenaga Berdikari Kelantan Berdaftar.

the group that cares

HARI RAYA AND CHRISTMAS GATHERING FOR UNDERPRIVILEGED CHILDREN

CIMB organised and hosted the first-ever group community service in aid of 100 underprivileged children from the Shelter Home for Children, Rumah Solehah and Spastic Children's Association. This gathering was in conjunction with the Hari Raya and Christmas festivities, and was held at the Polo Pavilion, Bukit Kiara Equestrian Club.

The children, ages ranging from 1 to 16, were treated to a day of fun, festivities and merriment. Shelter Home for Children is a welfare organisation providing homes for abused, abandoned, neglected or at-risk children. Rumah Solehah on the other hand, is a home for HIV-positive women and children and has become a haven for AIDS patients. Many of the children are orphaned and abandoned. The Spastic Children's Association cares for the mentally and physically challenged children of all ages.

Senior management and staff of CIMB were at the event entertaining the children. Donations were made to the respective homes during the cheque presentation ceremony.

PROGRAM SEJUTA BUKU

During 2003 Bank Niaga launched its Program Sejuta Buku. Used or new books were collected by customers, employees and public, and then donated through charity foundations, libraries and schools under poor facilities and distributed throughout Indonesia from Bank Niaga's branches. This programme, which was started from 2 May 2003 until 2 December 2003, ended successfully with about 821,000 books collected.

SCHOOL-BASED MANAGEMENT PROGRAMME

Bank Niaga, together with UNICEF, the Government of Indonesia and UNESCO introduced the School-Based Management Programme, a continuous programme running from 2002 to 2005, which is intended to enhance the quality of basic education through school-based activities.

DONATIONS

All companies in the Group maintain a substantial and active donations programme. BCB's programme spans a broad range of causes, concentrating particularly on the underprivileged and handicapped, and on health-related issues in Malaysia.

CIMB espouses similar causes, including Pusat Khidmat Kebajikan Anak-Anak Yatim & Warga Miskin, Tabung Bantuan Kemanusiaan Mangsa Pencerobohan Ke Atas Iraq, Sisters in Islam, and the Society for The Severely Mentally Handicapped, Selangor and Federal Territory.

Bank Niaga's continues its involvement and contribution to various social programmes and charities, reflecting its commitment to the welfare and enrichment of the communities around them. In 2003, Bank Niaga allocated a total of Rp1 billion in scholarships for higher education and donated the amount through seven universities in Indonesia. A further Rp1.1 billion went into sponsorship for various community cultural, religious, funds for natural disasters, the development and renovation of social facilities, and public events.