

Sustainable Business

CIMB strives to be a bank that generations can rely on. For us, long-term success means empowering our clients to seize opportunities in a greener economy. We achieve this by partnering with them, providing financing that supports their transition towards being more climate resilient and socially inclusive.

We recognise that challenges such as the rising cost of living, financial fraud and unequal access to financial services disproportionately impact the most vulnerable, particularly low-income families and the elderly. That is why we focus on making financial services more accessible – helping our customers to save, build financial resilience and achieve greater financial security.

01

RM117 billion mobilised
in Green, Social,
Sustainable Impact
Products and Services
from 2021 to 2024

More than RM7 billion
mobilised for low-income
families across ASEAN in
2024

INSIDE THIS SECTION

- 38** Sustainable and Responsible Finance: Driving Positive Impacts
- 47** Economic Inclusion and Financial Literacy
- 53** Customer Experience
- 57** Digitalisation and Innovation
- 61** Cybersecurity and Data Privacy

As a customer-focused bank, we continue to invest in digital innovation and cybersecurity, creating banking experiences that are safer, faster, more reliable and tailored to the needs of the people and businesses we serve. Our actions, from the products and services we design to the values we champion, reflect our commitment to supporting the shift to a low-carbon economy, promoting social equity and contributing to broader financial stability and improved quality of life.

OUR FOCUS AREAS

Positive Impact through Finance

Deliver innovative sustainable finance solutions and advisory services that enable our clients to create positive impacts and reduce harm

Empowerment through Economic Inclusion and Financial Literacy

Provide accessible and affordable banking services, create opportunities for entrepreneurship and economic participation and improve financial literacy among underserved communities

A Culture of Customer Excellence

Develop meaningful, long-term customer relationships through seamless yet personalised experiences

Innovative and Technology-Driven

Leverage technology to improve our processes and better serve our customers

Robust Cybersecurity and Privacy

Safeguard our customers' data and privacy to the highest standards

MATERIAL TOPICS	2024 ACHIEVEMENTS
Sustainable and Responsible Finance	<ul style="list-style-type: none"> Exceeded the RM100 billion Green, Social, Sustainable Impact Products and Services (GSSIPS) target set across 2021-2024, with RM117 billion mobilised in sustainable finance Recognised as the Best Bond House for Sustainable Finance by Alpha Southeast Asia Became the first bank in Malaysia to enable contactless credit or debit card payments for EV charging, enabling seamless transactions without needing to register or pre-pay via specific apps Expanded our support for SMEs with CIMB Singapore's SME Sustainability-Linked Financing Programme and the launch of our CIMB ESG Simplified Playbook for SMEs in Malaysia
Economic Inclusion and Financial Literacy	<ul style="list-style-type: none"> Ranked #2 globally in Inclusive Finance by the World Benchmarking Alliance 2025 Financial System Benchmark Enabled an additional 53,000 vulnerable customers in Malaysia to access affordable wealth-building, protection, home and vehicle financing solutions Reinforced our commitment to economic inclusion by targeting to provide access to affordable financial solutions for an additional one million active low-income customers in Indonesia by 2026 Launched JagaDuit, our economic inclusion programme for employees of our CIMB@Work clients, partnering with Agensi Kaunseling dan Pengurusan Kredit to equip our clients' employees with financial knowledge and tools RM5.8 billion of financing accepted by micro and small enterprises in Malaysia, Indonesia and Singapore
Customer Experience	<ul style="list-style-type: none"> CIMB Singapore achieved the top position in the market for our annual NPS, while CIMB Thai and CIMB Niaga secured spots in the top five. In Malaysia, we maintained a solid NPS score of +29 but lost our ranking advantage Strengthened call handling time for non-retail customers with the Business Call Centre Transformation Initiative Strongest performance for Hygiene/Operational CX indicators, with 94% of core indicators meeting respective targets – an 11-percentage-point improvement from 2023
Digitalisation and Innovation	<ul style="list-style-type: none"> Enhanced our payment platforms by modernising the system architecture as part of our multi-year transformation Improved service reliability, achieving 99.88% uptime for Retail Banking Application and 100.00% for BizChannel Strengthened system monitoring through intelligent monitoring technologies Improved customer journey with enhancements to our e-KYC platform
Cybersecurity and Data Privacy	<ul style="list-style-type: none"> Enhanced security for mobile apps, cloud and AI with additional cyber security measures Continued to ensure the privacy of data subjects No material data or security breach incidents experienced or substantiated in 2024 Data Protection and Privacy functions under the Group Data Protection Office have been expanded to address evolving governance needs, including the responsible and ethical use of AI

Sustainable Business



SUSTAINABLE AND RESPONSIBLE FINANCE: DRIVING POSITIVE IMPACTS

Our approach to sustainable and responsible finance focuses on helping our clients seize opportunities in the low-carbon economy while minimising negative outcomes. Through our Green, Social, Sustainable Impact Products and Services (GSSIPS) Framework, we provide green, social and sustainable financing to support projects with positive environmental and social impacts. This includes financing for renewable energy, green buildings, social infrastructure and broader business transformation through sustainability-linked instruments. This approach enables us to finance innovation and initiatives that generate long-term value, contributing to a low-carbon and more equitable society.

SUSTAINABLE FINANCE FRAMEWORK

To maximise our positive impact and minimise negative outcomes as a financial institution, CIMB has established internal governance structures, policies and frameworks to manage environmental and social risks in our dealings with clients, partners and other stakeholders. Our Sustainable Finance Framework (SFF) guides the implementation of sustainable and responsible finance within the Group.

GREEN, SOCIAL, SUSTAINABLE IMPACT PRODUCTS AND SERVICES

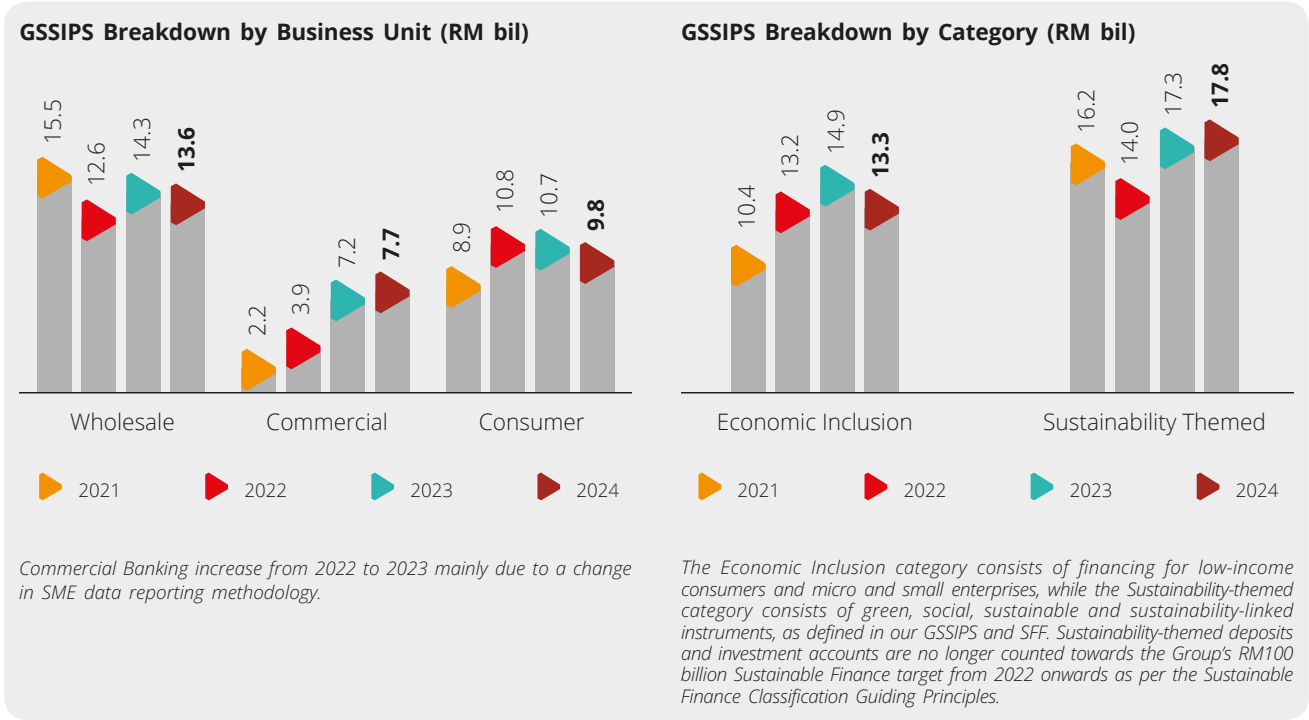
Our GSSIPS Framework provides internal guidance and a taxonomy for delivering impactful sustainable finance. As a living document, it evolves to incorporate emerging sectors, technologies and financing instruments, supporting our clients' transition to more resilient and low-carbon business models. To enhance classification and reporting practices, we have also developed a set of Guiding Principles that complement the GSSIPS Framework.

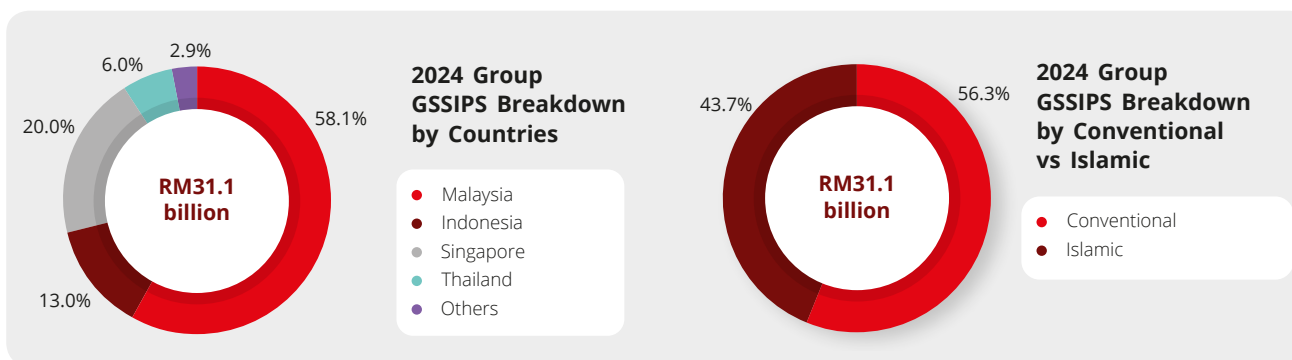
More information on the GSSIPS Framework and Guiding Principles can be found in our SFF .

The sustainable finance landscape across the region is evolving rapidly, with updates to key taxonomies including the ASEAN Taxonomy for Sustainable Finance, Singapore-Asia Taxonomy for Sustainable Finance, Indonesia Taxonomy for Sustainable Finance and Thailand Taxonomy. At the same time, transition finance principles continue to be deliberated by industry stakeholders, although a clear consensus on definitions and scope has yet to emerge. Despite this, transition finance remains critical in enabling hard-to-abate sectors to decarbonise. In response to these developments, CIMB is reviewing our SFF to incorporate these updates and guiding principles, with plans to release an updated framework in 2025.

FROM RM30 BILLION TO OVER RM100 BILLION: ACCELERATING SUSTAINABLE FINANCE

In 2024, we surpassed our sustainable finance target of RM100 billion, a milestone that reflects the strong foundation laid in recent years. Between 2021 and 2024, we mobilised RM117 billion, including RM31.1 billion in 2024 alone. Looking ahead, we are enhancing our sustainable finance strategy to align with and support CIMB's broader ambitions, while moving us closer to achieving our Net Zero ambitions and supporting key initiatives across ASEAN.





CHALLENGES AND WAY FORWARD

While progress has been significant, we recognise the unique challenges Southeast Asia faces on the path to Net Zero. These include the region's reliance on primary industries, the entrenched role of fossil fuels in the energy mix and the fragmented nature of agricultural production, while populations are still growing and poverty alleviation efforts are ongoing. Countries must balance energy security, affordability and environmental concerns, requiring the diversification of the energy mix in the transition.

Emerging headwinds further complicate this transition. Shifts in global sentiment towards environmental, social and governance (ESG) considerations have introduced uncertainty, with potential adjustments in how governments, financial institutions and companies globally approach ESG matters. At the same time, technologies needed to reduce emissions in hard-to-abate sectors remain costly and, for many businesses, commercially unviable.

