



Finance with Value Creation

Sustainability Report 2010

AAIB's CSR Vision ...

“To be a bank that grows with integrity, morality and accountability, a bank that readily acknowledges its responsibility towards all its stakeholders and lives up to its duties with both eagerness and passion.”

MESSAGE FROM CEO

“With a constantly maturing understanding of corporate social responsibility, we become more and more inclined to believe it is about value creation.”



Dear Readers

Our commitment to corporate social responsibility started in 2002 to coincide with the bank's adoption of an aggressive growth strategy that ultimately made it consistently the fastest growing bank in terms of size and profitability for five consecutive years. At that point, we felt a duty that we should not only grow financially but also develop a deeper commitment to help the growth of the community. We believe that our role goes beyond profit-making to include a moral mission to society.

Joining the Global Compact in 2005, we learnt that CSR involves much more than sincere philanthropy. It is about building content, substance and structure much of which has been inspired and guided by the UN Global Compact principles that comprise the essence of human rights, labour laws, environmental and anti-corruption guidelines. The more we develop a deeper understanding of these principles, the more we realize that financial institutions should work hard to interpret their implementations within the confines of their specific industry. To this end, we have been working diligently to come up with industry best practices.

For many in Egypt, CSR is a concept that is rapidly gaining acceptance and the private sector's tremendous potential to contribute to sustainable development remains insufficiently explored. Over the past months, we have invested heavily in building our employees' understanding of how companies, and the financial services sector in particular, can go beyond profit-making to bring about sustainable improvements in the community. From their feedback, we have also gained a wealth of fresh ideas as to how we can develop an innovative and distinctive approach to living up to our responsibilities - one that is uniquely tailored to the Egyptian context. We are committed to taking these forward over the coming months and years.

With a constantly maturing understanding of corporate social responsibility, we become more and more inclined to believe it is about value creation. CSR is more an opportunity and an investment rather than a risk and a cost as originally assumed. In many ways, CSR is not a zero sum game but an effective formula to generate a win-win scenario to all stakeholders.

In time, we are experiencing an evolving business rationale that correlates transparency, integrity and positive societal and environmental impact with core competency and profitability.

This report signals our openness to establish dialogue and engagement with the wider community as well as our determination to be fully accountable for our actions. While we have made some notable achievements, we are eager to learn more and to build our efforts in a way that not only inspires our employees but also others in the business community. I and others at AAIB embrace this endeavor with the eagerness and passion that has underpinned our success to date and invite you to work with us - to enact our belief that CSR is about value creation.

Hassan Abdalla
Chief Executive Officer

A handwritten signature in blue ink, appearing to read 'H. Abdalla'.

EXECUTIVE SUMMARY

The Arab African International Bank firmly believes that the scope of its achievements and responsibilities should not be measured in purely financial terms, but should also encompass its contribution to society as a whole. Its CSR program not only involves the bank and its employees, but also its shareholders, business partners and clients, as well as the wider community.

In 2005, the bank became a member of the Global Compact. Its principles in human rights, labor, the environment and anti-corruption have since provided a framework for the bank's CSR efforts. The bank is also working closely with a number of national and international partners as part of its CSR program. For example, AAIB is the only Egyptian bank member of The London Benchmarking Group (LBG), a group of over 100 companies working together to measure Corporate Community Investment (CCI). In 2009, AAIB also became the first bank to adopt the Equator Principles to assess project finance while controlling risk involved in social, ethical and environmental hazards.

AAIB knows that the stakeholders are the main priority in the bank's business and they are consistently kept in mind throughout all endeavors. With each stakeholder represented, AAIB dedicates efforts to all of them through various initiatives. The shareholders, the community, the clients, the business partners, the employees and the environment are pieces that work together to increase the value of the bank and the community.

With a dedicated CSR team put into place, AAIB has a focused drive to face the challenges presented in the health and education of the Egyptian community. AAIB's most prominent CSR achievements include the We Owe It to Egypt Foundation and the Arab African International Bank Award (AAIB Award). The We Owe It to Egypt Foundation is the first to be developed by a bank with the aim of achieving sustainable development in health and education.

The Arab African International Bank Award is Egypt's first financial competition that offers actual field experience to undergraduates. The award is an educational competition that invites college students to create and develop innovative banking products and/or services. For the past six years, the AAIB Award has opened the door for hundreds of students to innovate and compete under the guidance of business and banking professionals.

AAIB also sponsors individual projects such as The Grand Egyptian Museum, which is going to be the biggest archeological museum in the world when completed in 2011. It will overlook the pyramids, with the latest up-to-date facilities.

However, the AAIB believes that, despite its achievements so far, it has only begun to realize a fraction of the Egyptian corporate world's potential for positive social change.

CSR

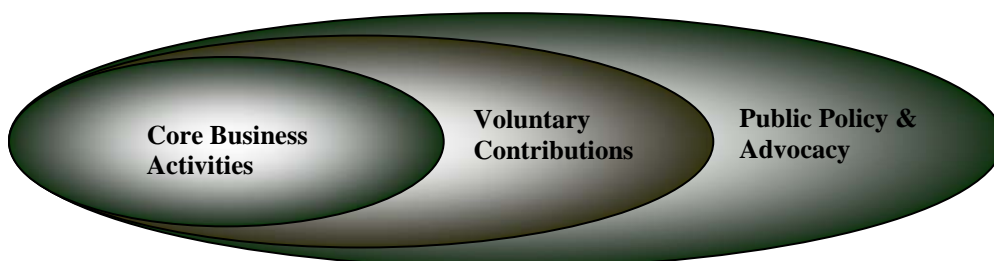
**FROM CONCEPT
TO STRUCTURE**

WHERE DOES THE VISION START?

AAIB's strategy is to practice *Corporate Social Responsibility (CSR)* in a well structured and systematic manner to ensure coherence and efficiency in implementation. As such, AAIB institutionalized CSR through adopting international frameworks such as the United Nations Global Compact principles, and reference to our associated groups, the Equator Principles and the London Benchmarking Group (LBG), along with our businesses values. Together, these will outline and define our serious commitment to our CSR policy.

OUR APPROACH

AAIB adheres to the UN Global Compact structural and comprehensive approach to CSR with a focus on the three main components outlining its **Spheres of Influence**: Core Business Activities, Voluntary Contributions (Philanthropy) and Public Policy Advocacy.



I. Core Business Activities

AAIB focuses on how to integrate strategic CSR initiatives within their business practices in key functional areas and produce measurable results. Recognizing the link between business success and the well being of stakeholders, AAIB is set on making the business case for how prudent CSR practices can augment the bank's core competence and create new opportunities to benefit the organization.

AAIB's efforts to embed CSR into core business practices involved the establishment of a **CSR Unit** to align CSR strategies and goals with that of the organization.

Furthermore, with the assistance of a third party, a consultant, a benchmarking study of some international banks has been presented in a Gapping Report. Based on international and regional views of current good practice, the report provided guidance on techniques to assist the bank in implementing its CSR strategy; as well as how can the bank respond to particular challenges that Egypt face in this matter.



The bank has also started internal awareness CSR workshops targeting executives and employees. The workshops revealed significant interest and engagement on the part of employees, who were very forthcoming with ideas and policy recommendations.

- **CSR Unit**

Acting as the governing and strategic decision-making body for the bank's sustainable development activities, Mr. Hassan Abdalla, bank CEO and board member, approved the creation of a Corporate Social Responsibility (CSR) Unit in 2007, within the Marketing and Communications Department. This unit coordinates and synthesizes broad sustainability policies in line with bank's overall strategy.

Acknowledging the fact that senior level support and engagement are the most critical components of any successful CSR strategy; a CSR Steering Committee is being created represented in heads of various parts of the organization to embed sustainability deeper into the bank.

The CSR Unit, though constitutes of a small team, yet are extremely passionate about leveraging the bank's full resources, creating positive impact both internally within the bank and externally among all bank's stakeholders.

In collaboration with external CSR consultants, we succeeded to conduct researches for initiating well-planned CSR programs and developing activities to engage various stakeholders is also a key factor for the Unit to be on top of events.

With the objective of developing a shared understanding of CSR at AAIB, and prioritizing CSR issues of importance to key AAIB stakeholders, and by way of contribution, the CSR Unit conducted three CSR workshops and training sessions for bank heads and staff members to discuss and embed CSR more widely in the Bank's day-to-day business operations. In parallel, we ensure on-going update about CSR activities and programs through various internal communication channels to create the mindset of what CSR is about and how it involves each and every person in the bank.

Presenting our CSR and sustainability progress is always part of our annual reporting to stakeholders. Since the unit's establishment, AAIB has been keen about submitting an annual Communication on Progress Report (COP) to the Global Compact. Website: www.unglobalcompact.org. This year will also witness our first annual CSR Report.



II. Voluntary Contributions

AAIB made giant strides in institutionalizing its voluntary contributions to the community in a manner that involves not only material contribution but also operational involvement to ensure concrete results.

Since 2003, AAIB has shown an instinctive inclination for growth to be reflected not only in numbers but also in moral commitment to help develop the country we are operating in.

One of AAIB's main assets of the voluntary contributions made to the Egyptian society is the **foundation of "We owe it to Egypt"**. The foundation has been established by the bank in 2007, aiming to pool patriotic resources to establish a focused center of excellence in health and education.



Mr. Hassan Abdalla, AAIB's CEO, visiting children patients in one of the foundations projects.

Another asset, resembling AAIB's voluntary contribution is the **Arab African International Bank Award (AAIB Award)**; which is considered the first of its kind in the field of academia, encouraging university undergraduates in designing innovative financial products or services for the Egyptian market.



III. Public Policy & Advocacy

As a leader in the banking industry, AAIB believes in a moral obligation to share its experience and best practices with its peers. While remaining true to our pioneering spirit in this as in all other fields, AAIB is taking a lead in Egypt in spreading awareness of how companies, and the financial services sector in particular, can manage their economic, social and environmental impact more effectively and to the benefit of both business and the community.

AAIB is currently in the process of establishing a **forum** for sustainability in banking and finance in the Middle East. This forum outlines our commitment to entrench sustainability practices in the sector on a regional level and opens the door for further dialogue, debate, and collaborates among peers with a common cause.



AAIB presenting its CSR experience as a case study at an Egyptian CSR conference.

Active Participation in CSR Conferences

We believe that our role in the community includes promoting CSR good practices through participating in several conferences in Egypt and abroad.

