

## Maybank staff in Sabah take part in Global CR Day

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*In addition to the 100 corals planted last year, Maybankers planted another 250 baby corals in Mabul Island, Semporna in conjunction with the Maybank Global CR Day this year.*

KOTA KINABALU (Oct 1): Over 18,000 Maybank employees worldwide came together for the 13th Maybank Group Global CR Day where they made a difference to over 20,000 community members across Maybank's operational footprint, by continuing to play a role in positively impacting lives and the environment through sustainable initiatives.

Guided by the theme "Leading the Change in Sustainability", Maybank Group Global CR Day is part of the Maybank Group's flagship employee volunteerism programme, Cahaya Kasih (CK), a platform that enables and empowers Maybankers worldwide to come together as agents of change, leading the charge in driving environmental responsibility, empowering communities and education towards a more sustainable future.

The Maybank Group Global CR Day is a one-day event for Maybankers to showcase their year-long commitment towards their CK initiatives and it is believed to be the one of the largest single community programmes undertaken simultaneously in one day, by a Malaysian-based corporation in a global scale.

This year, 96 initiatives were implemented across the Group, not only in Malaysia but also across its offices abroad – from New York, London to Greater China and across ASEAN – coming together to unite their strengths and dedicate their time and passion to become forces for good.

The global initiative is in line with Maybank's Sustainability Commitments namely to improving the lives of two million households across ASEAN by 2025, and achieving one million hours per annum on sustainability and delivering one thousand significant UN SDG-related outcomes by 2025.

Group Chief Human Capital Officer Maybank, Mazhatulshima Mohd Zahid, said that Maybank's 13th Group Global CR Day reflects the Bank's unwavering commitment to transforming lives, uplifting communities, and protecting the environment – aligning with the Group's mission of Humanising Financial Services and reinforced through its M25+ strategy.

“Through the spirit of collaboration and community, we continue to champion one of the region's largest corporate responsibility initiatives. In tandem with Malaysia's ASEAN Chairmanship, it underscores our commitment in tackling the challenges faced by people and communities. By implementing high-impact initiatives, we aim to uplift livelihoods, strengthen social resilience, and safeguard the environment across ASEAN and throughout the world.”

“Cahaya Kasih remains at the heart of our employee volunteerism efforts, designed to address real-world issues and equip underserved groups for the future and reaffirms our dedication to creating sustainable, long-term change. The structured two-year cycle enables us to deliver deeper impact—empowering people, nurturing communities, and advancing regional progress throughout the year.”

In Sabah, over 700 Maybank employees from Sabah and Labuan came together to deliver three impactful initiatives under the Cahaya Kasih programme on September 27.

The first, Preserving Sabah Cultural Heritage, celebrated the state's traditions through cultural performances, food workshops and showcases of traditional attire, alongside participation from about 90 secondary students.

The second initiative, TREES Coral, strengthened marine conservation efforts with coral planting, beach clean-ups and awareness programmes in the East Coast of Sabah to inspire younger generations.

The third, Sinurambi Hijau Ku, promoted sustainable living by enabling four welfare homes to grow their own food through conventional farming and hydroponics.

Together, these initiatives mobilised hundreds of Maybank volunteers, benefiting local communities while preserving the environment, empowering education, and sustaining cultural heritage.

Elsewhere, members of the Board, senior management and employees at various locations, came out in full force to take part in their respective initiatives which included tree-planting, food aid distribution, financial literacy workshops, and skills training and many more.

The Group Global CR Day was first introduced in 2010, to commemorate Maybank's five decade long of financial services. Over 10,000 employees took part in the inaugural event. The increasing number of participants reflects the strong team spirit among employees to come together and participate in such a unique global volunteerism programme.

The Group Global CR Day stands apart from typical CSR initiatives as it is employee-driven, year-long and regionally coordinated. Each initiative is designed by employees who understand the needs of their communities, ensuring authenticity and sustainability. With the support of Maybank Foundation and Maybank Group Human Capital, the programme consistently delivers measurable impact, making it one of the most comprehensive and coordinated employee volunteer movements in ASEAN.