On the consumer front, the adoption of green technologies, such as electric vehicles (EVs), remains limited due to high price points and lingering concerns about resale value and charging convenience. Nevertheless, we expect the wider selection of EV models across ASEAN markets, government support, coupled with potential changes to fuel subsidies in Malaysia to continue encouraging EV growth.

In this complex landscape, a just transition is imperative to ensure that communities reliant on carbon-intensive activities – such as smallholder farmers and workers employed in fossil

fuel industries¹ – are not left behind. Addressing these challenges requires fostering collaboration, scaling sustainable practices, and promoting innovative solutions to drive inclusive and effective climate action.

CIMB takes a structured approach to support the transition to a low-carbon economy. Our priority is to finance the green transition while aligning with national and regional climate goals. We continue to refine our financing frameworks to guide capital allocation toward climate-aligned sectors while considering transition pathways for high-emitting industries. For SMEs, CIMB is enhancing access to financing solutions that support energy efficiency, renewable energy adoption and lower-carbon business models. Recognising that many SMEs face a wide range of barriers in this shift, we are also working to develop sector-specific financing solutions tailored to different needs and complexities.

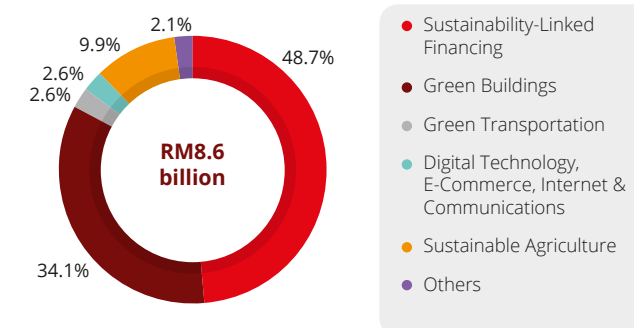
Beyond financing, CIMB is focused on building the necessary ecosystems to support long-term climate resilience. We are actively forming strategic partnerships, participating in industry collaborations and exploring emerging areas such as carbon markets, biodiversity financing and adaptation funding, sectors that remain nascent in ASEAN but are crucial for long-term environmental and economic stability.

On the retail front, we continue to develop products and initiatives that enable our customers to make responsible financial and lifestyle choices. By embedding climate and social considerations into our business, we aim to make responsible choices more accessible, helping individuals and SMEs integrate them into daily decisions and business operations across the region.

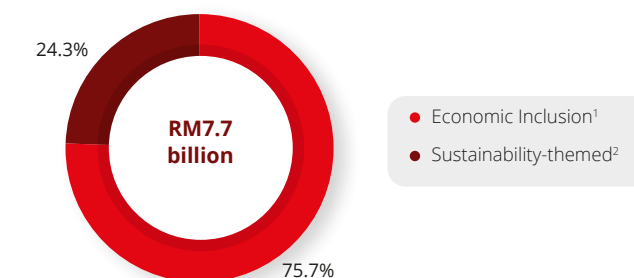
HOW WE SUPPORT BUSINESSES

CIMB recognises that businesses, both large and small, play a pivotal role in shaping a more responsible and resilient economy. Through tailored financial solutions and partnerships, we support corporations and SMEs in integrating environmentally forward and socially-responsible practices into their operations and business models.

2024 Financing Committed for Corporate Clients



2024 Financing Committed for Commercial Clients



¹ The economic inclusion category refers to accessible and affordable financing solutions designed for micro and small enterprises.

² Sustainability-themed category here consists of green, social, sustainable and sustainability-linked instruments.

¹ As Malaysia cuts fossil fuel jobs, how can workers prepare for the energy transition? Eco Business 25 Feb 2025.

Sustainable Business

GREEN, SOCIAL AND SUSTAINABLE FINANCING

In 2024, we mobilised RM6.0 billion of financing for our non-retail clients, where the use of proceeds were directed towards green, social or sustainable categories. Of this, RM4.4 billion was channelled to Corporate clients, and RM1.6 billion to smaller companies. While the use-of-proceeds financing increased by RM1.3 billion compared to 2023, we recognise the urgent need to further ramp up financing especially in green or transition categories. We anticipate that national priority projects, such as those outlined in Malaysia's National Energy Transition Roadmap (NETR), will drive this ramp-up, for example through initiatives like large-scale solar projects.

Additionally, RM5.8 billion in financing was mobilised to micro and small enterprises across the region, facilitating greater economic inclusion and empowerment for smaller businesses and entrepreneurs.

SUPPORTING INCLUSIVE DEVELOPMENT

CIMB Niaga provided working capital to a telecommunications company to expand network coverage in rural areas, helping bridge the digital divide.

Additionally, in Thailand, CIMB financed the procurement and installation of radiotherapy equipment at a public university hospital, improving healthcare access for the population.

SUPPORTING SUSTAINABLE INDUSTRIES THROUGH GREEN FINANCE

CIMB Niaga disbursed green financing to companies involved in sustainable oil palm plantations, forestry products, waste management and recyclable plastics manufacturing.

Meanwhile in Singapore, we have financed solar panel installations as well as companies in the recycling and water treatment sectors.

DRIVING SME DIGITALISATION AND DECARBONISATION VIA SMEBIZREADY

CIMB launched SMEBizReady in March 2024 to empower SMEs to adopt technology, automation and innovative business practices. This comprehensive suite provides tailored financing solutions to support development and adaptability in an increasingly competitive landscape. SMEs can access facilities such as the SME Automation and Digitalisation Facility (ADF), High Tech and Green Facility (HTG), Low Carbon Transition Facility (LCTF) and Agrofood Facility (AF), all offered at preferential rates in partnership with Bank Negara Malaysia (BNM).

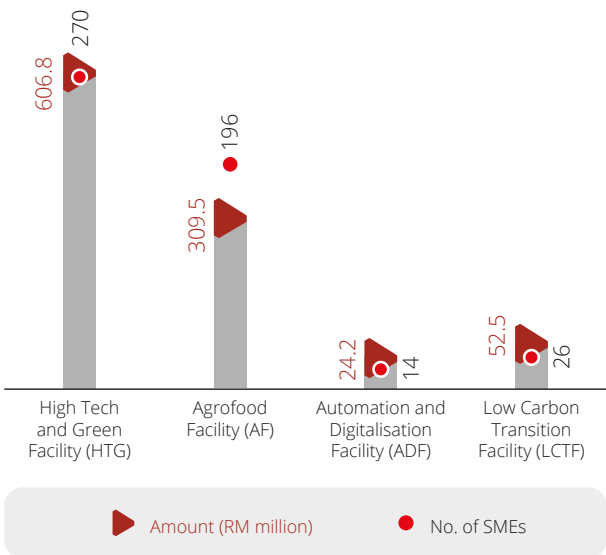
In 2024, CIMB's SMEBizReady has supported 496 Malaysian SMEs through Value-Based Financing (VBF), with total approvals reaching RM992.9 million.

Through these facilities, CIMB provided more SMEs with the essential resources to embrace digitalisation, automation and green technologies. Additionally, we provided funding for SMEs to invest in renewable energy, low-carbon building materials, energy-efficient solutions and circular economy initiatives.

Under SMEBizReady, CIMB has partnered with more than 10 prominent business chambers and associations, including the Federation of Malaysian Manufacturers, Malacca Foundry Engineering & Industrial Association and Malaysia Aquaculture Development Association. These collaborations enhance access to financing and resources for SMEs to adopt Industry 4.0 (IR4.0) practices, expand their operations and integrate digital, high-tech and low-carbon strategies.

Due to our strong commitment to supporting SMEs in adopting IR4.0, CIMB Islamic Bank has been selected as the strategic partner of the Federation of Malaysian Manufacturers for the Mission-Based Project 2.1 under the New Industrial Master Plan

Breakdown of SMEBizReady Financing in 2024



2030. Notably, CIMB Islamic is the only bank chosen for this initiative, which aims to establish 3,000 smart factories across Malaysia.

Additionally, CIMB SMEBizReady is partnering with the Selangor Human Resource Development Centre to pioneer smart manufacturing innovation, leveraging the SME Automation and Digitalisation Playbook as a strategic guide for this groundbreaking initiative.

With strong support from Syarikat Jaminan Pembiayaan Perniagaan (SJPP), CIMB was recognised at the SJPP Majlis Peluncuran Inisiatif Belanjawan 2025. At the event, CIMB received the *Anugerah Prestasi Terbaik 2024 bagi Keseluruhan Skim Jaminan Kerajaan – Kategori Sektor Fokus*. This recognition reaffirms CIMB's commitment to empowering SMEs through strategic financial solutions, particularly via the SMEBizReady Value-Based Financing programme.

WORDS FROM OUR CLIENT – LIM KIM HUAT HOLDINGS SDN. BHD.

A Green Vision for Kulim

I co-founded Lim Kuat Holdings Sdn. Bhd. (LKH), a medical consultancy, and currently serve as the Managing Director of Putra Medical Centre in Alor Setar, where LKH is the main shareholder.

My love for nature has always been a driving force in my life, fostering a deep passion for green living. This passion led me to connect with Dr Shireen Jahn from EAG Consulting Sdn. Bhd., where our discussions about green architecture inspired me to take action. The result is GC Court in my hometown of Kulim, Kedah.

The project was designed to bring a modern retail and lifestyle experience to Kulim while adhering to stringent green building principles. From site clearance to construction, every step followed meticulous planning to minimise environmental impact and comply with MyCrest requirements. My brother, an engineer, oversaw the on-site work, while local contractors gained valuable experience in green building practices.

One of my goals was to showcase the various aspects of green buildings, with considerations from planning, construction, operations and even demolition. We took a comprehensive approach that considers energy efficiency, reduction of carbon from materials, construction and transportation, waste reduction, water efficiency and the wellbeing, health and habits of tenants after construction is completed. I actively raise awareness amongst my stakeholders on integrating green principles into daily life, ensuring sustainability remains a continuous effort.

Securing funding during COVID-19 was one of the toughest challenges I faced. Many banks doubted the project's viability, given the economic climate of the pandemic era. Unlike others, CIMB believed in my vision and worked diligently to assess the project's potential. Their support was instrumental and marks the beginning of what I hope to be a long and fruitful relationship. Today, GC Court stands as Kulim's first 5-star MyCrest-certified building and the only private project to win both the MyCREST Rekabentuk Award and the Anugerah Tertinggi Award simultaneously at QUEST 2024.



Dato' Lee Gaik Cheng
Managing Director,
Putra Medical Centre

SUSTAINABILITY-LINKED FINANCING

Sustainability-linked financing (SLF) structures are financing facilities where the terms, such as profit rates, are linked to the customer's sustainability performance, incentivising progress towards environmental or social goals. CIMB offers these structures to both our Corporate and Commercial clients across financing and treasury products, supporting their low-carbon transitions. In 2024, we mobilised RM6.5 billion of sustainability-linked financing and treasury products across the region.

ADVANCING SUSTAINABLE ISLAMIC FINANCE THROUGH INNOVATIVE SOLUTIONS

As part of its commitment to environmental responsibility and Islamic finance, CIMB Niaga has extended a Rp300 billion SLF to PT Nirvana Wastu Jaya Pratama, based on a Musyarakah Mutanaqisah structure. The SLF will be used to finance The Park Mall Semarang and sets out environmental performance targets, such as reducing energy intensity and achieving green building certification.

PIONEERING SLF FOR NWP PROPERTY

In 2024, CIMB Bank Singapore led a landmark US\$135 million syndicated SLF for NWP Property, a leading consumer infrastructure platform in Indonesia. Aligned with NWP's Sustainability-Linked Finance Framework, the SLF incorporates measurable targets to enhance environmental impact of the assets in its portfolio, going beyond certifications to drive broader long-term outcomes.

Sustainable Business

DRIVING SUSTAINABILITY IN HOSPITALITY AND REAL ESTATE


CIMB Bank Berhad's Hong Kong branch extended sustainability-linked loans to Shangri-La Asia Limited and Kerry Properties Limited. Shangri-La Asia secured a five-year bilateral term loan of CNH500 million, with sustainability performance targets (SPTs) focused on reducing energy and carbon intensity, water usage, single-use plastics and employee work injury rates.