As a recognized leader in the banking sector AAIB was invited to participate in the **CSR conference** in March 2008 and 2009 held under the auspices of the Ministry of Investment. 2010 will mark the 3rd CSR conference to be joined by AAIB.

HOW DOES OUR APPROACH CREATE VALUE TO ALL OUR STAKEHOLDERS? (STAKEHOLDERS FRAMEWORK)

AAIB believes in the notion that CSR is about value creation, where it is seen as an ecosystem that is enriched only with genuine engagement of all our stakeholders. Focusing on only one component ignores the richness as a whole.

We are in the process of ensuring the bank's policies and strategies for each stakeholder group in order to ensure it lives up to its responsibilities. While each stakeholder has different key points to address, they all play a pivotal role in effecting the existence of an organization. Responding to evolving stakeholders demands by being innovative and setting key targets for improvements in all areas of our performance is a core part of our commitment to continuous learning and sustainable business success.

In a nutshell, CSR should have the capacity to reach all stakeholders, working cohesively as a group to benefit on another.

CSR should have the capacity to reach all stakeholders.



Corporate Sustainability is about the capacity to reach out positively to all our stakeholders.

The success of conducting any business is in determining who your stakeholders are and doing your best to add **real value** to them through serving their needs.

AAIB is keen about providing significant value to each stakeholder, through transforming the resources, getting their engagement and involvement, and ensuring real long-term impact.

There are many stakeholders involved with any organisation, however according to the organisation's scope of work and type of business, it is essential to identify our key stakeholders.

As a bank, AAIB focuses on the interest and benefit of six primary stakeholders:

1. Shareholders
2. Customers
3. Employees
4. Business Partners
5. Community
6. Environment

HOW DOES AAIB CREATE & MAXIMIZE

VALUE FOR ITS SHAREHOLDERS?

This focus on honesty and transparency reflects and strengthens our financial strategy, which is based on sound financial management, and maximizing shareholder value.

CREATING VALUE TO SHAREHOLDERS

I. Our Commitment ...

We believe that our shareholders should be informed in a factual and timely manner of important developments at the bank. This focus on honesty and transparency reflects and strengthens our financial strategy which is based on sound financial management and maximizing shareholder value.

II. Growth and Profitability

We focused on protecting shareholders' rights and interests by maximizing the return earned over time. Through effective management of the bank's assets and continued growth of the bank's profitability, AAIB continues to keep the shareholder's satisfaction as a main priority.

III. Corporate Governance

Establishing an effective corporate governance framework and disclosing accurate and up-to-date information to shareholders, comes among AAIB's main commitments. We strive to exercise corporate governance that exhibits responsible banking and goes beyond mere checks and balances.



- **Board of Directors**

AAIB is run by a highly effective Board, which consists of a majority of non-executive directors, with a wealth of experience in finance. The Board exercises its authority in accordance with the Bank's bylaws and all applicable laws and regulations.

An Internally Controlled Environment

<p>Executive Committee:</p> <p>The Executive Committee studies and classifies finance and credit facilities and contributions to corporate equities, according to lending regulations set by the CBE; take decisions related to cases, and report them to BOD. Also, the committee expresses its opinion on modifying the organizational and job structure of the bank and the regulations and systems governing its system of work.</p>	<p>Audit Committee:</p> <p>The Audit Committee is considered the highest level of internal control, performing a supervisory and control function, through overseeing the internal control framework applied by the Bank. Guided by AAIB's Code of Conduct, the committee insures that standards are being met through quality inspections, remain transparent by producing quarterly reports, and assuring the clients are protected against illegal activities such anti-money laundering activities.</p>	<p>Corporate Governance (GC) Committee:</p> <p>The GC Committee has been established to assist the Board in fulfilling its oversight responsibilities regarding the effectiveness of the Bank's corporate governance system. The Committee's strategic objective is to maximize corporate value for the bank's shareholders, depositors, employees, and other stakeholders while maintaining corporate guidelines.</p>	<p>Remuneration Committee:</p> <p>The Remuneration Committee determining the compensation package for the CEO and designated senior executives in alignment with shareholder value, and to ensure that executives and employees overall are incentivized to enhance their contribution to the Bank's success.</p>
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HOW DOES AAIB

**CREATE VALUE
FOR THE COMMUNITY?**

*We believe that no development would take place in Egypt, unless
Health and Education are consistently and sincerely addressed.*

CREATING VALUE FOR THE COMMUNITY

Our Commitment ...

Giving back to the community by acting as a responsible corporate citizen is one of AAIB's intrinsic principles.

We Aim for Development

Along with our core business in the economic development of a country, at AAIB we believe our role as a financial institution goes beyond this mission through acting as a responsible corporate citizen and focusing on human development, believing this is where Egypt's real wealth lies.

As such, AAIB focuses on empowering two basic pillars of human development: Health and Education. In this, the bank initiated two major community programs: "We Owe It to Egypt" foundation, and the "Arab African International Bank Award" annual banking competition.

Moreover, in cause marketing, AAIB supports and cooperates with various organizations active in cultural and environmental causes; such as: Al Sawy Cultural Wheel, and Al Azhar Park as well as other social programs.

I. We Owe It to Egypt Foundation

We believe in a better Egypt inside us all.

Who we are?

- ❖ **Established in:** 2007
- ❖ **Sponsored & Founded by:** Arab African International Bank
- ❖ **Registered by:** Ministry of Social Solidarity
- ❖ **Focus Areas:** Health and Education
- ❖ **Website:** www.oweegypt.org
- ❖ **For Donation:** Account Number 555557
- ❖ **Contact:** 2719-2727

❖ Vision

“To be the national drive behind the significant impact and sustainable development of health and educational sectors in Egypt”.

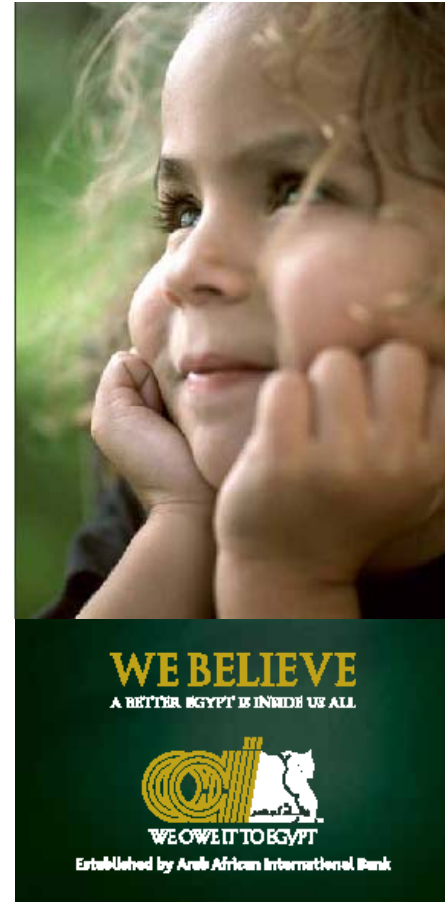
❖ Mission

Our mission is to pool patriotic resources and establish centers of excellence in health and education; while establishing the means, whereby stakeholders can contribute to sustainable development in both sectors.

❖ What differentiates “We Owe It to Egypt” from other foundations?

There are three main issues that differentiate We Owe It to Egypt from any other endeavor:

1. The Foundation has a track record as AAIB took active steps and started working in Cairo University Specialized Pediatric Hospital (CUSPH) since 2004.
2. AAIB covers all administrative and overhead costs and accordingly, all contributions go in full to our development projects.
3. It's not a grant giving foundation, but also has operational essence as it is directly involved in building systems and structures.



With an innovative approach to development, we strive to create sustainable change through our projects - building the necessary structures and systems and engaging and empowering those involved so that they develop a sense of ownership.

❖ **How does the bank support?**

AAIB board is committed to strengthening the foundation's development and sustainability; through contributing a percentage of its net profits annually. Aside, to mobilizing its network of corporate and individual clients; to support the foundation project and activities. While bearing all administrative costs and overheads of the foundation; various bank functions and departments support the foundation with their time, skills and experience to ensure the professionalism.

“We Owe It to Egypt”: A Foundation with Distinctive Projects

Given its mandate to build centers of excellence in health and education, the foundation contributed to three major projects serving health and education:

- Cairo University Specialized Pediatric Hospital (CUPH)
- The National Cancer Institute (NCI)
- Urology & Nephrology Center of Mansoura

1. Cairo University Specialized Pediatric Hospital (CUSPH)

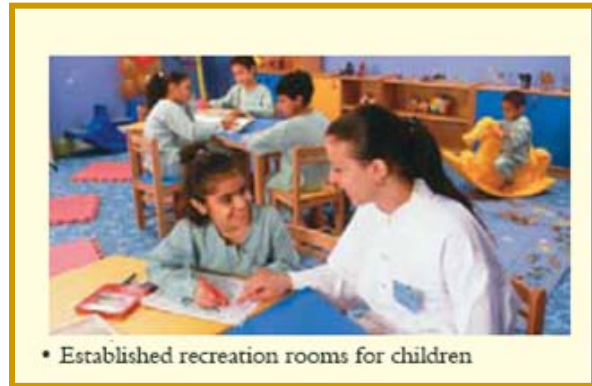
AAIB's contribution to the hospital started with the renovation of the 3 in-patients area floors. Our focus then expanded to involve human resources at the hospital by providing a one-year training program on communications and leadership skills to all hospital nurses. Moreover efforts extended to include service upgrades through contracting with a reputable security and cleaning company to provide staff members and help sustain and maintain the renovation efforts started by the bank.

In 2004, AAIB adopted the renovation of Abou El Reesh Hospital, to provide quality medical treatment for patient children in a healthy, hygienic, and cheerful environment.

Today, the foundation succeeded to support the hospital in saving 1 million children patients from different parts of the region annually.

❖ Creating Positive Atmosphere

The children patients lacked the facility where they could play games, participate in activities, and meet other children at the hospital. The foundation constructed a recreation room creating a positive entertaining environment for the children with a TV set, games and books to help children enjoy their stay at the hospital.



❖ Enhancing Nursing Profession

To develop the nursing sector at Abuo El-Reesh hospital, a one year training program was offered to 400 nurses from the hospital enhancing their communication skills and improving their performance professionally.



❖ Improving the Working Environment

Renovated the resident doctors' dorms (10 rooms) and 12 professors' rooms; as well as upgrading the offices of heads of departments in three floors.



