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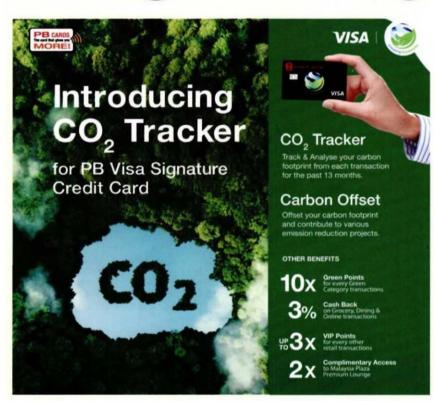
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Generating positive impact through financing



s the impacts of climate change are increasingly felt — by individuals and businesses alike — the need to transition to a low-carbon economy has become a global priority. In line with its ethos to be a "Bank for the people", Public Bank Group is stepping up to offer green financing solutions that can drive this critical transition.

The financing solutions don't just deliver environmental benefits but also offer significant social value when paired with inclusive and social financing options that support micro businesses and lowincome families.

One key example is the green financing solutions that Public Bank offers to help companies adopt renewable energy technology. This is one of the most effective ways to reduce dependence on non-renewable energy sources.

By investing RM100,000 in solar panels for a shop lot office, for instance, a business can enjoy an estimated RM1,500 savings in electricity bills per month and achieve a return on investment within 5½ years.

The bank's financing solutions help businesses make this low-carbon transition both financially viable and environmentally responsible.

Another example is in green building financing solutions that Public Bank offers, which support the construction and retrofitting of old buildings to meet green technology requirements that are in line with frameworks like the Green Building Index.

This financing is particularly beneficial for businesses that seek to create workspaces that are aligned with environmental standards, ultimately boosting their competitiveness in an

increasingly eco-conscious marketplace.
Additionally, the bank is assisting

Additionally, the bank is assisting individuals and businesses to adopt energy-efficient vehicles (EEVs), including low-emission hybrid and electric vehicles (EVs).

Transport is one of the biggest sources of emissions, and as the cost of EVs decreases while government incentives become increasingly available, many businesses are exploring the replacement of traditional fuel-powered fleets with electric ones.

As of June 2024, the bank has mobilised over RM41 billion in EEV and EV loans since 2020. The company also collaborates with EV car dealers to offer attractive rates, thus encouraging consumers to contribute to a greener economy while reducing long-term fuel costs.

Other than financing products, Public Bank also offers eco-friendly credit cards through the Journey towards Carbon Neutrality with PB Visa Signature Credit Card Campaign, which offer perks like cashback and reward points on products and services that align with sustainability goals.

The card itself is made of 84% plantbased material, which reduces the The Journey towards Carbon Neutrality with PB Visa Signature Credit Card Campaign introduces the PB Visa Signature Credit Card which tracks carbon footprint and works with the MyPB app to earn reward points and benefits for eco-friendly purchases and services

carbon footprint generated from card production. This initiative by the bank reflects a shift in consumer behaviour, where consumers now are more inclined to support businesses that align with their environmental values.

Creating social impact

The transition to a low-carbon economy must also be inclusive and benefit all individuals, regardless of their income levels. Inclusive financing is therefore critical to reduce inequality and foster social stability.

The bank is addressing this by facilitating access to homeownership for low-income earners, therefore promoting financial security and empowering individuals to invest in their futures.

Through inclusive home financing, the bank provides affordable mortgage solutions with flexible repayment terms and reduced interest rates, enabling low-income families to achieve homeownership.

As of June 2024, the bank has mobilised over RM8 billion in financing for new home loans under RM300,000 since 2020, benefiting 42,000 low-to-medium income earners.

The social impact of such financing is significant. It helps break the cycle of poverty, enhances family stability and supports the overall well-being of society, thus contributing to stronger and more resilient communities.

Small and medium enterprises (SMEs) also cannot be overlooked in the transition. SMEs are major contributors to the country's economic growth and contribute significantly to job creation, innovation and overall productivity.

This is why Public Bank is participating in various strategic financial schemes in collaboration with the government and Bank Negara Malaysia to provide funding. One of its latest collaborations is with Credit Guarantee Corporation Malaysia Bhd, where the bank has committed RM1 billion in financing to SMEs across Malaysia.

Micro businesses — those with fewer than 10 employees — are also served by the bank. These micro businesses are often the backbone of local communities and are frequently left out of traditional lending frameworks.

It is important to ensure they receive the necessary resources to embrace changes and achieve success, especially since these businesses often employ individuals from lower-income households and operate in underserved areas, making their success critical for broader social progress.

The bank has launched three social financing initiatives to assist the underbanked and unbanked customer segments since 2023. For instance, under Bank Negara's iTEKAD umbrella, Public Islamic Bank Bhd collaborated with Institut Keusahawanan Negara and Majlis Agama Islam Wilayah Persekutuan to organise community empowerment programmes for micro entrepreneurs in the asnaf and B40 categories.

iTEKAD participants benefited from seed capital, structured training and microfinance as a solution to promote greater resilience. More recently, iTEKAD 3.0 was launched to empower micro entrepreneurs in the sewing sector, which supports traditional sewing techniques and fosters innovation in local garment production.

To date, the bank has invested over RM500,000 in the iTEKAD initiative, which is a testament to the bank's commitment to community development through social finance.

Widening the circle of impact

As more small businesses adopt sustainable practices, it creates a ripple effect throughout their communities. Sustainability-driven businesses set a positive example for others to follow, influencing their suppliers, customers and other stakeholders to also embrace eco-friendly operations.

Subsequently, this community-wide shift towards sustainability fosters a culture of environmental stewardship, where businesses and individuals alike prioritise responsible resource management and climate-conscious decisions.

To ensure that this ideal becomes a reality, as the bank expands its portfolio of sustainable financial products, it remains steadfast to its motto by making sustainability solutions accessible to everyone.

By providing the capital necessary for businesses and individuals to transition to greener practices, the bank is not only reducing the collective carbon footprint but also creating a more just and inclusive economy.

Together with all its stakeholders, the bank can build a future where environmental sustainability and social equity go hand in hand, ensuring the benefits of a low-carbon economy are shared by all.

For more information on Public Bank's products, visit https://www.pbebank.



The recent Public Islamic Banking iTEKAD Fiesta 2024

Winners take home prizes such as a Tesla Model 3, Ebxion Bold EV and Samsung Galaxy Z Fold5 in the Journey towards Carbon Neutrality with PB Visa Signature Credit Card Campaign which encourages the purchase of carbonreducing services and products