Kerry Properties received a five-year facility totalling HKD500 million, comprising a term loan and revolving credit, with SPTs that include maintaining its inclusion in the Hang Seng Corporate Sustainability Index and achieving green building certifications. Both clients are committed to meeting these targets, subject to independent third-party verification, to benefit from sustainability-linked incentives.

MAKING REAL IMPACT FOR MSMEs VIA GREENBIZREADY™

Since its inception in February 2021, GreenBizReady™ has empowered over 200 Micro, Small and Medium Enterprises (MSMEs) to embark on their sustainability journey. The programme provides access to essential training, advisory services and connects MSMEs to relevant suppliers and service providers. A key feature of the programme is the RM3 billion SLF initiative, designed to support these businesses in achieving credible GHG reduction targets.

In 2024, we onboarded SME Corporation Malaysia as a GreenBizReady™ associate, enhancing our programme's ecosystem and providing MSMEs with additional practical tools and resources to support their green transition.

We also launched the *CIMB ESG Simplified Playbook for SMEs* , a practical guide to help MSMEs reduce carbon emissions. The playbook provides access to free, user-friendly tools such as carbon emissions calculators and identifies potential cost savings. It also includes resources on sustainability policies, government incentives and sustainable finance options to support their transition.

We note that while overall ESG awareness among SMEs has improved with increasing support across the entire ecosystem, SMEs continue to face challenges in adopting ESG practices and transitioning their business models. CIMB recognises that we need to enhance our efforts in this space to ensure that SMEs have the resources necessary to

develop and implement their ESG plans, as well as prepare them to face physical and transition risks.



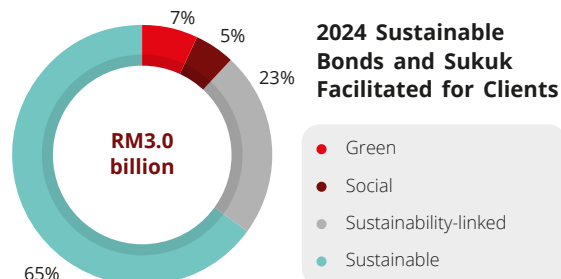
Following the launch of the CIMB ESG Simplified Playbook for SMEs, we had the opportunity to share a copy with Yang Berhormat Nik Nazmi Nik Ahmad, Minister of Natural Resources and Environmental Sustainability.

SIMPLIFYING ACCESS TO SLFS

In 2024, CIMB Singapore launched the SME Sustainability-Linked Financing Programme, simplifying access to sustainability-linked financing for SMEs. Designed to overcome barriers like costs and complexity, the programme offers a fully digital and cost-effective solution, enabling SMEs to establish baseline GHG emissions via ESGpedia, a simple digital platform. With support from ESGpedia and Bureau Veritas, participating SMEs can enjoy profit rate rebates upon achieving predefined sustainability targets, making it easier to align financial growth with environmental and social goals.

SUSTAINABLE BONDS AND SUKUK

CIMB Investment Bank's commitment to sustainable finance continues to gain recognition, exemplified by its recognition as Best Bond House for Sustainable Finance by Alpha Southeast Asia. As a trusted partner in sustainable bonds and sukuk issuances, CIMB plays a pivotal role in supporting clients across the region in accessing the capital market to support their ESG objectives.



This excludes the amount credited for the issuance of CIMB Thai's Subordinated Tier 2 Green Notes of \$2 billion, where proceeds are allocated to various eligible green activities (per CIMB Thai's Sustainability Bond Framework). We have excluded counting this amount again towards our RM100 billion GSSIPS target, since the positive impact is taken into account at the point of extending the green, social or sustainable facilities to our clients.

PIONEERING SUSTAINABILITY-LINKED SUKUK IN THE PLANTATION SECTOR



CIMB served as Joint Lead Arranger, Joint Lead Manager and Bookrunner for Johor Plantations Group's RM1.3 billion sustainability-linked sukuk. This landmark issuance marks the first sustainability-linked sukuk from the plantation sector and the first rated Sustainable and Responsible Investment (SRI)-linked sukuk under Securities Commission Malaysia's (SC) SRI-Linked Sukuk Framework 2024. The sukuk features a profit rate adjustment tied to Johor Plantations' progress on key sustainability targets, including a 50% reduction in carbon intensity (Scope 1 and 2) from its 2012 baseline, 100% traceability of fresh fruit bunch (FFB) suppliers by 2025, and an annual water consumption target of 1.2 cubic metres per tonne of FFB or lower.

FACILITATING BANK RAKYAT'S INAUGURAL SRI SUKUK

CIMB facilitated the issuance of Bank Rakyat's first RM500 million ASEAN Sustainability SRI Sukuk via the bank's funding conduit Imtiaz Sukuk II Berhad. The sukuk funds eligible initiatives under Bank Rakyat's Sustainability Sukuk Framework, which aligns with the ASEAN Green, Social and Sustainability Bond Standards and SC's SRI Sukuk Framework. Recognising its strong impact potential, MARC Ratings Berhad awarded the framework its highest Impact Bond Assessment rating of "Gold".

KEY OUTCOMES



- Mobilised RM6.0 billion of financing for Corporate and Commercial Banking Clients where the use of proceeds was directed towards green, social or sustainable uses
- Facilitated RM3.0 billion of Sustainable Bonds and Sukuk for clients

ADVANCING ECONOMIC INCLUSION THROUGH ISLAMIC FINANCE



CIMB Niaga played a pivotal role in advancing social finance by facilitating the issuance of PT Pegadaian's Rp1.4 trillion Social Sukuk. The sukuk aligns with a dedicated social financing framework, directing proceeds towards impactful projects, particularly those addressing key societal challenges. This includes expanding economic inclusion and supporting underserved communities in one of ASEAN's most dynamic markets.

SETTING STANDARDS IN SUSTAINABILITY-LINKED BONDS



CIMB Singapore played a pivotal role in Sabana Industrial REIT's maiden S\$100 million Sustainability-Linked Bond issuance, acting as Sole Global Coordinator, Joint Lead Manager, Joint Bookrunner and Joint Sustainability-Linked Bond Structuring Advisor. This issuance is a milestone for sustainable finance, being the first Singapore-dollar-denominated sustainability-linked bond guaranteed by the Credit Guarantee and Investment Facility (CGIF).

Proceeds will finance capital expenditures, such as asset enhancements and property acquisitions, bolstering the REIT's sustainability agenda. By linking financial performance to bold sustainability performance targets, including a 30% reduction in Scope 2 GHG emissions by 2028, the bond underscores how CIMB embeds environmental objectives into financial solutions. This initiative not only diversifies

funding for Sabana Industrial REIT but also supports its ambition to become one of Singapore's first carbon-neutral industrial REITs by 2040.

ISSUING OUE LIMITED'S INAUGURAL GREEN NOTES

In October, CIMB Singapore acted as Joint Lead Manager for OUE Limited's inaugural Green Notes issuance totalling S\$200 million via its subsidiary OUE Treasury Pte. Ltd. Proceeds from the Green Notes will be used to finance eligible projects under OUE's Green Finance Framework. Additionally, the proceeds are aligned with the green criteria of the Singapore-Asia Taxonomy, International Capital Markets Association Green Bond Principles and ASEAN Green Bond Standards. This issuance attracted strong market confidence with its first tranche of S\$150 million being oversubscribed by 1.5 times.

SUPPORTING SUSTAINABLE HOUSING DEVELOPMENT IN THAILAND



In Thailand, CIMB was the Sole Lead Manager for the Government Housing Bank's ฿6 billion Sustainability Bond issuance. Proceeds from the bond will finance the bank's environmental and social projects, including home ownership programmes for low- to middle-income households and promote ownership of energy-efficient housing units.

Sustainable Business

INNOVATING THROUGH COLLABORATIONS

BUILDING ASEAN'S EV ECOSYSTEM WITH GENTARI



In 2024, CIMB signed a Memorandum of Understanding (MoU) with Gentari Green Mobility to promote green mobility and decarbonisation across ASEAN. This collaboration supports EV adoption by offering targeted financing solutions and charging deals to Gentari's customers, as well as SMEs within its value chain. Vendors can access CIMB's SMEBizReady financing for automation and digitalisation, as well as the GreenBizReady™ programme for capacity building and sustainability-linked rebates of up to 0.5%.

During a promotional period, Gentari offered selected CIMB customers 50% off at EV charging stations in Malaysia via the Gentari Go app, illustrating a mutually beneficial collaboration for both parties. Together, we aim to contribute to the national goal of 10,000 public EV charging stations.



COLLABORATING WITH AEON AND BURSA MALAYSIA TO MEASURE AND REDUCE SUPPLY CHAIN EMISSIONS



In 2024, AEON launched the #AEONResponsible Suppliers Programme in collaboration with CIMB and Bursa Malaysia, Malaysia's first ESG-focused supplier sustainable finance initiative in the retail sector. This collaboration enables suppliers to utilise Bursa Malaysia's Centralised Sustainability Intelligence (CSI) Solution platform to streamline ESG disclosures, assess carbon emissions across their value chains and enhance sustainability reporting.

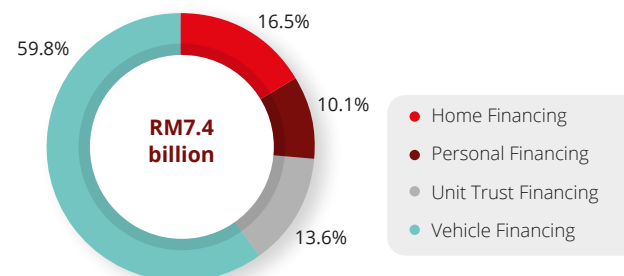
As part of the initiative, CIMB provides AEON's suppliers with sustainable finance solutions. Suppliers who meet agreed sustainability targets can access financing rebates, along with other sustainable finance offerings to support the use of green technology, implement sustainable business practices and transition to low-carbon operations. This collaboration reinforces CIMB's commitment to driving ESG adoption and fostering positive change across supply chains.



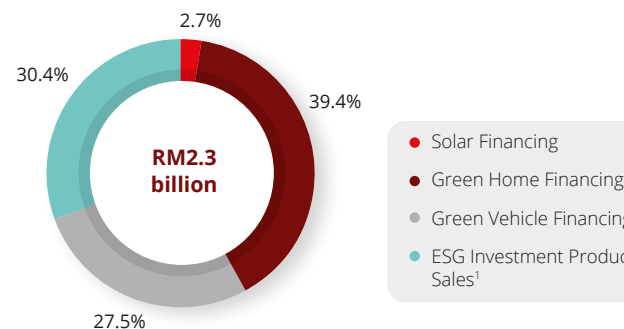
HOW WE SUPPORT INDIVIDUAL CUSTOMERS

While awareness of climate change and environmental challenges is growing, making sustainable choices can still feel overwhelming or out of reach for some, due to perceived higher costs and a lack of immediate benefits. CIMB is committed to making ESG-aligned choices more accessible to individuals by offering targeted solutions, such as financing for EVs, solar installations, and green homes, along with tools and incentives to drive greater adoption of sustainable practices. In total, we achieved RM9.8 billion in consumer GSSIPS in 2024.

Financing for Low-Income Individuals in 2024



Sustainability-themed Finance in 2024



¹ ESG Investment Products include sales for private banking and consumer banking clients.

GREEN HOME FINANCING

CIMB continues to champion green living by providing RM912 million in financing to customers who purchase homes certified by the Green Building Index (GBI), Leadership in Energy and Environmental Design (LEED), GreenRE, and BCA Green Mark across the region.



In Malaysia, the Sustainable Living Home Solutions (SLHS) platform remains a cornerstone, offering preferential mortgage rates for green-certified homes. This year, CIMB enhanced our offering with complimentary Group Term Takaful (GTT) when customers purchase Mortgage Reducing Term Assurance/Takaful (MRTA/MRTT) and Mortgage Level Term Assurance (MLTA) products for customers with Green Home Financing.

In Indonesia, CIMB Niaga continued its commitment to green housing through tailored financing initiatives supported by a special pricing programmes and reward boosters that enable homeowners to contribute directly to reforestation efforts.