❖ Providing Medical Facilities

Purchased medical supplies and equipment for neurosurgery unit, and training hospital staff on operation mechanism.

❖ **Purchasing Land for a New Annex**

In partnership with the Japanese International Cooperation Agency (JICA) the foundation purchased a 585 sqm land and donated it to the hospital, to mobilize a capacity building grant from the Japanese government, to build a Day Care Annex, hence increase the capacity of service provided to serve more patients. Moreover, the foundation collaborated with CUSPH and JCI (Joint Commission International) to prepare CUSPH for international accreditation. In this, *We Owe it to Egypt* leveraged the contribution of “Masr El Kheir” foundation.

❖ **“A Symbol of Giving”**

AAIB, being among the most active donors to Abou El Reesh Hospital, got acknowledged by Cairo University: Faculty of Medicine in recognition for financial as well as non-financial contributions to Al Kasr Al-Eini hospital.



2. The National Cancer Institute (NCI)

In Egypt, more than 90% of cancer patients cannot afford treatment costs. There is a steady increase in cancer patients.

We Owe It to Egypt foundation is establishing two centers of excellence by, increasing the capacity of the operating rooms to help in saving more lives. While at the same time, providing the ongoing training and skills upgrade opportunities for the medical staff.

- NCI receives an average of 20,000 new patients (from various age groups) annually.



After signing agreement, the Chairman and members of the Board of Trustees of We Owe it to Egypt with Dr. A. Yousef, former President of Cairo University, with guests.

3. Urology & Nephrology Center of Mansoura

This is a exemplary model of a center of excellence and an internationally accredited training center in Mansoura, providing high quality service to needy patients and state of the art educational training for medical staff.

In 2008, the foundation signed a protocol agreement with the Center and contributed with a major capacity building grant to upgrade and develop a state-of-the-art Information Technology System. The system will increase the center's capacity as an international research and training institution; hence serve patients better and increase their safety during operations.



Urology and Nephrology Center-Advanced medical equipment

I. Arab African International Bank Award (AAIB Award)



Facts about AAIB Award

Established in: 2003

Scope : Banking & Finance Competition

Target : Egyptian university's undergraduates (private & public)

No. of Universities: 1 in 2003 and reached 8 in 2009

No. of Staff members contributing: 15

No. of Business Representatives contributing: 4



“Young Minds...Great Ideas”

The first of its kind in the field of academia, the AAIB Award encourages university undergraduates to design innovative financial products or services for the Egyptian market. The annual competition aims at bridging the gap between academic and professional life.

❖ Vision

To empower future generations in the financial services arena by creating closer links between financial and academic institutions.

❖ Mission

We aim at bridging the gap between financial and academic institutions, through enhancing the knowledge of university undergraduates and their understanding of banking and finance for the benefit of the economy. Realizing that the needs of the market entail qualified calibers, we are also keen to provide students with basic interpersonal skills, while fostering their teamwork spirit.

When first launched, only one university was participating with 10 teams. Today, and in its sixth year, 8 renowned universities take part in this competition with the participation of more than 150 students.

Participating Universities in 2009:

1. American University in Cairo (AUC),
2. Cairo University,
3. Arab Academy for Science and Technology and Maritime Transport (AAST),
4. Modern Sciences and Arts University (MSA),
5. The German University in Cairo (GUC),
6. Misr International University (MIU)
7. The British University in Egypt (BUE)
8. University of Alexandria

The effectiveness of the Award program resides in creating an environment in which the latent creativity of Egypt's youth is unleashed. The program extends over eight months during which candidates who successfully passed through different stages of registration and interviews receive coaching, advice and training. This is the true value of the award which students gain through their participation.

The year 2009 marked the sixth round of the competition with the participation of 8 renowned universities in Egypt. Each year marks new progressions and improvements in the Award.



The Closing Ceremony of the 6th annual AAIB Award 2009 at the Four Seasons Hotel, conducted on December 23rd, 2009. Ms. Maha Hasebou, AAIB Award project manager standing among MSA Winners, MSA management, and faculty members.

❖ Why do students want to participate in the AAIB Award?

Competition is a fact of life. Where, there is ambition and motivation to become the best. It might be very well acting as a positive motivator, to work harder to reach one's goals.

The AAIB Award helps in creating that kind of positive attitude and atmosphere. Learning to work as part of a team, managing the success and disappointment. Gaining knowledge about responsibility and time management, by balancing training and other activities. Moreover, they get an early feel of finance and training in banking, which is an introductory overview of how business is, in practical life. Also, you learn to think outside the box; since you have to be innovative because this is what differentiates you from others and might make one party win the AAIB Award over the other.



Quote :

I only had the opportunity to participate AAIB competition once, as it was my graduation year, but it really counts a lot for shaping my thinking and skills. As a member of the team that represented the American University in Cairo in AAIB competition, it is my great honor to be a member of the first winning team of the competition.



After graduating in 2004, I worked in Egypt for Unilever as Assistant Brand Manager. Positions with British American Tobacco in Dubai and Kuwait followed, until 2008 when I joined Nestle Middle East in Dubai as Regional Brand Manager.

Participating in AAIB competition gave me “more confidence and a better business sense. I learned how to communicate with business leaders. I learned how to work under pressure and defend my point till the end. And I discovered how crucial it is to base your work on facts.”

I acknowledge the great benefit I gained from AAIB competition, teaching me how to better communicate with business facts and evidence.

❖ AAIB Award Judging Panel

AAIB Award judges are created from a diverse panel of business community experts, as well as banking professionals from department heads from the bank.

Judging takes place on two consecutive days depending on the number of projects, whereby a thorough discussion with the presenting teams is followed by evaluating entries, then scoring projects to determine who the winners' are.



Dr. Dalia Abdel Kader
Head of Strategic Marketing
and Communications
Arab African International
Bank



Mr. Tamer Khalifa
Dealing Manager
Dealing Room
Arab African International
Bank



Mr. Maged Edward
Branch Manager
Nasr City Branch, AAIB
Arab African International
Bank



Mrs. Nevine Sabbour
Head of Performance
Analysis
Arab African International
Bank Bank



Mr. Abdalla Al Sada
Head of Retail
Arab African International
Bank



Mr. Mahmoud El Sakka
Head of Corporate Finance
Arab African International
Bank



Mr. Amr Nabil Sheta
Vice Chairman and Co-CEO
Orascom Development
Holdings-A.G



Mr. Alaa Raed Hashim
CEO
MaC Carpet



Eng. Hany Tawfik
CEO & Managing Director
Naeem Holding



Dr. Ahmed Taher
Chairman and CEO
Solutions Consulting

The AAIB Award relies on the **full involvement** of bank executives, faculty members and renowned members of the business community who together extend full support to university students. Sharing their knowledge and expertise with the participants through **extensive training** and **advisory sessions** covering a variety of disciplines adds to the students' real life exposure.

Each of the Judges voluntarily contribute with their time and effort, which portrays an admirable model of how the workforce can contribute to the community and practice CSR.



The Assessment Committee

Another model of volunteerism and staff engagement was symbolized in the Assessment Committee which was formed in 2009 to support the Judging Panel in the evaluation process. Formed of 7 staff members represented in a mix between junior, middle, as well top management members. As the case with the judging panel, the subcommittee contributes voluntarily with a strong belief that as individuals, they have a role towards the Egyptian community. The Committee met twice to evaluate 45 submitted ideas and proposals of banking projects presented by the participants.



2nd Prize (L.E. 25,000) Winners from BUE, Mr. Hassan Abdalla and faculty members



*1st Prize (L.E. 50,000) Winners from MSA
H.E. Minister Hany Helal, and AAIB Vice Chairman and
Managing Director, Mr. Hassan Abdalla.*



*3rd Prize (L.E. 15,000) Winners from AUC, AAIB
CEO and faculty members*

III. Cause Marketing

Our Commitment ...

AAIB's charitable community contributions illustrate our strong commitment to promoting human rights.

Amongst other NGOs and institutions that we sponsors are Breast Cancer Foundations, Orphanages, Kidney Dialysis Centers and Mentally Handicapped rehabilitation centers.

AAIB is considered one of the most active promoters of community service organizations, consistent with a comprehensive vision of the critical role of institutions operating in the fields of health, culture, and education in Egypt. We have sponsored the following organizations' activities:

HEALTH & EDUCATION

Rotary Club of Heliopolis "International Squash Tournament" – is a worldwide men's squash tournament organized by the Heliopolis Rotary Club.

Profits were dedicated to good causes:

1. Funds for disabled students
2. Job opportunities for younger girls in order to prevent early marriage
3. Illiteracy projects
4. Health club projects, which include fighting cancer and developing educational hospitals.

Egyptian Food Bank (EFB)

EFB is a charitable entity aimed at the supply and delivery of food to orphans, the elderly, widows, needy families and those unable to work. It is supported by a number of private sector companies and volunteers. Together they collect monetary and material donations as well as unused or surplus food from different entities, companies, organizations or individuals and disburse healthy meals on a regular basis to those most in need.

We Care

Fundraising the needed budget to supply artificial limbs for disabled people all over Egypt.

Run for Cure - Breast Cancer Foundation of Egypt (BCFE)

BCFE is registered as a non-governmental non-profit organization dedicated to promoting breast cancer awareness, education, research, and to providing direct services to economically disadvantaged women.

This event is held annually at Gezira Club with the objective of raising awareness of breast cancer. Each year the number of registered runners has increased.

The event is a casual outdoor outing where one can run, jog or walk for the cause, sponsors show their products, and people view exhibits of healthcare services available, learn about the BCFE and enjoy the company of friends and family while supporting a worthy cause.

The American University in Cairo

AAIB believes that education is of great importance and has a huge impact over the society as a whole. It is literally the knowledge of putting one's potentials to the maximum use. Established more than half a century ago, The American University in Cairo (AUC) is a strongly balanced institute, committed to emphasizing liberal education with a concern for the region's needs for practical applications and professional specializations. In this, we have been supporting it throughout the years. AAIB has been a sponsor of one of the classroom in the Management Center in the old AUC Campus. Moreover we extended our involvement with the university as it moved out to a New Campus in New Cairo by sponsoring one of the university's Fountains.