In Singapore, CIMB launched the Green Private Property Loan campaign, targeted at properties certified with BCA Green Mark GoldPLUS or higher.

SOLAR FINANCING

CIMB is helping homeowners across ASEAN embrace solar energy by making solar PV system financing easier and more affordable. Through our various initiatives in 2024, we achieved a total of RM63 million in solar financing across the Group, a significant increase from RM20 million in 2023.



In Malaysia, we partnered with over 20 solar providers to offer the longest financing tenure in the market – up to 60 months – through credit card 0% instalment plans. We launched a communication campaign to raise awareness among employees and customers about energy savings, government incentives and other benefits of solar adoption.

In Indonesia, CIMB Niaga introduced solar panel financing programmes with added incentives such as cashback and 0% instalment plans. Targeted campaigns expanded customer outreach, encouraging more homeowners to switch to solar energy.

In Cambodia, CIMB introduced an integrated mortgage product, bundling home and solar rooftop financing under one loan account with tenures of up to 25 years. This allows homeowners to power their new homes with renewable energy while reducing energy costs.

GREEN VEHICLE FINANCING

Building on the momentum of 2023, we continued enhancing our sustainable financing solutions for green mobility, supporting both national and regional EV agendas. In 2024, we achieved a total of RM636 million in green vehicle financing.



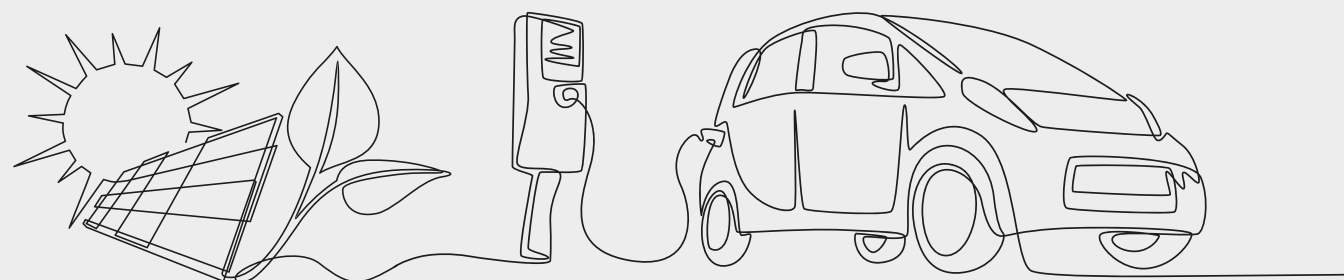
A full value chain approach is essential to drive the acceleration of green mobility adoption across the region. In 2024, we had an active presence in major automotive events in Malaysia and Indonesia, engaging customers on the benefits of EVs and sharing information about green financing solutions and services.

In Malaysia, CIMB partnered with EVPower, JuiceUP and Visa to become the first in the nation to launch contactless EV charging payments using credit or debit cards. This initiative earned the Smart City Award (Malaysia) from ESG Business Awards, recognising CIMB's commitment to innovation and customer convenience.

We further enriched our offerings by providing complimentary TNG RFID Tags and EV+ memberships to support EV owners' travel needs, while offering exclusive discounts on home wall chargers and financing via easy payment plans. During the year, our green financing offerings were also expanded to include e-bikes with exclusive discounts and 24-month 0% credit card instalment plans.

In Indonesia, CIMB Niaga Auto Finance continued its robust support for EV adoption with a special programme offering 0% margin and low down payments for EV and hybrid vehicles.

In Cambodia, CIMB introduced EV financing with a highly competitive rate and a 50% discount on processing fees, making green mobility more accessible to Cambodian customers.



Sustainable Business

ESG INVESTMENT PRODUCTS

CIMB continues to offer ESG-themed investment solutions for Consumer and Private Banking clients. In 2024, we achieved a total of RM705 million in sales of ESG investment products across the Group.

EXPANDING ESG INVESTMENT OPPORTUNITIES AMID EVOLVING CHALLENGES

These opportunities include ESG funds, discretionary mandates and investment-linked insurance, provided in collaboration with partners like Principal Asset Management and Sun Life. In Indonesia and Thailand, we provide our clients with access to government and corporate sustainability bonds, broadening the spectrum of ESG investment opportunities.

In Indonesia, CIMB Niaga launched its first ESG mutual fund, the Batavia Global ESG Shariah Equity USD, in September 2024, alongside a cashback programme for green bond purchases. In Thailand, we introduced Thai ESG funds to offer customers opportunities to align their investments with responsible growth. We also expanded our digitalisation efforts by enabling clients to access these ESG funds via the CIMB Thai App.

The ESG investment landscape continues to evolve, with challenges expected in 2025, including rising anti-ESG sentiments, growing scrutiny over greenwashing and increasing regulatory oversight. CIMB remains committed to guiding our clients towards ESG investments that meet both their financial objectives and impact goals.



SUSTAINABILITY-THEMED DEPOSITS AND DEBIT CARDS

Through sustainability-themed deposit products like our EcoSave Savings Account-i in Malaysia and Waqf initiatives in Indonesia, CIMB enables individuals to contribute meaningfully to environmental conservation and community development while achieving their financial goals.

ECOSAVE SAVINGS ACCOUNT-I

Launched in 2008, the EcoSave Savings Account-i (EcoSave-i) is Malaysia's first green-focused savings account. It enables customers to contribute to environmental conservation simply by saving. CIMB Islamic Bank allocates up to 0.2%* of the total average portfolio balance annually to fund impactful green initiatives. Since its inception, the programme has channelled RM10.3 million into 22 environmental projects.

One of the key highlights of 2024 was the launch of Numi's Crossing, the first langur canopy bridge installed in a residential area in Penang, located in Lembah Permai, Tanjung Bungah. This project, a collaboration with The Habitat Foundation and Langur Project Penang, aims to provide a safe passage for langurs and other wildlife, fostering human-primate coexistence and promoting biodiversity conservation.



* Subject to maximum amount as stated in the product T&C.



DEBIT CARD WITH A PURPOSE

CIMB launched our first Visa debit card supporting cerebral palsy awareness in December 2024. A distinctive notch on the card enhances usability for visually impaired customers. Additionally, for every card issued, RM2 will be donated to Gabungan Anak-Anak Palsi Serebrum (GAPS) to support rehabilitation equipment, therapy programmes and educational resources for children with cerebral palsy.



KEY OUTCOMES

- RM1.6 billion in financing for green homes, green vehicles and solar panels to individual customers
- RM0.7 billion in ESG investment products provided to our Consumer and Private Banking clients



ECONOMIC INCLUSION AND FINANCIAL LITERACY

Economic inclusion and financial literacy are fundamental to a thriving society, and financial institutions play a crucial role in both. By offering solutions that lower barriers to banking and providing support through grants and training, banks empower both individuals and SMEs to enhance their economic participation. Equipping our customers with the knowledge to manage their finances effectively also strengthens financial resilience, contributing to long-term stability. This aligns with the expectations of our stakeholders, including regulatory bodies in our key markets.

Our efforts have not gone unnoticed - CIMB was ranked #2 globally in inclusive finance in the World Benchmarking Alliance 2025 Financial System Benchmark. CIMB remains committed to advancing economic inclusion and financial literacy, with our products and services designed to create a meaningful and lasting impact for the communities we serve.

FOSTERING PROGRESS FOR SMES

CIMB is committed to supporting SMEs, especially those led by underserved groups like low-income earners and women entrepreneurs. We focus on providing accessible financing, practical training and opportunities to build skills, helping these small businesses flourish and make positive contributions in their communities.

We have enabled the growth of SMEs across our key markets in 2024, where we have extended RM5.8 million in financing to SMEs across Malaysia, Singapore and Indonesia enabling local SMEs to access crucial funds for expansion and innovation.

KEY OUTCOMES

- Around 5,000 SMEs reached through our programmes in Malaysia and Indonesia
- Over RM5.8 billion of financing provided to SMEs across the region

SME QUICKBIZ

Through SME QuickBiz, CIMB offers zero-collateral working capital financing facilities, easing access to funds for small business owners and helping SMEs address critical cash flow needs. In 2024, this programme impacted close to 2,000 SMEs.

PROGRAM KEUSAHAWANAN CIMB ISLAMIC-TAYLOR'S 6.0

Through this programme, we provided entrepreneurship training, advanced culinary classes at Taylor's Culinary School and equipment grants worth RM5,000 to micro-entrepreneurs from underprivileged communities in Klang Valley to upscale their bakery businesses. In total, 31 micro-entrepreneurs have benefited from this initiative, with a contribution of RM270,275.

CIMB ISLAMIC ITEKAD RIDER ENTREPRENEUR ASNAF COHORT

Through a contribution of RM1.6 million, sourced equally from Bank Negara Malaysia ITEKAD funds and zakat wakalah funds, we supported underprivileged individuals with motorcycle grants, entrepreneurship training and a one-year employment opportunity as FoodPanda riders to help them build a stable source of income. In 2024, the programme expanded to additional states in Malaysia, benefiting a total of 112 individuals.



SME COMMUNITY OUTREACH PROGRAMME

By bridging access to finance, expertise and technology, CIMB supports SMEs as they adapt and thrive in an ever-evolving business environment. In 2024, our SME Community Outreach Programme supported over 1,000 SMEs.

A key driver of the programme's success is CIMB's strong collaboration with government agencies. In 2024, two major events were held in partnership with the Iskandar Regional Development Authority and the Northern Corridor Economic Region, focusing on the manufacturing sector. The programme also engaged the Malaysian Investment Development Authority, Credit Guarantee Corporation Malaysia Berhad, Syarikat Jaminan Pembiayaan Perniagaan, and CIMB Smart Technology Partners, such as Codemax Sdn Bhd, Packaging Sales & Service (M) Sdn Bhd which are specialists in Food & Beverage SaaS solutions and automated packaging equipments, respectively. Through these efforts, over 350 SMEs gained access to tools, resources, and financing support to expand their businesses and grow their exports.

Additionally, through the Mini SME Community Outreach Programme, CIMB engaged over 700 SMEs from various associations listed under the New Industrial Master Plan 2030. The programme emphasised adoption of IR4.0 technologies, digital transformation and sustainability practices to keep SMEs competitive. The associations involved included Malacca Foundry Engineering & Industrial Association, SME Association Klang, Persatuan Industri Komputer Malaysia, Klang Chinese Chamber of Commerce & Industries, Malaysia Technology Development Corporation and Malaysia Aquaculture Development Association.

Sustainable Business


MSME ENGAGEMENT IN NIAGA


CIMB Niaga's Community Link #JadIBerkelanjutan programme, in partnership with BerdayaBareng, launched the Sustainable Economic Empowerment Training Programme in 2022. Since then, this initiative has been supporting MSMEs in financially underserved areas within Eastern Indonesia, with a special focus on women and differently abled individuals.

In 2024, the Bank held a graduation ceremony for selected MSMEs from the second season, providing them with interest-free financing. The event in Manado was attended by the Deputy Mayor and representatives from the Cooperatives & SMEs Office. The third season of training was launched with 272 MSME participants, including 228 women business owners and 10 differently-abled individuals. Of these, 129 were selected for intensive training in late December 2024. Participants also had opportunities to enhance their business networks within the MSME community in three regions, namely Balikpapan, Makassar, and Manado.

In line with CIMB Niaga's commitment to support SMEs in Indonesia, the "Ngobrolin Bisnis" (NGOBIZ) event was held in 15 cities including Batam and Banjarmasin. In 2024, NGOBIZ reached over 2,000 customers through 20 events, offering insights into opportunities, challenges, as well as strategies for adapting to the updated tax regulations. We also introduced simple banking solutions, thereby helping customers to manage their business finances more effectively and efficiently. The event was one of many in The Cooler Earth Sustainability Series, aimed at enhancing understanding and helping customers achieve their business goals while integrating environmental sustainability into their daily operations.

STRENGTHENING ECONOMIC INCLUSION COMMITMENTS

Building on our commitment to economic inclusion, CIMB has taken targeted steps to enhance financial access and resilience, particularly for vulnerable communities. In Malaysia, we set ambitious goals in 2023 to address the financial challenges faced by the bottom 40% income earners (B40), who often struggle with limited savings, no insurance coverage, and financial vulnerability. Through a data-driven approach, we introduced accessible solutions, including wealth-building tools, affordable insurance, and financial literacy programmes, to help customers build long-term financial stability. Our achievements against our targets are included in our Scorecard on page 33 .

In 2024, we expanded these efforts through strategic partnerships, engaging corporate clients to deliver financial literacy workshops to their employees and launching the JagaDuit microsite to improve digital financial education. Read more about our achievements on page 51 .

In line with CIMB's broader vision, CIMB Niaga has also prioritised improving the financial health of vulnerable groups in Indonesia. By 2026, our goal is to onboard another one million active low-income customers in Indonesia, adding to our current total of 2.1 million, ensuring greater access to the financial tools and services that will empower them to build long-term financial resilience. Our efforts are focused on providing solutions that support the financial health of underserved communities, introducing them to affordable savings products, and insurance, and providing them with financial literacy training.

To safeguard the wellbeing of our customers, products that could be misused and potentially harm their financial stability, such as credit cards and personal loans, are excluded from our economic inclusion target.

Looking ahead to 2025, we will continue refining our strategies, exploring new ways to enhance our outreach, and deepening our partnerships to expand the impact of our economic inclusion initiatives.

ADVANCING ECONOMIC INCLUSION

CIMB continues to provide accessible and affordable financing solutions tailored to low-income individuals across the region.

In 2024, CIMB provided a significant amount of affordable financing for underprivileged customers in key markets:



To ensure targeted and effective support, CIMB applies country-specific definitions of low-income groups. In Malaysia, the classification follows the bottom 40% (B40) household income category, defined as those earning RM4,849 or less per month. In Indonesia, low-income individuals are classified as those earning up to Rp8 million per month, while in Thailand, the classification includes individuals earning ฿20,000 or less per month.

TAILORED SOLUTIONS IN MALAYSIA

This year, CIMB launched a campaign to make fixed deposit placements more accessible by lowering the minimum placement amount to RM1,000 from RM5,000 previously. This initiative expands access to secure savings options, enabling more individuals to start building long-term savings with ease and confidence.

In addition, we introduced CIMB Islamic's Daily Unrestricted Investment Account-i (DURIAN-i), a retail investment account designed to offer low-risk investment opportunities with a low entry barrier into CIMB Islamic retail assets such as green vehicles, green home financing or affordable home financing for low-income households. Recognised for its innovation, DURIAN-i received The Banker's award for the Most Innovative Islamic Savings Product.

ENCOURAGING YOUTHS TO SAVE

CIMB Niaga continues to promote economic inclusion through SimPel, a student savings account that encourages young individuals to develop saving habits early.

SimPel offers numerous benefits to young savers, including no monthly administrative fees, access to OCTO Mobile and OCTO Clicks for easy balance monitoring, and a debit card for purchases and cash withdrawals. These features make it easier for students to manage their finances and cultivate disciplined saving habits from an early age.

- Monthly maintenance fee waived
- Complimentary Bank Indonesia Fast Payment (BI FAST) transactions
- View-only access for customers aged 11 and under to safeguard them from potential scams or fraud



KEY OUTCOMES

- Provided RM7.4 billion in affordable financing to vulnerable individuals across CIMB Group
- Disbursed RM1 billion in payroll funds to foreign workers through TNG e-wallet, helping them manage their income and remittances in a safer and more efficient manner

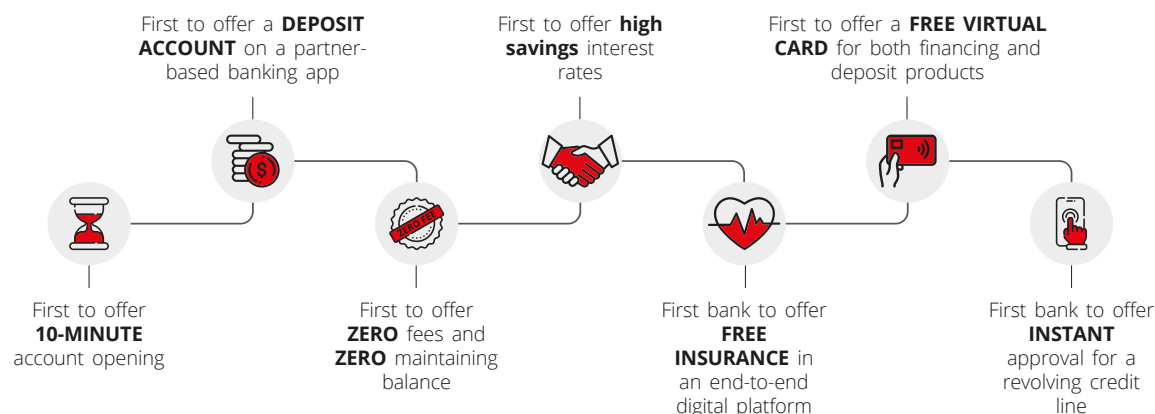
ACCESS FOR THE UNBANKED AND UNDERBANKED

Despite being one of the fastest growing economies in Southeast Asia, the Philippines has a banking penetration rate that is amongst the lowest in the region, at 65%. Since entering the market in 2019, CIMB has been committed to expanding economic inclusion. To date, we have served 8.7 million customers.

This year, we launched CIMB Kababayan, a banking solution designed specifically for overseas Filipino workers, providing them with secure and convenient access to financial services. For the first time, overseas Filipino workers can open a CIMB savings account on the CIMB mobile app in under 10 minutes, enjoy high interest rates of up to 15% with no minimum maintaining balance requirement, pay bills and make free Instapay transfers. The upcoming launch of CIMB Philippines' remittance service will enhance cross-border fund transfers, enabling Filipinos abroad to easily transfer money back to the Philippines via the mobile app.

Our efforts have garnered several awards, including being named the Most Trusted Bank Philippines 2024 by the Global Business & Finance Magazine Awards.

CHANGING THE WAY FILIPINOS BANK



We stay true to our commitment of promoting economic inclusion by encouraging digital payments and transactions with market-leading interest rates for digital savings products and ZERO fees for online transactions.

Sustainable Business

EXPANDING FINANCIAL ACCESS THROUGH DIGITALISATION

CIMB believes in using digital innovation to make financial services accessible to all in Malaysia. Since 2017, we have played a foundational role in establishing TNG Digital (TNGD) as a joint venture between our subsidiary Touch 'n Go and Ant Financial Group, a part of Alibaba. This partnership, supported by Bank Negara Malaysia (BNM), has made the TNG eWallet a key platform for economic inclusion in Malaysia. Guided by the mission to enable people in Malaysia to live, pay and transact safely and conveniently, the platform reached over 22 million verified users in 2024 and continues to grow, helping individuals and businesses manage their finances with greater ease.

LOWERING ENTRY BARRIERS

- GOfinance serves as a financial services hub, providing comprehensive financial solutions with a low-entry barrier. Investments start from RM10, insurance from RM3 and financing from RM100. These offerings encompass insurance, investments, financing and remittance, delivering cost-efficient and user-friendly options to meet diverse financial needs.
- 30% of GOfinance users who obtained financing through CashLoan (formerly known as GOpinjam) had no prior credit history. By offering small-ticket financing, GOfinance provides a stepping stone for individuals new to the credit system, helping them build a financial track record.



IMPROVING FRAUD PROTECTION

- TNGD partnered with Senior Aloud, an organisation serving over 2,000 senior citizens and arranged its first financial literacy webinar, which attracted 150 participants.
- TNGD introduced the Soundbox, a smart device designed to protect against payment fraud through real-time voice notifications for successful transactions. More than 50,000 merchants have adopted Soundbox for real-time fraud protection.

DRIVING FINANCIAL INNOVATION

- Tools like GO+, which encourages savings, and CTOS integration, which helps users monitor their credit scores, make financial management easier for everyday users. As of the end of 2024, GO+ has empowered close to 4 million users to save and grow their funds with ease.

BUILDING TRUST IN OUR PLATFORM

- Funds in the TNGD eWallet are securely held in separate trustee accounts managed by trusted banking partners like CIMB, providing transparency and reassurance. TNGD cannot access these funds for any purpose other than making authorised payments to merchants on behalf of users.
- To enhance user confidence, the eWallet offers a money-back guarantee for unauthorised transactions providing users with peace of mind and building trust in the platform.

GIVING ACCESS TO INVESTMENTS FOR WEALTH-BUILDING

- GOfinance, a comprehensive financial services hub within the TNG eWallet, continues to expand its offerings with the launch of e-Trade in 2024. This new feature provides Malaysians, particularly underserved segments, with affordable and easy access to stock market opportunities,

furthering TNG Digital's mission to offer inclusive financial tools. e-Trade is the latest milestone following the 2023 memorandum of collaboration between TNG Digital, Bursa Malaysia and Affin Hwang Investment Bank. By integrating e-Trade into its suite of services, which includes insurance, credit score management and cash flow tracking, GOfinance empowers users to confidently pursue wealth-building goals with comprehensive investment options.

- In 2024, CIMB introduced micro-investment options for selected unit trust funds, allowing individuals to start investing with a minimum amount of RM100. Building on this initiative, we will continue to expand our offerings in 2025, making wealth-building even more accessible to a broader audience.

SERVING MIGRANT WORKERS AND REFUGEES

- By the end of 2024, RM1 billion in payroll funds had been disbursed to foreign workers via the TNGD eWallet, enabling them to better manage their income and send remittances to their families more efficiently.
- In June, TNGD partnered with the United Nations High Commissioner for Refugees (UNHCR) to enhance economic inclusion for refugees and asylum-seekers, providing them with access to critical financial tools and services that address their unique challenges.
- Looking ahead to 2025, TNG Digital is committed to expanding economic inclusion by extending its comprehensive eWallet platform services to underserved communities, including refugees and asylum-seekers. Through strategic collaborations with financial institutions, we aim to introduce tailored solutions addressing the unique financial services required by these underserved communities.

PROMOTING FINANCIAL LITERACY

CIMB supports financial literacy programmes aimed at equipping youth and entrepreneurs from low-income backgrounds with practical financial skills. These programmes empower individuals to take charge of their finances, make informed decisions and avoid common financial pitfalls, providing them with the tools to navigate challenges and build financial resilience over time. Our activities, concentrated in our two largest markets of Malaysia and Indonesia, are laying a strong foundation for refining our approach and delivering meaningful impact as we prepare to expand across ASEAN in the years ahead.

BE\$MART: FLAGSHIP FINANCIAL LITERACY PROGRAMME



Launched in 2016, Be\$MART is CIMB Foundation's flagship financial literacy programme aimed at empowering Malaysian youth from underserved backgrounds with essential financial knowledge. Delivered through engaging and interactive workshops, the programme equips participants with practical skills in budgeting, saving, investing, debt management, financial protection and fraud awareness.



Reached:
over 21,000 students
since inception



Expanded in 2024 to
engage around **2,071**
students across
13 locations
nationwide

Be\$MART was also replicated in Indonesia as a dedicated financial literacy programme for university students. In 2024, 93 university students participated, gaining practical skills to improve their financial management and decision-making.

BUILDING PRACTICAL FINANCIAL SKILLS FOR EVERYDAY LIFE



In collaboration with CIMB Foundation, CIMB has partnered with Agensi Kaunseling dan Pengurusan Kredit (AKPK) and seven corporate and commercial clients to deliver a financial literacy programme. This initiative aims to empower employees by equipping them with the knowledge and tools to take charge of their financial wellbeing.

The programme addresses key areas such as personal cash flow management, debt management, financial planning and identifying financial scams. In 2024, we engaged with these clients and reached over 500 of their employees through nationwide financial literacy workshops. We also launched the JagaDuit educational microsite in Bahasa Malaysia, with plans to expand it into more languages to cater to a broader Malaysian audience in the coming year.

To further support employees seeking to enhance their financial management skills, we launched a three-month impact programme for Top Glove employees, providing a structured approach to improving financial literacy, cash management and overall financial balance.

Additionally, we strengthened capacity building for our frontliners by equipping them with financial advisory tools and resources, enabling them to better support customers on their financial literacy and cash management journey.