The Old Campus

AUC's thriving **Management Center** provides the markets in Egypt and the region with executive training and educational programs for top and middle managerial levels. It offers them a base that delivers classical management theories, as well as current and emerging practices. The MC comprises 3 institutions: The Institute of Management Development (IMD), the Institute of Banking and Finance (IBF), and the Institute of Quality Management (IQM).

The New Campus: The Fountain

As part of AAIB's CSR program, AAIB sponsored the American University in Cairo's new campus, as support and confidence in AUC's mission to pursue their pledge for academic excellence. The fund was memorized by "Arab African International Bank Fountain".

ART & CULTURE

Art is part of our culture; Egypt is considered one of the leading countries among the region in arts by all its forms. Being the *Land of the Pharos* holds us responsible to preserve this history, to be a major part of our culture.

AAIB values art and finds it a great tool that gives a meaning to life while building a good will in the society.

Our involvement in various artistic and cultural events on different scales demonstrates our commitment towards our civic society to maintain a constant social bond.

These are some of the artistic and cultural programs which AAIB, had strongly supported for the Egyptian community.

AL-Sawy Culture Wheel “Sakkia”

The Culture Wheel and the Townhouse Gallery in Downtown are now the only two private cultural centers in Cairo able to support new and unknown art projects that public culture centers don't exhibit.

The center includes a large hall that can seat up to 600 for music and theater performances, a smaller hall used mainly for art exhibitions, lectures, training sessions and seminars, and a green garden for receptions and small outdoor events.

Azhar Park



Since 2006, AAIB has been one of the main and key sponsors of one of the world's sixty great public spaces in Egypt, **Al-Azhar Park**, as rated by the Project for Public Spaces (PPS). Al-Azhar Park was inaugurated in 2005, created by Aga Khan Trust for Culture (AKTC) under their Historic Cities Support Programme (HCSP). The 30 hectare (70 acres) park is considered one of the most important greenery hubs in Egypt developed at a cost of over than USD \$ 30 million. Its unique and strategic location in the heart of old historic Cairo, featuring shaded walk ways, children's play areas, a museum, a stunning hilltop restaurant and lakeside café, gives it a unique cultural essence enriching the community with better scenery and ventilation.



The Grand Egyptian Museum

A portal to the Egyptian past and ancient heritage, The Grand Egyptian Museum is going to be the biggest archeological museum in the world, meeting the highest standards. The construction of the museum will be completed in 2011. It will overlook the

pyramids, with the latest up-to-date facilities, such as conference halls, temporary exhibition halls and education centers. The Museum will also have the largest conversation center in the world, a library, parks and green areas, the famous Ramses statue, period masterpieces and a children's museum.

SOCIAL

Ana El-Masry

Providing essential care and services to street children to enable them to realize their potential, as well as on working with low income and marginalized communities that have a high risk of their children resorting to the streets, is Ana El-Masry's mission in society.

Orphans Day

In 2004, the idea of establishing a day for the orphans was established in Dar Al Orman Institution, a charity foundation seeking new solutions, especially in the area of social care for needy children. The orphan's day has been specially established to raise awareness among the community that around us every day and everywhere there is someone who needs our care. Financial care was never the only slogan of the day as the intention is also to give the orphan the emotional support of which he has been deprived.

BUSINESS ASSOCIATIONS

AAIB sponsors various business associations; allowing it to be positioned as a channel of communication among cultures, and viewed as a 'good neighbor' supporting the community, aside to contributing to its economic development.

Being engaged with international based as well as local business associations helps our institution in building networks while exchanging experiences and creating enormous goodwill, whereby they provide us with training programs indulging AAIB staff members with international knowledge. Among the leading business associations which AAIB regularly sponsors:

1) Egyptian Junior Business Association (EJB)

Aims for pushing a board slate of reforms in the Egyptian society; laying the ground work for a responsible ethical and prosperous future for the nation's next business leader. One of the major founders of EJB's Association is Mr. Hassan Abdallah- Chairman & Managing Director of AAIB.

2) The American Chamber

AAIB has sponsored the American Chamber in Egypt, which is mainly established to promote the development of commerce and investment between the United States and Egypt. The Chamber provides a forum in which the Egyptian business executives with the American interests and the American business executives in Egypt; may identify, discuss and pursue common interests regarding their activities.



3) The German-Arab Chamber of Industry and Commerce (GACIC):

Since 1983 AAIB has sponsored the GACIC, which plays a major role in the Egyptian and German business cooperation, to enhance the trade and industrial development.

Measuring our Social Investments

In 2007, AAIB signed the London Benchmarking Group, which is a global network of 150 companies. Developed in 1994 in London, England, it is the first measurement, and most comprehensive and widely used benchmarking means of valuing, managing, measuring and reporting Corporate Social Investments (CSI). The LBG focuses more on what companies achieve as opposed to how much they spend.

In adopting the LBG approach, it helped enhance our ability to demonstrate the value of our work to key internal and external stakeholders, and to communicate our achievements more effectively. Moreover, through the LBG model, we were better able to realize the impact of our corporate community involvement programs.

The LBG model provides a comprehensive and consistent set of measures for CSI professionals to determine their company's contribution to the community; including cash, time, in-kind donations as well as management costs. The model also captures the outputs and longer-term impacts of CSI projects on communities and the business itself.



The LBG model in essence covers four critical questions:

1. **Why do we contribute?**
 - Charity
 - Commercial investment
 - Commercial initiatives in the community
2. **How do we contribute?**
 - Cash
 - In Kind
 - Time
 - Management costs
3. **What do we contribute?**
4. **Where do we contribute?**

For information on LBG you can visit:

www.lbg-online.net
www.lbg-international.com

**WHAT DOES IT MEAN
TO CREATE VALUE TO OUR
CUSTOMERS?**

Customer Delight is our mandate

CREATING VALUE TO CUSTOMERS

Our Commitment ...

We believe that our “raison d’être” is to serve our clients to the best of our ability and that our growth and success ultimately derive from delivering superior value to them.

As customers are the main asset of our business, we always seek to develop our operations to enhance the level of their satisfaction and to meet their expectations. Our commitment to clients is broadly guided by the Declaration of Human Rights and the Global Compact Human Rights principles. In addition, AAIB diligently observes regulations forwarded by Central Bank of Egypt (CBE).

Under our **Customer Delight** initiative, we pledge not only to provide distinguished financial products and services but also an exclusive experience across all contact points. Towards this end, we are mobilizing AAIB’s resources and seeking continuous feedback on our performance.

A Brand Contract driven by Innovation

We realize that the design is a way to establish a relation between the brand and the consumer. Yet, being a service industry with no tangible products, our brand is more of a **promise** with a bundle of attributes that the consumer buys to be satisfied with the product or service provided.

Innovation is the driver for our brand. Innovation is our way to keep our promise to our consumers. Many financial institutions provide time deposits or loans or certificates of deposits. We differentiate our products by giving them an identity starting from the name, up through to product design ending with its features. Some of our distinctive brands are: Emerald, Green Pearls, Margin Lending, Fix and Forward, Juman, Wealth Management, Click2Shop ...etc. Differentiating our products in the market is what helps us create a sustainable competitive advantage.

To create an exciting customer experience, we worked on institutionalizing our **Brand Contract (brand promise)** with the establishment of the **Customer Care Center** to integrate all business functions, whether in dealing with front or back office.

Customer Experience across all Touch Points

AAIB wants to make sure that whenever a customer does business with the bank, the client has a gratifying experience across all touch points. The customer is the focal point around which all disciplines and systems evolve.

❖ Customer Care Center

Our goal is to drive performance improvement and make positive connection with our customers. To ensure that each customer enjoys a unique customer experience at AAIB, we make sure that everyone's roles in the organization adds value to our customers. We think of all the disciplines that make every customer touch point matters: designers, architects, marketers, engineers, IT, finance, project managers, and administration. It is the coordination between all these distinct functions both internally and externally that add value to the customer each time they deal with the bank.

The brand touch point wheel

<http://www.branddriveninnovation.com/wp-content/brand%20driven%20innovation.pdf>



❖ Touch Point 1: A Personalized Portfolio Statements

The periodic statement has been reintroduced to bank customers as A Personalized bilingual Portfolio Statement that was designed to be informative, educational, and bonding. With highlights on most competitive products and services, and updates on the bank recent developments, customers are well-educated about their bank in both languages: Arabic and English. Moreover, for better management of their financial accounts, the statement provides a comprehensive account status profile.

❖ Touch Point 2: Internet & Corporate Website

The bank website was first established in 2005 to act as a viable external and internal interactive communication tool promoting the bank's image in addition to promoting retail and corporate services.

On April 2009, the bank website went through complete revamping with content update as well as an improved look and feel, becoming a more attractive and useful tool to the user. With a flashy splash page on the home page, we are keen to keep our visitors updated of most recent products and caution them against fraud. A CSR section has also been introduced to inform browsers about our recent updates and to further promote the concept.

Visit: www.auib.com

البنك الأفريقي الدولي
arab african international bank
established 1988 by royal law

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HOME
ABOUT AIB
REGION
SUBSIDIARIES
CUSTOMER DELIGHT
PRODUCTS & SERVICES
CAREERS @ AIB

Call Center
19555

Helping you stay Ahead of the game

Welcome to Arab African International Bank.
For over 40 years in business, we firmly and constantly seek ways to maintain confidence and distinction in our range of corporate and personal banking. Whether you are a corporate or an individual, **you matter to us**. We want to ensure that your needs and preferences are always taken into account. Help us serve you better by completing this short [questionnaire](#) and telling us exactly how we can best meet your needs.

NEWS IN BRIEF
Tue, 13 Oct, 2009
Coming up soon Wealth Management from AIB... Banking with Distinction...
Coming up soon Wealth Management from AIB... Banking [...]]
Wed, 30 Sep, 2009
AIB Awarded "Best Investment Bank in Egypt, 2009"...
Another success to AIB is recognized by winning [...]]

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REUTERS | site panel backs healthcare reform | Clinton winds up trip with focus on Russian society | North Korea

Check out www.invest.org.eg, a dedicated website for creating awareness to financial investors. **INVEST**

CURRENCIES	BUY	SELL
USD	5.4825	5.4925
SAR	1.4229	1.4719
GBP	8.5876	8.7215
EUR	8.0577	8.1033

BANK RATES	UP TO
Green Pearls	3.37%
Golden Saving Account	7.50%
Shield Certificate Price	EGP 112.33
Juman Certificate price	EGP 103.4032

FINANCIAL RESULTS
2008 Annual Report
Financial Synopsais
Ratings

Confidence...Distinction

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❖ E-banking Services

AAIB wants to provide their customers with the best services. We have created the E-Banking system, to make it easier for the clients to access their accounts whenever they want. They do not have to wait till they receive the account statement from the bank, or come to the branch to get their statement. Just by logging on the site, entering the username and the password, you are given full access to your account.