KEY OUTCOMES

- Empowered over 21,000 students in Malaysia since its inception through our flagship financial literacy programme, Be\$MART
- Engaged 9,466 students across Indonesia through our financial literacy initiatives, Tour de Bank and Ayo Menabung dan Berbagi in 2024
- Engaged over 500 employees from CIMB clients through nationwide financial literacy workshops

Sustainable Business

REACHING THE NEXT GENERATION WITH FINCO

Through the Financial Industry Collective Outreach's (FINCO) flagship initiative, Good SENS (Social Enterprise Network for Schools), CIMB Foundation equipped underprivileged primary school students with essential financial skills such as expenditure management, saving and budgeting. The programme blended classroom learning with hands-on experience, where students ran their own social enterprise. This initiative helped them develop leadership, teamwork, and decision-making skills while addressing social and environmental issues. In 2024, CIMB Foundation extended its support to four additional schools, enabling more B40 students to benefit from this programme.

TRAINING THE TEACHERS

In collaboration with the Financial Education Network (FEN) coordinated by FINCO, CIMB supported the Train-the-Trainer initiative aimed at equipping educators with strong financial knowledge for the effective delivery of financial literacy education to students. The programme aims to reach 171 trainers from the Ministry of Education who will then cascade the knowledge to over 10,000 teachers nationwide.

INITIATIVES TO COMBAT FINANCIAL FRAUD AND SCAMS

With financial fraud and scams on the rise, CIMB is committed to protecting our clients and helping them to stay ahead of cyber threats. Building on our efforts to strengthen our banking apps and support the national scam awareness campaign, we expanded our focus in 2024 to include targeted digital literacy initiatives.

In March, TNGD collaborated with Seniors Aloud to engage senior citizens in interactive sessions designed to help them recognise scams, avoid fraud and safely navigate eWallet platforms. To further protect users, TNGD introduced a money-back guarantee policy for unauthorised transactions. This policy applies to all verified accounts that have completed BNM's eKYC process. Users can file a claim with TNGD, which will prompt an investigation. If the transaction is confirmed to have been unauthorised, such as bypassing face verification, a refund will be issued to the affected user.

Looking ahead to 2025, we aim to expand our outreach by delivering hands-on digital literacy programmes for MSMEs in non-urban areas, facilitating broader access to financial safety education and tools.

ENRICHING THE NEXT GENERATION

CIMB Niaga remains steadfast in supporting the Financial Services Authority's (OJK) mission to improve economic inclusion and financial literacy across Indonesia. Since 2011, the Bank has actively engaged students through financial education programmes, reaching 9,466 participants across various cities in 2024. CIMB Niaga strengthened its financial literacy initiatives in 2024 by returning to onsite activities, engaging students and teachers across various cities. Financial management training was also extended to teachers, reaching 79 teachers and 7,241 students across 64 schools. These efforts reflect the Bank's commitment to equipping the next generation with essential financial knowledge.

Highlights include:

- Tour de Bank (TDB), which introduces elementary school students to banking concepts and the benefits of saving
- Let's Save and Share (Ayo Menabung dan Berbagi) which helps middle and high school students grasp the fundamentals of financial planning





CUSTOMER EXPERIENCE

At CIMB, customer experience is a key priority. We strive to meet the evolving needs and aspirations of over 28 million customers by delivering experiences that are relevant, personal and rooted in trust. We do so by anticipating their requirements and providing meaningful and relevant solutions.

Our commitment to customer experience (CX) is built on five guiding principles: Easy, Efficient, Extra Mile, Empathy, and Empowerment. These principles, aligned with our brand proposition and corporate values, reflect our dedication to providing exceptional service and a high standard of care.

CUSTOMER EXPERIENCE GOVERNANCE

Our frontliners play a vital role as the face of our commitment to service excellence. Their actions are guided by four key customer-related policies, each designed to uphold fairness, transparency and respect:

- Group Treating Customers Fairly Policy
- Group Customer Communication Policy
- Group Complaints Handling Policy
- Group Customer Exit Handling Policy

In 2024, these policies were strengthened and updated to align with BNM's Guidelines on Fair Treatment of Financial Consumers.

Looking ahead, we are driving a CX transformation, focused on delivering simpler, better and faster experiences for our customers. This transformation is rooted in and aligned with our purpose of advancing customers and society.

TREATING OUR CUSTOMERS FAIRLY

We deeply value our customers and are dedicated to fostering relationships built on trust. Our six Treating Customers Fairly commitments are central to our processes and guide our actions every step of the way.



KEY OUTCOMES

STRENGTHENED COMPLAINTS HANDLING

At CIMB, we are committed to addressing any customer complaints quickly and effectively, striving to resolve issues at the first point of contact whenever possible. Our Group Complaints Handling Policy and Procedure ensures a structured and thorough approach to managing customer feedback. In 2024, we resolved 78% of complaints at the first point of contact, an improvement from approximately 50% in 2023.

To enhance service quality, we continued investing in training programmes like CX Booster and New Hire On-Job training. These initiatives empower our teams to consistently deliver excellent customer experiences. Regionally, we received over 18,500 customer compliments through various channels, reflecting the positive impact of these efforts.




In 2024, we introduced the Business Call Centre (BCC) Transformation initiative, aimed at building the most efficient and effective BCC for our business customers. This programme focuses on delivering best-in-class customer experiences by optimising resources, improving processes and facilitating seamless interactions.

We maintain a zero-tolerance approach to mis-selling, supported by a comprehensive investigation process that supports fair outcomes for both customers and employees. In 2024, the total number of mis-selling allegations received in Malaysia decreased by 16% compared to 2023, indicating improved awareness and adherence to sales guidelines. However, the number of confirmed cases rose to 23, a 64% increase from the previous year. This increase reflects the effectiveness of our strengthened processes, which have enhanced our ability to thoroughly investigate and validate allegations, for greater accountability and fair resolution.

Sustainable Business

MEASURING CUSTOMER EXPERIENCE

Staying attuned to customer feedback is essential for understanding their needs and expectations. By collecting insights from various channels and touchpoints, we gain a deeper understanding of how customers interact with the Bank, allowing us to enhance their experience and build stronger, more meaningful relationships. Social media listening and machine learning-powered automation have become increasingly vital tools for capturing real-time customer sentiments and experiences. These enhanced capabilities enable us to respond more efficiently to customer queries, identify emerging trends and refine our services to better align with customer preferences.

Components in our measurement ecosystem	What we measure	How we measure	How we performed
OPERATIONAL	 Service Level Agreement (SLA) Performance	A consolidated dashboard of more than 100 vital indicators encompassing fulfilment levels across key channels, products and systems, tracked on a monthly basis to ensure we meet basic customer expectations. Examples include customers' time spent at branches and our call centre, product application turnaround time and digital uptime	94% of our core CX indicators met their respective targets, reflecting an improvement from 83% in 2023. This marks our strongest performance under the Forward23+ roadmap. Additionally, fulfilment across most indicators remained stable throughout the 12-month period across our operations in Malaysia, Indonesia, Singapore and Thailand.
TRANSACTIONAL	 Customer Satisfaction Score	An in-house platform to track service experience and perform recovery across key physical, voice and digital customer interaction channels, supplemented with ad-hoc research or surveys to facilitate business decision-making	We met CX targets in 14 of the 19 tracked channels. In Indonesia, our complaint handling performance rebounded strongly, exceeding its target, while Malaysia fell short, prompting a sharper focus on improving resolution turnaround time, quality of outcomes and proactive updates. Malaysia's BizChannel performance is set to improve with the ongoing migration to the new OCTOBiz platform.
STRATEGIC	 Net Promoter Score (NPS)	An annual Group-wide Customer Engagement Survey to gauge where we stand relative to our key competitors from a total banking relationship standpoint	Our combined NPS ranking for general banking across our four core markets is below the industry average. However, Indonesia and Singapore saw improvements, reflecting stronger customer engagement. We are pleased to report that CIMB Singapore achieved the top position in the market for our annual NPS, while CIMB Thai and CIMB Niaga secured spots in the Top 5. While Malaysia's scores remained stable, industry-wide advancements raised the benchmark, impacting relative rankings.

TACKLING FINANCIAL SCAMS

Our Fraud and Scam Management initiative brings together multi-disciplinary teams to strengthen security measures and protect our customers' assets, aligned with Bank Negara Malaysia's fraud countermeasures. The initiative focuses on prevention, education and robust security in combating financial crimes, and provides our customers with timely and accurate information to help them stay vigilant and secure.

In collaboration with The Association of Banks in Malaysia, we are actively promoting the #JangankenaScam campaign, which raises awareness about financial scams. The objective of this campaign is to better inform the public about common scam tactics and provide tips to avoid falling victim to fraud. By continuously sharing updated fraud prevention information, we empower our customers to protect themselves and reduce the overall incidence of scams in the financial sector.

The following are our safeguards for our internet banking channels to prevent financial scams. While these examples focus on Malaysia, similar safeguards are in place across the region.



Lock Clicks ID

Users can block their digital banking access upon detecting unusual activities, for immediate protection against unauthorised account access



12-Hour Cooling-Off Period

Users will experience a 12-hour waiting period when signing in from a new device or requesting changes to their transaction limit. This added security measure helps verify identity and prevent unauthorised access



Heightened Authentication Process

Biometric authentication and facial recognition are required to verify the identity of account owners when opening new accounts through non-face-to-face methods or for conducting money transfers exceeding a specified limit



Near Real-Time Monitoring System

Accounts that exhibit suspicious activity are immediately secured with a temporary block, allowing users to take action or contact the bank for further verification



Post-Transaction Alters upon Web Login

Customers receive immediate alerts when logging in via the web, allowing for real-time monitoring and quick action if unauthorised access is detected



Single Registered Device

Each CIMB Clicks ID is uniquely paired to a single mobile device, ensuring for a personalised and secure banking experience with every login



Mandatory SecureTAC Approval

Every transaction made through the CIMB Clicks or CIMB OCTO App, including FPX and selected non-monetary transactions, is safeguarded by the SecureTAC approval gateway



Post-Notification for Transactions

Users receive post-notifications for transactions performed via mobile and internet banking



Fraud Awareness Assessment

Customers are encouraged to test their fraud awareness on CIMB Clicks or CIMB OCTO App every six months, helping them stay informed about common scams and security threats



Risk-Based Validation

This tool enhances security against malware or stolen credential by detecting unusual transactions based on a client's typical behaviour. If a transaction deviates significantly, the system triggers additional authentication to prevent unauthorised access

Sustainable Business

EMPOWERING EMPLOYEES TO MAKE A DIFFERENCE

Our employees play a vital role in delivering exceptional customer experiences and upholding CIMB's values. We continue to equip them with the skills and tools to innovate, overcome challenges, and provide outstanding service as we strengthen our position as a customer-first ASEAN bank.

CAPABILITY BUILDING

CIMB nurtures a culture of continuous improvement and customer-centricity among #teamCIMB. In 2024, we introduced several initiatives to enhance capabilities, drive better outcomes and prepare our workforce for the future.

CX Academy

We launched a comprehensive Sales and CX training framework under the CX Academy. The programme includes a buddy system that supports participants throughout the training journey and for six months post-programme. We also introduced cross-country branch visits where employees can gain broader insights into customer engagement across different markets.

CX Maturity Activation Plan

To deepen customer experience awareness and address performance gaps, we rolled out a CX Maturity Activation Plan. This included engagement sessions for departments with lower CX Maturity performance in 2023 and a group-wide CX Maturity survey to track progress. In 2024, our performance in Malaysia improved to 64%, up from 59% in 2023, surpassing our target by 2%.

CIMB BEATS Roadshow and Training

The CIMB BEATS programme reinforces a customer-first mindset through its five-step interaction guide—Build Rapport, Establish Needs, Act on Solutions, Take Responsibility and Keep It Simple. In 2024, it continued through roadshows and training sessions aimed at equipping customer-facing staff with skills to deliver exceptional service. Employees leveraged the BEATS five-step interaction guide to enhance their interactions with customers.

Internal Fraud Awareness

We incorporated internal fraud awareness into our training framework to better equip our employees with the ability to identify and mitigate risks effectively while upholding ethical sales and service practices.