❖ Touch Point 3: Branches

a. Branches Upgrade and Renovation

Branches represent a fundamental component of the image we aim to present to our visitors. The renovation and refurbishment of about 80% of the bank local branches comes within our endeavor to provide a superior customer experience.

The renovation highlights included brown, gold and dark green interior design and furniture matching our brand identity, along with improved public and staff spaces, new restrooms, better lighting, shelving, and materials displays. This all comes within our plan to provide a classy and elegant standard of banking services at AAIB.

b. E-branch Launch

Adding to its oeuvre of innovative services in the market, AAIB launched its first e-branch in Alexandria in 2009. With no tellers or operators, the e-Branch offers 24 hours service addressing the need to provide convenience and reduce cost.

The e-Branch utilizes innovative self-service technologies to satisfy the need for fast routine transactions.

Although the concept is not that well nurtured in Egypt, yet we believe that it comes within our mission to promote technological advances and enhance financial services development nationwide to serve the interests of our clients.



c. Auto branches

The highly secured truck, designed with an attractive branded layout, and equipped with two full-function ATMs, was successfully introduced to the Egyptian market in 2008. In addition, the Foreign Exchange service will be also offered through the ATMs for AAIB clients as well as non-clients.



❖ **Touch Point 4: Advertising**

The marketing of our products and services comes within a cohesive marketing strategy with clear advertising guidelines, for best and lasting impressions. Transparency, integrity and honest communication are the main driving forces of our campaigns.

The perfect integration of the image and brand of each product or service is a top priority. Starting with naming, extending to the logo, slogan, brand image, including printed collateral materials such as product application forms with fancy pre-printing, a product kit conveying a quality look, along with an active bank media program promoting our accomplishments, and announcements; all constitute major components of a trade dress matching our target segment .



Exposure and promotion of our products and services is achieved through various advertising channels, such as magazines, internet, e-mail, radio ads, outdoors ...etc. as well as events and sponsorships whereby proper presentation of the bank through trade show booths and staff representation, all serve to maintain with high effectiveness the direct connection with our audience.

The product or company hard copy brochure even within the new electronic era, still remains a great item to share with the audience.

We give consideration for having promotional items especially with new products as a kind gesture. For example, small leather wallets distributed with our newly innovated mini credit cards encouraged the demand for the product while maintaining its safety and good packaging.



❖ **Touch Point 5: Customer Service**

Leaving a positive lasting impression through our branch representation and image, as well as employees and representatives supports the bank policies for proper brand messaging.

Our 47 branches function extended working hours, in addition to 6 branches that work beyond from 11 a.m. to 8 p.m. seven days a week. The selectivity of our customer service staff members is based on preset criteria. They receive periodic training, in addition to attending in-house product awareness sessions, to make sure that they are well-informed and educated about the bank's products and services, hence meet all customers' inquiries and needs with confidence and professionalism.

❖ **Touch Point 6: Call Center**

We believe that the human factor engaged with the call center helps it to turn into a relationship center. Our 19555 Call Center is considered a functional, proactive as well as reactive delivery channel where our clients can call 24/7 to inquire about any service or product instead of coming to the branch.

To support our call center vision of being one of the nationally recognized exquisite service providers, selectivity of the staff members comes as a top priority, while ensuring that they work within the proper infrastructure, provided with the technical equipment required, in addition to attending periodic training on all products and services and phone, business ethics and phone etiquette.

For proper management and to maintain set targets, all calls are recorded and archived ensuring that the turn around time per case doesn't exceed the set upon limit.

The variety of services offered through our call center enhances saving our clients the time and effort wasted on going to the branch, hence reducing the number of walking clients, and supporting faster services at our branches too.

Clients want to know that they're more than just a number, and as service providers we must nurture this relationship.

Quote

“Continuously keen about seeking the satisfaction, loyalty and trust of its customers, AAIB embraces CSR strategies designed to generate its clients’ goodwill. Being a client of the bank, I enjoy the unique personalized customer experience provided in their elegant ambiance, with professional and helpful employees. Its innovative products and services offered at reasonable fees and favourable prices serve both my corporate and personal investment/banking needs. I am proud to be part of an organization that is not only committed to generating profit, but also keen about practicing ethics in respect to its stakeholder’s moral rights while sustaining its own success and growth.”



Dr. Mona L. Zaki, DBA, MA, MPhil
Founder and CEO
Global Strategic Consultants

**WHAT DOES IT MEAN TO
CREATE VALUE TO OUR
EMPLOYEES?**

Being employed at AAIB is not about a job, it's about personal and professional growth

CREATING VALUE TO EMPLOYEES

Our Commitment...

AAIB's statute reflects our commitment to cherish our employees adding a 360 degree of tangible and intangible benefits. Our employees create the core of our business, making them one of our most important resources. AAIB puts a great deal of effort in order to help create opportunities from all aspects of the workplace and related dimensions. The main focus lies within recruitment, succession planning, job rotation, scholarships, and staff education.

I. 360 Benefits to Employees

AAIB remains to consistently value its employees believing that they will always be the bank's asset and driver for distinguished performance in good and bad times alike. Our employees enjoy a 360 degrees beneficial cycle where all intellectual and educational investment in our staff pays back the bank with profits shares and returns, which in turn pays back those employees financially with attractive salary and bonus packages.



❖ CASH PAYMENT: Continuing to enforce the pay-to-performance culture

AAIB believes the pay-to-performance culture increases the competition and motivation. This is the spirit for getting our employees excel to the maximum. Furthermore, our pay-to-performance culture, attracts and retains better employees while offering better incentives and rewarding their extraordinary performance. Overall,

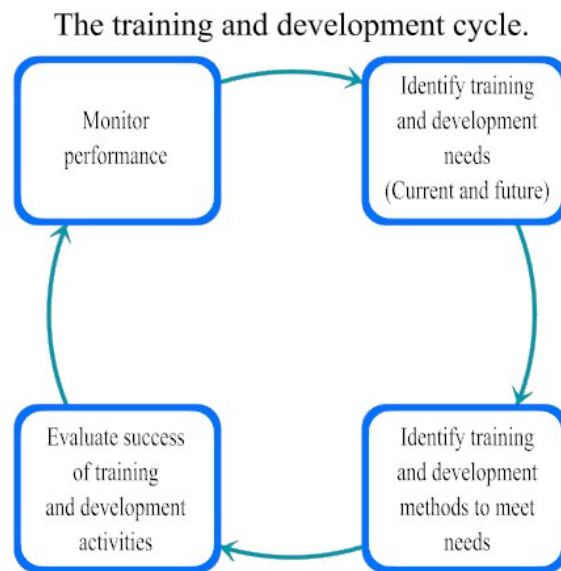
this helps in bringing the best out of those employees, because mostly people want to be rewarded for their good work.

❖ **BENEFITS: Professional and Personal Growth**

AAIB solely believes that the ongoing improvement in the human resources structure; that we provide to our employees through various factors such as developing their career needs. That will positively reflect on the individual and in turn reflect on the whole bank as an institution.

- **Training and Development:**

AAIB offers extensive training sessions for its employees to improve in terms of performance and productivity; believing that this is the best way for our employees to remain competitive in the banking industry. Our employees are our real assets; therefore, training is not a waste of time or money. Rather, it is a capital investment in our employees because in return it will develop their skills and that will be reflected upon their performance.



Number of Employees & Courses from 2007 - 2009

	2007	2008	2009
Total Number of Employees trained	556	665	1164
Total Number of Courses	1637	1584	2175

We believe in investing in the intellectual capital and encouraging the broadening of the skills and experience of our employees. Our Training and Development Unit has a focused agenda for providing training programs that suit the background and experience of new entrants as well as existing staff members.



Internal Training Programs

For all the newcomers, we want to make sure that they are provided with the proper banking background along with effective on-the-job training. This was supported with the development of structured in-house training programs, such as the following:

1. Banking Foundation Program

It is a focused, yet comprehensive program that is dedicated to newcomers. Not simply designed to enhance technical skills, but rather to develop a mindset that fully embraces banking rationales; through an in-depth overview of the major banking functions and operations.

2. Product Awareness Sessions

It is of great benefit to newcomers, because it helps them to effectively integrate into the bank; making them aware of all the available products of the bank and their feature (Retail Products, Corporate Products, and Human Resources).

3. Rotation Program

Set by the Human Resources Department, the **Rotation Program** aims to circulate new comers and current employees upon various departments, in order to develop the employee's knowledge of each department and how it functions. The induced Rotation Program encourages and stimulates cross training, emphasizing the importance of job sharing and enriching opportunities for the employees. It broadens the practical knowledge of new comers through exposing them to various departments, while increasing the potential competencies of the current employees; thus, enhancing the organizational effectiveness through increasing the interdepartmental understanding.



AAIB's CEO among one of the rotation teams.

External Staff Education

Our Training and Development Unit is keen about the selection of the external training organizations it deals with, in order to provide high quality educational opportunities for staff members. Therefore they are selected upon certain criteria in which it provides top-notch services to its attendees. In order to ensure the quality and effectiveness of these programs, a regular follow up process takes place instantly to receive the attendees' feedback.

Our goal is to enrich our employees' lives, enhance their professional qualifications, and promote their careers; which will pay back to the bank's development, growth and success.

ADDITIONAL BENEFITS

- **Scholarship Fund**

As a reward to our highest performing employees in the Bank, AAIB will sponsor 2 scholarships annually at top ranking universities i.e. Princeton, Harvard, London School of Business and Finance ...etc.

- **Our Employees Well-being**

AAIB realizes that it has a responsibility to provide a safe and a healthy working environment. The bank extends full medical coverage to employees which include a medical clinic on the premises.

- **House and Education Loans:**

As much as we are keen about providing competitive products and services to our customers, we also seek providing competitive features to our employees. At AAIB, we provide house and education loans paid back in comfortable installments and feasible interest rates.

- **Employees and Pension Funds:**

When employees are young they do not really think about retiring or what they will do when they are older. Although, on the long run for many of those employees; the pension fund will resemble their sole income. Our pay-to-performance vision is not short-sighted, as it is not limited to the present performance of our employees. In this, AAIB set a good, solid, promising pension plan, actually one of the best offered in the market, so by the time the employee reaches the retirement age, they will have enough money to cover all their monthly expenses. Securing the financial future of our employees is one of our top priorities.

Employees Turnover Rate

Turnover Rate for 2007	11%
Turnover Rate for 2008	7%
Turnover Rate for 2009	3%

Employees Human Rights

AAIB supports the notion that Human Rights is a Universalist concept that no corporate can succeed or well perform without respecting. In this, AAIB joined the UN Global Compact on 2005 to use this international framework to further support us to better develop our own principles and guidelines. In parallel, the Human Resources department published in-house customized guidelines and standards to ensure transparency and fairness are well embedded within the culture of the organization.

One form of these guidelines is the **Employee Handbook** which highlights the employee's ethical codes expected from the employees towards the organization and vice versa. Another form of these guidelines is the **Code of Conduct** which is a set of binding behavioral rules that is made up of AAIB's general principles, vision, values and the behavioral rules of the employees. This code directs the employees positively to their expected target and how to deal with the legal and ethical issues involved with work operations. AAIB believes that honesty and transparency are the most important attributes that must be maintained in their relationship with its employees.

❖ Diversity

AAIB sustains and supports diversity of employees from different genders, ages, educational backgrounds, experiences, nationalities and marital statuses; finding it of great importance as a generator of a wider talent pool. The bank implements the whole notion of diversity in the work place, illustrating it as a reflection of a changing world and market place. Where the diverse work team brings high value to the organization, respecting the individual differences has a huge impact since it creates a competitive edge and increase the work productivity.

❖ Employee Syndicate

Respecting employees' working rights and believing in their valued contribution to the organization, AAIB encourages its employees to form syndicates to ensure freedom of expression and associations to provide a channel of healthy communication among peers and with senior management. Freedom of expression is an innate right ensured to all stakeholders without fear of retribution or penalty.

❖ Employees complaints addressed by Employees Relations Unit

On September 2009, AAIB has put forth a Whistle Blowing mechanism implemented under the establishment of an Employee Relations Unit within the Human Resources Division.

The Unit provides a professional and supportive channel to help employees address their issues and concerns that face them in their day-to-day business. Moreover it assists the employees in getting a better understanding of their duties and rights.

A person who raises a concern about wrongdoing occurring in an organization or a body of people (usually its internal) is referred to as a “whistle blower”, originally derived from the practice by English officers, who blow their whistles at the notice of a commission crime; hence alerting other officers and the public of the danger.

Quote

“With an ambition to grow at AAIB, I succeeded in four years to shift my career from an Operations Officer to a Branch Manager passing by customer service and retail banking.

This started with a belief in my managerial and communications skills from Heliopolis Branch Manager, Mr. Hazem Anbar, who strongly recommended my attendance to courses in this field; in addition to the great support by top management presented in AAIB’s Vice Chairman and Managing Director, Mr. Hassan Abdalla.

Besides being responsible for developing its human capital, AAIB’s Training and Development Unit has been always keen about providing its employees with strong tools presented in in-house training in addition to external courses. The Human Resources department (HR) has strongly supported me in meeting my personal objectives and reaching my professional goals at the bank.

AAIB truly believes in its employees, and gives us the chance to excel...
I am proud to be an employer of choice at AAIB.”



Mohamed Ganoub
Branch Manager
AI –Rehab Branch, AAIB

II. AAIB's Internal Culture

We strongly encourage the internal cultural shift from a closed to an “open environment” with ease of information flow. Our “no boundary” approach and transparent connectedness with our customers is impacting every department and every employee.

We want to create a ‘can-do’ culture and build a committed and high performing workforce focused on achieving the bank’s goals. Our activities vary from ongoing e-announcements and periodic internal publications, extending to annual staff gatherings, outings, and events.

❖ Communication Channels at AAIB

Determining what should be communicated, when it should be communicated, and how it should be communicated is highly vital to realize our communication objectives effectively.

❖ Internal Communication

AAIB consider internal communication is of great importance, because it keeps the employees updated and informed with what is happening around in the bank and connecting people together. We correlate homogeneously, disregarding that we might be working in different departments. However, by strengthening our internal communication system; through regular circulations and news bulletins that informs us with the latest events, internal AAIB blogs, the annual staff gatherings and events.

There is no doubt that having a reactive and/ or a proactive approach when planning strategic internal communication - in case of crises, major events, or emergencies - all fall within the purpose of building a better, more directed and efficient workforce

• Monthly Bulletin

Our monthly News Bulletin is released on monthly basis by our marketing team with informative and collective updates, highlighting all bank’s new products, acknowledging colleagues, and addressing major events and occasions. While covering entertaining and friendly topics, the News Bulletin is considered one of the highly



interactive internal channels whereby managers and staff members are considered vital sources of the content, and they are always encouraged to participate with their ideas and talents. Its variety of topics and its attractive design, with which it is put out both electronically and as a print off, is what helps us achieve a strongly bonded internal network and culture.

- **Internal Mail Announcements**

AAIB is one unit; even though we have 47 branches geographically wide-spread among the region and over 1,000 employees distributed in different functions, we are keen about bonding with our staff members as a family rather than an organization.

Sending updates regularly to our employees through our Internal Mail Announcements is considered one of the most efficient ways to achieve this unity. Announcements may vary between declarations, policy adjustments, greetings, memorials, IT alerts, campaigns, invitation to events, as well as official holidays. The employees may receive more than one mail on different intervals of the day, allowing them to connect on both the professional and social levels.

- **Executives' Monthly Meeting**



AAIB values transparency and openness, believing that this is a very healthy atmosphere for our business to grow. Heads of major functions in the bank meet on monthly-basis which helps in building up a single unified strategy, and enhances the sense of belonging among bank executives.

❖ Communication Day

The 6th annual Communication Day took place on March 2009 at one of Egypt's most fanciful hotels – J.W.Mariott.

Employees were welcomed with Light Boxes featuring **AAIB's core values** such as: Patriotism, Dynamism, Empowerment, and Integrity.

With a **comic theme** and an entertaining agenda, Charlie Chaplin heroes the Vice Chairman's presentation with funny yet related movie insertions symbolizing the organizations performance, challenges and future plans.

Entertaining the staff members was a vital mission and goal of this day's agenda, as such employees enjoyed being drawn by caricaturists. Moreover, singing became part of the day whereby staff members were asked to come to stage to compete, whereby a winner gets rewarded a Karyoky for best voice and singer; aside to the photo shooting corner with real size mock ups of Charlie Chaplin and his wife leaving nice memoire of this day's events.



We are very keen about well planning our staff events in order to ensure they are clearly focused and engage as many employees as possible.

The annual Communication Day is one of AAIB's major and big staff gatherings that is hosted in a luxurious ambiance with a comprehensive theme that takes place under the vision of the Vice Chairman and Managing Director and the Marketing Team

This two day event is not merely to talk about others, or to celebrate the bank achievements and priorities; but also to focus on our staff members. It is an event that marks the staff union, knowledge sharing, as well as strong visibility of senior management in an engaging and entertaining atmosphere. The year 2009 marked the 6th annual Communication Day.



“Communication Day” is not just a name that we choose randomly; it’s a representation of a day that opens a channel of communication between all staff members starting from the CEO ending with the support staff members.



❖ Social and Sports Committee

The Social and Sports Committee organize, schedule, and advertise social, cultural, recreational, and sports events throughout the year for the bank staff community. These events create a bonded culture among the employees; moreover it boosts up their motivation to come back to work with a positive attitude and productive spirit.

The committee is compromised of top managers, as well as junior and senior staff members from the bank. Some of the major events handled by the social and Sports Committee include the following:

- Annual Football Tournament
- Annual Ramadan Gathering
- Mid-year vacation trips
- Tickets to music concerts
- Tickets to football matches
- Staff offers in multinational fitness centers
- Staff offers in Showtime and Orbit TV channels

• Microsoft Office Communicator

Our IT departments works nonstop to facilitate the bank's networking services; with continuous research and installation of software and programs to best satisfy both employees and customer needs. The Microsoft Office Communicator is a communication application launched in 2009 by the IT staff to help employees connect interactively with each other across different functions and branches, hence becoming faster and more productive. Being a user-friendly application, it is used among all the staff members, as well as managers.

Football Tournament



The winning team from AAIB staff surrounding the CEO in the 6th Ramadan Tournament on Sept. 2009.

Casual Day

After a long week of working from 8 a.m. to 5 p.m. wearing formal work attire, most employees feel the urge for a more comfortable wardrobe at some stage. In response, as of August 2008, HR instituted a "Casual Day" whereby each Thursday all bank employees are permitted to come to work in casual clothes.

The benefits of introducing a Casual Day Policy and relaxed dress code are thought to be many including:

- Increased morale
- Enhanced communication
- Greater loyalty
- Improved productivity

- **AAIB In-house Library**

AAIB is one of the rare banks in Egypt, having a library. Which; is a great place for the bank staff members to meet and share their common interest. In a discrete atmosphere, employees who want to study, head to the library, others who want to borrow a book would find it there. Even if they did not find they want, they can always order it. The fact that employees borrow books, saves the staff the cost of buying them. The library has various books, magazines, publications, on going update through internal communication.

III. Employees Volunteerism Programs (EVP)

We believe that community outreach extends beyond financial support, to involve human efforts with time, money, energy, talent and leadership. Volunteerism gives employees the opportunity to build their own skills too.

AAIB's social investment strategy involves the engagement of bank employees in volunteer projects and programmes. At AAIB we have a variety of volunteer opportunities from which employees could select according to their preference and areas of interest. Some of the role models for volunteerism are the bank's foundation, We Owe it To Egypt, the bank's annual competition AAIB Award, annual Blood Donations, along with other Sponsorships.

❖ We Owe It to Egypt

The foundation is a viable channel for the AAIB staff who desires an active contribution to the community. In this, "We Owe It to Egypt" has put forth a number of volunteering committees that aim at giving the bank staff the chance to play a direct and much-needed role in the projects adopted by the foundation.

AAIB supports the foundation through promoting the four committees; the Resource Committee, Project Management Committee, Patients Support Project, and the Awareness Committee to do the following:

- Resources Committee to take part in fundraising and supporting the work of the foundation.
- Project Management Committee to monitor, report on findings, and whenever possible, suggest improvements
- Patients Support Project to provide moral support to children and parents.
- Awareness Committee to create awareness for the foundation and its causes tackling with media, AAIB clients, as well as social media at the community level.