INSPIRING A CULTURE OF EXCELLENCE

Recognising and celebrating our employees' contributions is essential to fostering a motivated and high-performing workforce. In 2024, we introduced initiatives that highlight the exceptional efforts of #teamCIMB, emphasising our commitment to excellence and our core EPICC values of *Enabling Talent, Passion, Integrity and Accountability, Collaboration and Customer Centricity*. These initiatives reinforce a customer-centric mindset, helping our employees feel recognised and motivated to uphold these values.

Regional EPICC Excellence Awards

We rolled out a Group-wide Reward and Recognition programme to honour individuals who exemplify our EPICC values in their work. The awards featured three nomination categories: *Safeguarding the Bank, CX Star* and *People Excellence*. These categories celebrate employees who demonstrate outstanding commitment to ensuring customer trust, delivering exceptional customer experiences and fostering a culture of collaboration and integrity.

CX Compliments Campaign

To inspire continued excellence in CIMB's customer experience, we launched a campaign to recognise colleagues who received positive customer feedback. This initiative not only celebrates #teamCIMB's achievements but also reinforces the importance of delivering outstanding CX in every interaction.

KEY OUTCOMES

- Resolved 78% of complaints at the first point of contact, an improvement from approximately 50% in 2023
- An uplift of 66% on number of compliments received from customer in 2024 compared to 2023





DIGITALISATION AND INNOVATION

Strategic investments in digitalisation and technological innovation is central to CIMB's journey to becoming a resilient, customer-centred bank that is ready for the future. Through these innovations, we make it easier and safer for our individual customers and business clients to manage their finances and make data-driven decisions. Strengthening our digital platforms also helps us enhance security, manage risks effectively and fortify our operations – all supporting our role of being a responsible regional bank.

Our ongoing developments in automation, artificial intelligence (AI) and data analytics, are enabling us to operate even more efficiently and adapt to evolving risks while providing stable, secure services.

Digitalisation also plays a significant role in CIMB's ability to reduce our environmental impact, lowering carbon emissions and minimising waste in our operations. Technological innovations that drive cost savings and efficiency further allow us to allocate resources strategically towards activities that benefit our customers and communities.

Through our ongoing commitment to digital transformation and innovation, CIMB aims to be a future-ready bank that helps our customers, communities and the environment move forward together.

KEY OUTCOMES

- Completed 25 major projects under CIMB's Journey Transformation and Digitisation (JTD) programme. These projects helped optimise processes, enhanced customer interactions, and boost efficiency for an overall improved customer experience

GOVERNANCE

HOW WE GOVERN TECHNOLOGY

The Group Technology Division leads our technology governance, with oversight and guidance from the Group Transformation Committee and the Board.



Quarterly

reporting to the Group Operational and Resiliency Risk Committee

Bi-monthly

reporting to the Board Risk and Compliance Committee

Monthly

reporting to the Regional Technology Risk Committee

The security, availability and integrity of our technology and data are critical for our day-to-day operations. At the operational level, Group Technology focuses on delivering governance capabilities such as policy and guideline development, risk control and assurance, quality assurance and audit management, while ensuring compliance with policies and procedures. We adhere to the Financial Services Industry Standards, as well as relevant local regulatory technology policies and procedures in the regions where we operate.

HOW WE GOVERN DATA AND ARTIFICIAL INTELLIGENCE (AI)

The Group Data and AI Division, established in 2024, independently assesses data and AI usage in products, systems and processes guided by the principles of fairness, explainability transparency, reliability and accuracy, as well as, existing security and privacy frameworks.

The Group Data (and AI) Governance Committee will meet at least 10 times annually, with onward reporting to the Group Executive Committee, or escalation to relevant risk committees.

Sustainable Business

INFORMATION TECHNOLOGY: HARNESSING AI, DATA AND AUTOMATION

In 2024, CIMB focused on strengthening its technological resilience and on leveraging AI and data to improve operational effectiveness, proactive monitoring, and cost savings. By investing in advanced technologies like AI, automation, and data-driven insights, we are better positioned to deliver faster, more efficient, and accessible services for customers while supporting financial security.

INTELLIGENT MONITORING: USING PREDICTIVE ANALYSIS TO STAY AHEAD

We enhanced our approach to intelligent monitoring by integrating predictive analysis, allowing us to anticipate threats and resolve issues before they arise. This proactive strategy helps us make quicker, better-informed decisions while reducing downtime and improving service quality for our customers. Our AI monitoring tools trawl through terabytes of data to detect phishing emails, brand abuses and malware threats that could compromise the Bank's applications and systems.

ACCELERATING RPA ADOPTION

CIMB scaled up robotic process automation (RPA) across the bank, improving efficiency, lowering operational expenses and minimising errors. By automating repetitive tasks, we free up resources for more strategic roles and enhance compliance.

UNIFIED PLATFORM FOR APIS

We are moving towards a single unified platform for both internal and external Application Programming Interfaces (APIs) to enable long-term resilience. This platform is designed to accelerate project delivery, automate security and provide resilient operations with built-in reliability and scalability. Ultimately, this enhances cost efficiency while laying a strong foundation for future AI advancements.

MODERNISING OUR CARDS PLATFORM

CIMB has taken a big step forward this year in its multi-year journey to modernise our cards platform, reinforcing our commitment to scalability, high availability, and compliance. This transformation focuses on building a robust architecture that enhances system reliability, minimises downtime, and supports growing transaction volumes to keep up with business demands. By leveraging modern technology, we aim to improve operational resilience, efficiency, and customer experience while enabling faster deployment of new capabilities.

EVOLVING OUR TECHNOLOGY AND PEOPLE

At CIMB, we believe innovation starts with people, and technology is only as powerful as the teams behind it. In 2024, we continued to build on our multi-year transformation programme, focusing on creating a stronger, more adaptable digital foundation that keeps pace with technological advancements. Beyond system upgrades, we invested in equipping #teamCIMB with the right tools, training and opportunities to thrive in a rapidly evolving environment. By encouraging cross-functional collaboration and embedding design thinking into how we solve problems, we create solutions that are not just efficient but closely aligned with our customers' needs, aspirations and positive experiences.

SIMPLER, BETTER AND FASTER

Launched in 2022, CIMB's Journey Transformation and Digitisation (JTD) programme focuses on three key areas: Customer Journeys, Operational Enablement and Employee Experience, harnessing digitisation and innovation to enhance how we serve our customers and empower our employees.

In 2024, we completed 25 major projects under JTD, with 19 more currently in progress. These efforts are designed to streamline processes, enhance customer touchpoints and improve overall efficiency, facilitating a more seamless and responsive banking experience.

KEY OUTCOMES

For customers

- Improved call handling time for the Business Contact Centre
- Enhanced the on-boarding experience for Private Banking customers by standardising processes and guidelines, creating a smoother, more efficient and consistent journey
- Enhanced the SLA for customers requesting audit related letters, enabling faster processing and improved service reliability
- Streamlined the BizChannel customer maintenance request process, making it easier for customers to update their various business details through a simplified digital submission

For employees

- Reduced manual effort and improved accuracy by automating data extraction using Python, minimising errors and streamlining processes
- Enhanced internal workflows with Power Automate, simplifying approval requests, automating notifications, and improving governance through real-time dashboards

EMPLOYEE INNOVATION CAMPAIGNS

We empower our employees to propose, refine and champion ideas that streamline workflows, supporting our goal of making work at CIMB simpler, better and faster. Employees adopt an agile mindset, applying design thinking to reimagine services, challenge assumptions and develop innovative solutions that enhance customer experience, boost productivity and improve operational efficiency while reducing costs.

Automating Funding Notifications for High-Value Foreign Telegraphic Transfers – Group Operations

This innovation automates funding notifications for foreign telegraphic transfers of RM500,000 or more, eliminating manual emails and reducing errors.

Streamlining Enhanced Due Diligence for Politically Exposed Persons – Group Legal and Compliance

This initiative establishes a single platform for managing Enhanced Customer Due Diligence for Politically Exposed Persons. This centralised approach will simplify approvals, reduce errors, improve efficiency, accelerate service turnaround times and strengthen customer engagement. It also facilitates compliance with regulatory requirements, for a more transparent and effective process.

Strengthening Customer Data Accuracy – Group Consumer and Digital Banking

This project focuses on enhancing our customer information database to maintain accurate and verified contact details for all Preferred customers. By strengthening data integrity, we can provide a more personalised and secure banking experience, giving customers the confidence that their information is up-to-date and protected.

Optimising Client Services with Office 365 – Group Commercial and Transaction Banking

The team proposed transitioning the Client Services Manager platform from Adobe Connect to Office 365, aiming to cut subscription costs and improve reliability. The initiative would integrate Microsoft Forms and Teams for training, creating a more seamless and cost-effective experience for both internal and external customers.

Automating Corporate Actions for Accuracy and Efficiency – Private Banking Operations

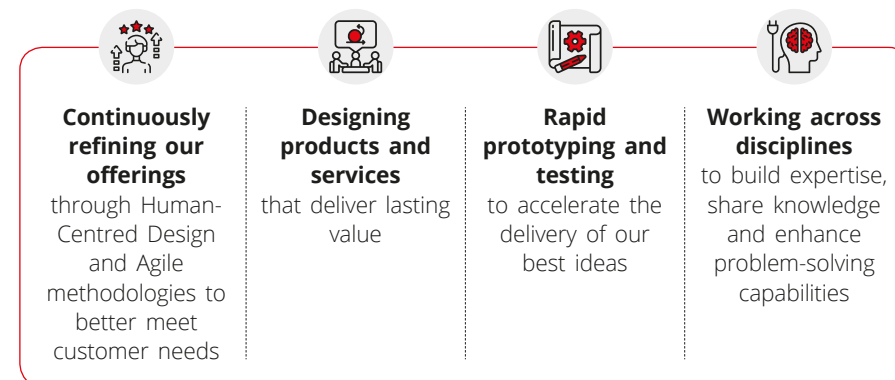
The team suggested replacing the manual corporate actions process with a Python-based automation tool to improve efficiency. The idea aims to eliminate errors, reduce delays, and enhance accuracy, ultimately saving time and minimising complaints.

Speeding Up Mortgage Rate Notifications – Group Consumer and Digital Banking

Instead of sending physical letters for mortgage rate changes, the team proposed an automated SMS notification system. This would cut turnaround time, lower costs, and improve customer experience, with SMS alerts costing just 0.07 Sen per message.

AGILITY IN TRANSFORMING CUSTOMER JOURNEYS

Agility and design thinking remain central to our Transforming Customer Journey (TCJ) efforts. This year, we reinforced our collaborative, cross-functional approach to drive innovation, aligning with our customer-first principles and long-term goals.



Through design thinking, we step into our customers' shoes to understand their needs, challenges and aspirations. This empathetic perspective leads us in crafting thoughtful solutions that turn every success and setback into an opportunity to refine and improve.

Agility and design thinking go beyond improving customer experiences – they are integral to improving efficiency and driving meaningful innovation across CIMB's operations. In 2024, operational teams across Design and Research, Product Management, Technology as well as key business units like Retail Deposits, Investments and Commercial Banking participated in training and workshops. During the year, over 200 employees participated in workshops, professional certification programmes and on-the-job training opportunities – empowering #teamCIMB to better understand and reimagine customer experiences with creativity, precision and purpose.

Sustainable Business

IMPROVING THE CUSTOMER JOURNEY

Customer-centricity remains central to our digital transformation efforts as we strive to provide impactful experiences across all touchpoints. Last year, we introduced the CIMB web-based electronic Know-Your-Customer (e-KYC) platform, enabling a fully digital account opening process for retail deposit customers. This milestone optimised the customer experience, streamlining the onboarding journey and empowering customers to open accounts anytime, anywhere – securely and conveniently.

In 2024, our e-KYC platform was updated to include Durian-i. This innovative product allows customers to invest in retail assets digitally. Customers can now easily select Durian-i via the app, marking another step forward for CIMB in delivering tailored and accessible banking solutions.