In its first run, various staff members volunteered to join these committees, and were acknowledged internally as a role model for others to follow their path.



Mrs. Alia Arafa, Foundation Director among the volunteering committee members.

❖ AAIB Award: Full Engagement & Involvement of Employees and Business Community members

The AAIB Award relies on the **full involvement** of bank executives, faculty members and renowned members of the business community who together extend full support to university students, sharing their knowledge and expertise with them through **extensive training and advisory sessions** covering a variety of disciplines.

Assessment Committee

The outlines evaluation is conducted by an assessment committee formed of a mix of middle, top and senior management staff members. Meeting for two days during their working hours, which entails them contribute with the equivalent of two additional working days prior to meeting dates, in order to assess the ideas presented by the students.

Judging Panel

AAIB Award judges are created from a diverse panel of business community experts, as well as banking professionals from department heads from the bank.

Judging takes place on two consecutive days depending on the number of projects, whereby a thorough discussion with the presenting teams is followed by evaluating entries, then scoring projects to determine who the winners' are.

Each of the Judges voluntarily contributed with their time and effort, which portrays an admirable model of how the workforce can contribute to the community and practice CSR.



The Assessment Committee

Another model of volunteerism and staff engagement was symbolized in the Assessment Committee which was formed in 2009 to support the Judging Panel in the evaluation process. Formed of 7 staff members represented in a mix between junior, middle, as well top management members. As the case with the judging panel, the subcommittee contributes voluntarily with a strong belief that as individuals, they have a role towards the Egyptian community. The Committee met twice to evaluate 45 submitted ideas and proposals of banking projects presented by the participants.



❖ Staff Engagement through Blood Donation



Egypt's blood banks are critically short of blood and prompted the Ministry of Health to conduct a national campaign for blood donation among organizations and banks. AAIB was prompt to respond with 75 blood donors coming forward on the first day. The blood donation campaign became an annual ritual for AAIB to help the community through the donations provided by our active responsive employees.

❖ Sponsorships

Our investment in the community is derived from our belief that there are no limits to business growth in communities that are not growing.

The contributions we make do not necessarily fall within the financial funding, instead it is about sharing our professional experience and providing young generations with direct knowledge and understanding through bank experts who give them lectures voluntarily.



Mr. Hossam El Daly, Alex Corporate Manager, giving a voluntary banking session to AIESEC participants in Alexandria.

**WHAT DOES IT MEAN
TO CREATE VALUE TO OUR
BUSINESS PARTNERS?**

CREATING VALUE TO BUSINESS PARTNERS

Our Commitment...

AAIB is committed to ensure its relationship with its business partners is governed by mutual respect and integrity, as per UNGC commitment – to raise standards amongst them.

The Bank's direct social and environmental impact is usually minimal in comparison with the indirect impact which it has through its investment, project finance and loan portfolios. AAIB deals with various business partners, whether service providers (such as cleaning and security companies), or suppliers, or advertising agencies.

AAIB recognizes its corporate responsibility in selecting its business partners based on long-term partnerships that develop as they grow.

Selection Standards & Equal Opportunities

To achieve the optimum outcome, we encourage dealing with new reputable suppliers especially on the local level, regardless of size. When initiating a new line of business, a brief or a proposal is addressed to three selected suppliers in the market, whereby their offers are evaluated based on three main categories: quality, price, and delivery performance. For AAIB, business continuity with high quality and efficiency is a priority.

Long-Term Partnership

AAIB believes in long-term partnerships with our business partners that are based on mutually affluent growth, achievement and success. Throughout the business process, we advise our partners on ways to develop and enhance their business while meeting our objectives. Transparency, prompt feedback and clear communication are central features of this partnership.

Ethics / Soundness

Ethical treatment and payment rights and contract abidance and respect are set priorities prior to conducting business with any of our business partners. At AAIB, we seek business with business lines that abide by our values and ethics, and which are ethically sound in the market.

Prompt Payment

Part of our reputation is based on our word and our ability to be prompt in payment. As a financial institution responsible for the community's cash, we hold ourselves also responsible for prompt payment to our suppliers upon the completion of any service. Whereby we provide our suppliers with clear and accessible guidance on payment procedures, we are always keen to pay our suppliers with the agreed upon terms at the outset of the contract without attempting to change any payment terms retrospectively. Furthermore, AAIB has a system for dealing with suppliers complaints (if applicable), to maintain their satisfaction.

Quote:

"Ashraf Sadek Associates are the Design Consultants of AAIB since 2002. We have designed the new identity for the bank branches network ever since, and throughout these years we have enjoyed collaborating with AAIB staff to realize our tasks successfully. The level of smooth communication and decision making is performed in high professionalism which facilitates our mission. We are proud of our work with AAIB in over 30 branches and we cherish our business relationship with this leading organization."



Ashraf A. Sadek

President

Ashraf Sadek Associates

www.ashrafsadek.com

HOW CAN WE CREATE VALUE TO THE ENVIRONMENT?

We pledge to affect positive environmental change, through public advocacy and seeking investment opportunities in environmentally-friendly sectors.

CREATING VALUE TO THE ENVIRONMENT

Our Commitment...

As a financial institution, we are committed to pay tribute to the environment by trying to find new ways in our day-to-day operations to minimise environmental impact and better manage our resources with wiser utilization. We aim to make sure that health, safety and environmental issues are considered within our project finance.

Sustainable Green Finance

❖ AAIB sustaining risk and becoming An Equator Bank

Being a financial institution, one of the vital contributions that enable us to impact sustainable development is our financing decisions through lending and investment. We realize that financing projects with environmental and social risk engaged, makes us indirectly involved with the impact created from these projects. However, we believe our responsibility towards our society entails having the proper risk assessment to projects we finance, not only from the monetary returns aspect, but also from the social and environmental implications. 2009 witnessed special focus on the Environment through tackling issues concerned with environmental and social risk assessment in project finance.

One of the approaches we took to help us achieve this mission was adopting international standards. On January 2009, AAIB became the first Equator Bank in Egypt, and the second in the region, by adopting the Equator Principles.

One year later, AAIB successfully partnered with a third party to train all credit and risk staff members and managers to best apply these principles. In parallel, we also developed our own policies and procedures for lending.

Along this path, in our efforts to encourage public advocacy and raise awareness and actions towards resolving social and environmental challenges, we partnered with the International Finance Corporation (IFC) and conducted workshops for peers risk departments about the concept. Alongside, realizing the concern about climate, were one of the main sponsors in Egypt's Business Summit on Climate Change launched by the Amcham on October 28th, 2009.

At AAIB, we aim to lead the development of sustainable business, by actively being engaged in projects with environmental and social benefit, while sustaining sound financial returns.

❖ **Developing Policies and Procedures for Social and Environmental Risks**

AAIB is one of sixty-seven financial institutions from twenty-seven countries that have adopted the Equator Principles. These financial institutions operate in over 100 countries. Being the first and only signatory of Equator Principles in Egypt, and the second in the Middle East, AAIB is set on integrating social and environmental risk management in its corporate finance deals.

- **Review of the Current lending operations at Arab African International Bank in terms of policies, procedures and departments involved in the project life cycle**

It was imperative to gain an understanding of how the implementation of the Equator Principles would affect AAIB in terms of its operational workflows and organizational structure. As such, with the support of an expert consultant initial planning reviewed all applicable lending policies, procedures and workflows and assess how best to implement the Equator Principles within the bank.

- **Integration of the Equator Principles within AAIB's policies and procedures**

In order to start implementing the Equator Principles on projects to be financed by the bank, it was necessary to proceed with the writing up of AAIB-specific policies and procedures in respect of the Principles.

The policies and procedures outlined the detailed manner in which qualifying AAIB financed projects will abide by the Equator Principles. The procedures also identified how the responsibilities, in the implementation of these principles, were apportioned between the various concerned departments and committees where applicable.

Today, the Principles are contained as a separate section within its Credit manual (Manual). The Manual sets out AAIB's policies for credit risk, including environmental and social risk, and applies to AAIB and its subsidiaries.

- **Identification of companies within Egypt which AAIB would be able to accredit in order to provide its clients with required Environmental and Social Assessments.**

Website: <http://www.equator-principles.com>.

❖ Training AAIB Credit and Risk Employees

Because we understand the seriousness of the environmental crisis and the detrimental consequences of Climate Change on humanity; we held ourselves responsible to promote Green Finance and achieve industry impact. On October and November 2009, AAIB took leap steps in working **internally** through educating and training our corporate and risk staff, whilst also creating awareness **externally** to other financial intuitions to start taking the initiative of financing projects while taking in consideration environmental and social risk assessment.

The two day training of the Credit Department and Risk Management Department staff in the new Equator Principles Policy and Procedures took place twice off site in which around 50 credit and risk management staff took part which covered the new adopted Equator Principles as well as the amended policies, procedures and processes.

❖ AAIB & IFC Workshop to Peer Banks

In a joint effort between the bank and the International Finance Corporation (IFC) to launch the Equator Principles, a series of workshops were conducted in November 2009 to discuss “Sustainability in the Financial Sector: E&S Risk Management by Financial Institutions”.

More than 50 financial institutions across the region were invited to attend the workshop in a move to mobilize the financial industry in Egypt to build awareness of social-environmental risks associated with project lending. This will help banks assess mitigate, document, monitor the credit risk associated with financing development projects, and through collaboration establish industry best practice.

Quote

Piotr A. Mazurkiewicz

Policy Officer

Environment and Social Development Department

For financial institutions investing in businesses that are financially, socially, and environmentally sustainable over the long term, is strategically smart and will guarantee the sustainability of their own business model. In banking, sustainability means adopting good standards for environmental and social risk management such as the Equator Principles and banking those firms and projects that are able to meet those standards. It is ultimately about creating better businesses. Firms that hold people, planet, and profit as core corporate values should succeed in good times as well as bad.

<http://www.equator-principles.com/index.shtml>



AAIB co-hosting with IFC a workshop on E&S risks for more than 50 financial institution across the Middle East Region. The workshop took place on Nov.4th 2009.



❖ AAIB Access to Green Finance

Rising environmental awareness and media coverage of climate change, combined with growing support for regulatory and legislative action, is spurring rapid growth in green financial products.

In this, AAIB participated at Egypt's Business Summit on Climate Change, in a two-hour session under the title "Reacting to a Crisis... Best Practices." Six business community representatives gathered to share their case studies on both the local and global levels; exhibiting practical efforts carried out in response to the climate change phenomena.



Green Finance... sustaining profit sustaining earth

A bank that masters the Art of Creating Value to all its stakeholders.
A bank that understands that creating value has a material and non-material component.
A bank with the power to achieve the fastest growth and profitability while attending sustainability core: environment, society and governance.
A bank with a vision to drive the Middle East towards Sustainable Banking & Finance.
Arab African International Bank, Egypt's first signatory of the Equator Principles and the UN Global Compact.

 البنك العربي الافريقي الدولي
arab african international bank
Established in 1976 by Royal Decree



❖ **Cost Saving**

AAIB intends constantly to enforce the policies to seek ways to minimise resource use to better sustain earth. (e.g. electricity, paper, water, waste-management, building design...etc.). Below are two initiatives which the bank tackled in this area.

The E-Movement

In 2008, AAIB had an internal initiative of replacing staff monthly salary pay slip paper with e-Statements. Issuing pay slips electronically has many benefits. It reduces time pressures, reduces paper consumption, and means employees can view their salaries for any monthly duration they prefer, rather than being limited to one month statement. In parallel, the bank is running through serious efforts to implement energy efficiency solutions across its facilities.

Expenses Committee

Launched in February 2009, the Expenses Committee had a mandate of improving the bank's cost structure and operating targets, and replacing "the culture of excess" with "the culture of necessity".

Despite the challenging times that made it necessary for several international and local institutions to experience cost cutting measures. Yet, human dispensing is kept as a last measure in AAIB's expense management process.

One of the main pillars which the committee focused on in 2009 was replacing the centralised electricity system with light control switches that were reallocated across four floors in the Head Office. This required enhancing the employees' behaviour to contribute to the institutions welfare.

Stakeholders Dialogue

We define anyone who deals with the bank and gets affected with it as our stakeholder. Yet there are some specific groups with whom we are seeking to broaden our relationships and dialogue: Bank Employees, Customers, Shareholders, Business Partners (suppliers), Community, and the Environment.

In order to understand the expectations and aspirations of our key stakeholders, we make sure to have a wide-ranging dialogue with them. These expectations assist us in the decision-making especially on the social aspects of our plans. The communication with our stakeholders is based primarily on personal interviews, workshops, network meetings, and conferences. Among the key dialogue issues in 2007 till 2009 were climate change, CSR Structuring, Customers Satisfaction, stakeholders' identification case stories/studies, international frameworks and Philanthropy.

Stakeholder Dialogues	Country
Regional Taskforce on Responsible Business Conduct	Egypt
CSR Conference	Portugal
CSR Conference	Jordan
AmCham Climate Change	Egypt
CSR Workshops to staff, top management and branch managers	Egypt
IFC Workshops	Egypt
EP internal training	Egypt
1st annual CSR Conference 2008	Egypt
2nd annual CSR Conference 2009	Egypt

WHO IS AAIB?

(visual : bank image watermark background)

AAIB Profile Data:

- **Established in:** 1964
- **Shareholders:** Egypt 49%, Kuwait 49%, Other shareholders 2%
- **Scope of work :** Commercial Investment
- **Regional Presence:** Egypt, UAE & Lebanon.
- **Subsidiaries :**
 - Arab African Investment Management (AAIM),
 - Arab African International Securities (AAIS), Arab
 - African Fund Management Services (AAFMS)
- **No. of branches:** 47 (local) and 2 (regional)
- **Assets:** US \$7.7 billion
- **No. of Employees:** 1357

WHO IS AAIB?

Vision...

To be the leading financial group in Egypt with a strong regional presence and innovative services, being the gateway for international business into the region.

Along a history of solid banking tradition since its establishment, Arab African International Bank (AAIB) is Egypt's fastest growing bank in terms of size and profitability. This growth rate substantiates AAIB's vision to be the leading financial group in Egypt, providing innovative services with a strong regional presence, being the gateway for international business into the region.

The Bank's growth was given further impetus in 2008 with the establishment of a new holding company, Arab African Investment Holding (AAIH). AAIH has the vision of being one of Egypt's leading investment institutions that establishes companies covering different sectors; it started with establishing three subsidiaries:

- **Arab African Investment Management (AAIM)**, a specialized asset management firm that covers the MENA region. Building on a heritage of innovation and customer service from its parent company AAIB, AAIM has brought together tradition and innovation to develop a market-leading approach to wealth creation across some of the world's fastest-growing emerging markets. AAIM successfully managed the bank's money market fund (Shield) being the best performing fund in Egypt for the year 2009.
- **Arab African International Securities (AAIS)**, which covers the local market and owns extended relations with regional and international players. Currently AAIS acts as a brokerage firm, offers a wide array of services including online trading, same-day trading, short selling, margin lending and others.
- **Arab African Fund Management Services (AAFMS)**, which is responsible for managing fund operations. The company is expected to achieve remarkable ROE & ROI rates within two years and will represent a valuable investment for the bank.

AAIB is a major contributor to the Egyptian debt capital market with a powerful role in structuring, managing, book-running and successfully closing syndicated loans. This has further consolidated AAIB's core competency in investment and corporate banking, and bond markets positioning the bank as a high-end service provider of innovative and customized solutions to leading local and regional corporates and international investors.

Awards

Euromoney's award for excellence as "Best Bank in Egypt 2008" is testimony to AAIB's remarkable growth in size and profitability, regional drive and innovative edge.

This is one only of many awards we have achieved:



Regional expansion is another pillar for AAIB's growth strategy; the bank led a number of major syndications in the fields of infrastructure and construction, which has further strengthened its position as a leading investment bank in the region. Enjoying a strong customer base and an active corporate strategy, AAIB's branches in the Emirates are considered the launching point for expansion into the Gulf.

With only 10% of Egypt's population dealing with banks, AAIB sees retail as a viable growth area and a fertile field for introducing innovative products and services to the market. AAIB was the first to extend working hours from 8:00 a.m. to 5:00 p.m. to provide full banking services access in all its branches. AAIB is the first to introduce credit cards to Egypt in the eighties and the chip technology in 2003 through its capacity as both issuer and acquirer. In 2007, AAIB launched a variety of innovative products and services. With the Visa Mini Card, it introduced the smallest credit card to the Egyptian market following earlier introduction of smart technology.

Merchants also benefited from technology enhancement as AAIB introduced GPRS points of sales where the Bank maintains its leading market share through the migration of all its merchants POS to accept cutting edge smart card technology at highest security standards. The Bank also strengthened its Merchant Program by launching merchant loans availing optimal financing to expand size and scope of their business activities guaranteed by the value of total electronic payment transactions settled between the bank and the merchants, thus eliminating the need for collaterals or personal guarantees. Along with this, Click2Shop complements AAIB's merchant portfolio, being an internet payment gateway enabling merchants to accept online payments via their websites. The program is securely coded by international MasterCard and an authorized license by Visa (VBV).

OBJECTIVES, PROGRESS, AND FUTURE PLANS

	Objectives 2009	Progress in 2009	Future Plans
GLOBAL FRAMEWORKS			
Equator Principles	Adopting EP	Completed in 2009	To invite other potential institutions to adopt EP from Egypt and the Region (2010-2011)
	Educate the credit and risk team about EP	In process in 2009	
	Draft new policies and procedures to embed EP within bank policies	In process in 2009	Continue with EP implementation internally at the bank in 2010
	Start implementation within project finance	In process in 2009	Submit the first EP report to EP in 2010
LBG	Educate staff members responsible for community investment about the LBG	Completed in 2009	Drafting new policies for choosing which community projects to invest in
	Submit the first LBG report	Completed in 2009	Reporting upcoming initiatives
Global Compact	Signing the UN Human Right Declaration	Completed in 2009	Promoting UN Global Compact in Egypt in support to Focal points. Widening AAIB's scope of membership through promoting Global Compact in the banking sector to attract financial institutions to join.
PUBLIC ADVOCACY			
Raising Public Advocacy	Participation in key annual CSR conferences in Egypt	Completed in 2009	Promoting CSR widely through participation in more conferences, and taking initiatives locally as well as regionally.
Media Awareness	Enhancing media awareness by inviting them to bank's CSR events and conferences.	Ongoing	Providing informative materials to media representatives as a channel to reach the community at large.
COMMUNITY INVESTMENT			
AAIB Award	Widening the scope of our initiatives: inviting more universities to join and more students to participate.	Completed in 2009	Revising competition structure Having partnerships to

We Owe It To Egypt Foundation	Creating a partnership with the Japanese International Cooperation Agency (JICA) to purchase land and donated it to the Abou El Reesh hospital, to build a Day Care Annex,	Completed in 2009	Including more project to We Owe it to Egypt Foundation. More staff engagement Launching an informative website to further promote the foundation's projects, update and the community and engage society.
Sponsorships	To be more focused on positioning our CSR projects	Completed in 2009	Promoting CSR in Egypt through causes that support sustainability.
EMPLOYEES			
Employees engagement	Engaging and involving more employees in the bank's community projects	Completed in 2009	Further engagement and involvement in bank's community programs.
Training & Development	Continue to provide training opportunities for bank staff members	In progress	Include CSR into bank training programs internally.
CSR Internal Awareness	Sending updates to employees on CSR progress, while educating them on the topic	Completed through bank bulletin, and production of CSR leaflet	Developing tailored CSR communication tools and channels for communication and interactivity (2010)
Incorporating CSR criteria within the bank's operating system	Communicating with relevant departments to embed CSR within each	In process	Further engagement and involvement from bank staff members within each division.
CUSTOMERS			
Educating customers on CSR	Having giveaways with "value creation" theme about CSR	Completed for 2010	To provide education materials
Providing more convenient services	Upgrading the Monthly Statement to be more informative and inclusive	Completed in 2009	Further improvements and developments based on clients needs.
Branches Renovation	Renovating bank branches to standardize bank's image and branding	Completed 80% in 2009	To continue renovation of remaining branches.
BUSINESS PARTNERS			
Educating our suppliers about AAIB CSR policies	Developing policies to be included in agreements signed between the bank and the suppliers	Drafted in 2009	Full policies to be drafted to be included in contracts and agreements with external suppliers and service providers.
ENVIRONMENT			