Looking ahead, we are working on several transformative projects to further improve digital onboarding and expand our ecosystem:

- **Touch ‘n Go Digital (TNGD) SME Financing:** By integrating our in-house SME Financing Tool with TNGD via API, we aim to extend CIMB SME products to TNGD merchants, improving financial accessibility for SMEs
- **e-KYC for SME Financing:** Building on the e-KYC platform, this project introduces business rule qualifications and online verification to fast-track financing applications for SMEs. This enhancement sets the stage for a fully automated process in the future
- **Digital Sales Transformation:** A new multi-channel digital onboarding platform now enables customers to apply for personal loans via the CIMB OCTO App, simplifying the process and further improving accessibility for consumers

OUR DIGITAL PLATFORMS

We are committed to embedding sustainability into our digital transformation strategy to create lasting value for our stakeholders through thoughtful and forward-thinking approaches. Some of the ways we have brought this strategy to life include digitising product journeys, embracing paperless transactions, expanding mobile banking access to underserved populations and continuously improving security to keep our digital platforms safe, reliable and trusted.

CIMB OCTO

In 2024, we successfully migrated over 4 million users in Malaysia to the new CIMB OCTO App with minimal friction. This transition marks a significant milestone in our digital transformation journey, ensuring users benefit from enhanced features and a modernised experience, all while maintaining platform stability and user satisfaction. We consistently delivered key service enhancements as planned, including the introduction of Flexi Payment Plans, eFixed Deposits, Credit Card Controls and streamlined product application processes. These upgrades have improved customer convenience and usability, reinforcing our commitment to providing the best banking experience.


BIZCHANNEL AND OCTO BIZ

CIMB offers digital omni-channel banking platform to its non-retail customers across web, mobile and host-to-host (file based) connectivity solutions. Throughout 2024, we had a 100% uptime, ensuring uninterrupted service for our users.

We continue to invest in enhancing scalability, reliability, and user experience. In 2024, we introduced an improved platform experience to 70,000 existing and new-to-bank customers. This contributed to a 5% increase in overall transactions and a 2% net growth in customers served.

By adopting a modular platform design, we enable seamless deployment across multiple markets while ensuring consistency in features. This approach also supports future enhancements, including paperless onboarding, domestic and cross-border transactions, digital services, and cross-selling opportunities.

KEY OUTCOMES



Service Uptime*

- Retail Banking Application: Achieved 99.88%
- BizChannel: Achieved 100.00%

* Excluding planned downtime, covering Malaysia, Indonesia, Singapore, Thailand and Cambodia



CYBERSECURITY AND DATA PRIVACY

In today's digital-first world, cybersecurity is essential for protecting customers' financial and personal information and maintaining the trust that underpins banking. Cyber threats go beyond data breaches and financial losses; they destabilise financial systems, erode trust and impact the overall wellbeing of individuals, communities and the economy.

In Southeast Asia, cyberattacks grew by 65% over 18 months¹, with over 9 billion incidents recorded. Attacks on the financial sector account for nearly 20%² of all cyber incidents globally.

Data privacy (or data protection) further requires financial institutions, as data controllers/users, to uphold trust by respecting personal rights and handling personal data responsibly. As custodians of customer data and financial assets, CIMB recognises our critical role in addressing these challenges. To protect customers and uphold the integrity of the banking system, CIMB embeds a stringent risk management culture across all operations. We continuously enhance our cybersecurity infrastructure, deploying advanced technologies and collaborating with industry experts to stay ahead of evolving threats.

CYBERSECURITY

Protecting our customers and their data is central to what we do, making robust information security a vital part of our risk management framework. As the digital economy evolves, we continuously strengthen and adapt our cybersecurity measures to stay ahead of emerging threats.

GOVERNANCE AND FRAMEWORK

Cybersecurity is a critical component of our approach to managing technology risks and is an integral part of our Enterprise-wide Risk Management Framework. This framework follows a three-lines-of-defence model to effectively identify and address technology and cybersecurity challenges. Our robust governance approach is anchored on comprehensive policies, as well as oversight from the Board and Senior Management.

More details about our cybersecurity framework are available on our website .

OPERATIONS APPROACH

In Malaysia, CIMB's GT-Tech Shared Services, Info and Cyber Security team conducts regular security assessments, including penetration tests, vulnerability evaluations, patch assessments and risk and impact analyses, all independently verified by external experts. The team also performs regular cyber drill simulations, intelligence-led penetration tests, compromise assessments, red teaming and business continuity exercises. It also delivers security awareness exercises, essential digital security training and tools to support the organisation's daily operations.

Our Security Operations Centre operates 24/7, using advanced analytics-driven Security Information and Event Management (SIEM) technology to continually collect, monitor and analyse high volumes of network and machine data in real time. Our Cyber Threat Intelligence team actively monitors various threat intelligence feeds and sources to identify potential cyber threats. Any cybersecurity risks detected are promptly escalated to the Computer Emergency Response Team (CERT) for investigation.

To enhance the detection of emerging threats, the team uses machine learning-powered solutions to identify new cyber threats. Countermeasures include blocking high-risk connections and pursuing legal action to take down phishing or fraudulent websites.

CIMB has implemented advanced encryption standards, access control measures, segregation of duties, as well as environmental standards, to provide a safe and secure digital experience for all users. Environmental controls and security measures continue to evolve to maintain robust protection across our systems.

Similar cybersecurity measures are implemented across all countries where we operate, tailored to local regulatory requirements and risk landscapes.

IMPROVING CONTROLS AND PROCESSES

CIMB remains ISO27001-certified for security operations, with support from independent assessors, expert testers and security teams to evaluate and strengthen our security governance and project readiness.

Building on progress made in 2023, we enhanced endpoint security investigations by integrating real-time visibility and control with a system that combines vulnerability management and rapid incident response. This system detects potential weaknesses across our networks and devices, enabling swift response to protect the Bank against cyber threats. To further support cybersecurity response and investigation requirements, we also implemented a High-Risk Endpoint Monitoring solution for endpoint surveillance.

¹ The High Stakes of Innovation: Attack Trends in Financial Services, Akamai, 2023.

² Rising Cyber Threats Pose Serious Concerns for Financial Stability, International Monetary Fund, April 2024.

Sustainable Business

In 2024, we introduced advanced measures to further secure customer data stored in our Cloud infrastructure and SaaS applications. These solutions strengthen security by continuously preventing, detecting and responding to emerging cyber threats while addressing configuration and security vulnerabilities through continuous monitoring.

SYSTEM READINESS AND TESTING


Our Group Technology Disaster Recovery Policy reflects CIMB's commitment to maintaining readiness, resilience and continuity in the face of incidents, emergencies or disasters. Aligned with internationally recognised best practices, the policy sets clear standards for IT disaster recovery planning, execution and business continuity across the Group.

Maintaining data integrity and availability remains a key focus of our business continuity and recovery plans. We conduct multiple stress tests annually to maintain preparedness, covering live scenarios, simulations and industry-wide exercises. Critical systems undergo annual testing to comply with regulatory and industry standards, upholding readiness and resilience in the face of potential disruptions.

DRIVING A CULTURE OF PRIVACY AND SECURITY

Our approach to responsible data usage reflects our commitment to fostering a secure and resilient environment, where #teamCIMB and our customers can operate with confidence and trust. By fostering a strong culture of privacy and security, we empower employees to make informed decisions that safeguard sensitive information and uphold the integrity of our financial ecosystem.

Training and Awareness

Our e-learning curriculum covers a broad spectrum of information and technology governance topics, ranging from data management and privacy security to business continuity. Complemented by the Digital and Data Academy, along with external trainers, we focus on developing specific skills and enabling key roles. For more information on our Digital and Data Academy, read our Talent Attraction, Retention and Growth section on page 88 .

In countries where data protection laws are enforced, we update and train our Customer Resolution Units to engage and respond to complaints or allegations of possible breaches, enabling timely escalation and resolution.

User Accountability and Responsibility

We prioritise cybersecurity awareness and accountability among our employees. Simulation exercises are conducted regularly to test #teamCIMB's knowledge of security threats, with additional online training provided for those who need improvement.


As hybrid working becomes the norm, we are committed to maintaining the security of confidential systems accessed remotely. Our teams closely monitor system activity and flag irregular behaviour, continuously updating threat scenarios to pre-empt and address potential unauthorised access. To mitigate risks, we have implemented robust end-user controls and foster a culture of awareness that encourages accountability and reduces the likelihood of accidental data exposure. Selected staff activities on specific systems are also monitored for any unusual access patterns to manage internal conduct risks.

Our data protection practices adhere to data minimisation principles and "need-to-know" access. By applying the principle of least privilege, individuals and systems are granted only the access necessary for their roles, limiting exposure to sensitive information and minimising misuse risks.

DATA PRIVACY AND RESPONSIBLE USE OF AI

Protecting customer and stakeholder data is a core responsibility at CIMB, and it is with the utmost diligence. Guided by our Group Data Protection and Management Policies, we uphold consistently high standards in data handling across all operations. These policies are embedded within our robust risk and control framework, reflecting a shared responsibility among employees at all levels. Senior governance forums provide oversight, while dedicated Data Protection Officers monitor compliance, enforce best practices, and adapt policies to align with evolving local laws and regulations.

OUR PRINCIPLES

Operating in a highly regulated and increasingly digital landscape, CIMB is committed to managing data and systems responsibly, ethically and consistently. Our approach reflects our dedication to safeguarding customer and stakeholder trust. Details on our core data privacy principles and practices are available on our website .

KEY OUTCOMES

- Preserving Privacy of Data Subjects
- Handling and processing data in a transparent, explainable, fair and secured manner, with appropriate accountability

RESPONSIBLE AND FAIR USE OF DATA

CIMB's approach is rooted in the ethical, responsible and empathetic use of data, reflecting our respect for individuals whose personal data we collect, process or store. Our Privacy Policy outlines how we manage and protect personal information while responsibly adopting technologies such as cloud computing and AI.


Read more about our policies for respective entities below.


Malaysia 

Indonesia 

Singapore 

Thailand 

Philippines 

Vietnam 

This year, we established the Group Data and AI Division, led by the Chief Data and AI Officer, who reports to the CEO and Board, providing leadership and focus on AI and advanced data analytics. The Data Protection and Privacy functions under the Group Data Protection Office have been further expanded to address evolving governance needs, including the responsible and ethical use of AI. This allows CIMB to be agile and holistic in governing and responding to regulatory changes related to data and emerging technologies.

We have updated our privacy notices and obtained necessary consent, revised the data impact analysis and risk assessments, and integrated privacy controls into new systems and technology deployments.

Additionally, we retain data following legal and regulatory requirements, ensuring it is deleted or rendered unreadable after the required retention period. We continuously monitor customer complaints and potential regulatory data breaches. There were no major or material data or security breach incidents experienced or substantiated in 2023 and 2024³.

SAFEGUARDING PRIVACY AND CONFIDENTIALITY

At CIMB, trust begins with our unwavering commitment to protecting privacy and maintaining confidentiality across all our operations. Our Data Protection (Privacy) principles are embedded in the design and management of systems, products and services to safeguard stakeholder data. Policies and control measures undergo rigorous independent reviews every two years. This proactive approach strengthens our practices, aligning them with industry standards.

CIMB'S APPROACH TO RESPONSIBLE AI ADOPTION

CIMB is increasingly leveraging Artificial Intelligence (AI) to improve the efficiency of our operations and enhance data-driven decision-making.

Our AI adoption is governed by the Group Technology Risk Management (GTRM) framework, which helps to ensure responsible AI use. The framework includes the Emerging Technology Risk Policy and the AI and Machine Learning (ML) Risk Policy, which outline principles of accountability, transparency, fairness, and accuracy to safeguard corporate and customer data while ensuring compliance with regulatory requirements.

RESPONSIBLE DATA DISCLOSURES AND TRANSFERS

CIMB upholds trust, ethics and fairness as core principles in managing data disclosures and transfers. With the rise of remote digital banking, AI-driven solutions, cloud connectivity and increased data sharing, these principles have never been more critical.

We ensure that data disclosures and transfers to third parties comply with legal and regulatory requirements and are conducted with the necessary consent where applicable. This commitment safeguards stakeholder trust while embracing advancements that enable seamless and secure banking experiences.

For more information on our data governance framework and responsible data management practices, please visit our website .

³ Substantial incidents refer to written notices from regulators or similar authorities to CIMB, identifying a breach, complaint, or material issue that CIMB recognises as legitimate.