



## **Annual Report - Corporate Social Responsibility**

Al Hilal Bank was founded with the aim of offering exceptional banking services while staying true to its Islamic identity and giving back to the community. This is why the Bank keeps CSR at the forefront of its priorities and always strives to take part in initiatives that help in making a difference in the society.

Historically, CSR has been recognized during the 7<sup>th</sup> century by Islam, with the introduction of endowments and zakat. Al Hilal Bank believes that CSR is an important part of the bank's operations, with its significant positive impact on the society, and strongly believes in the beneficial outcome of such programme in enhancing communities, supporting economies and improving quality of lives - which in turn satisfactorily impacts the Bank's employees and the general public.

The Bank's CSR plans come in line with the UAE's apparitions, entailing the betterment of the society and economic progress through the UAE Vision 2021, the Abu Dhabi economic Vision 2030, the Ministry of Happiness's mandate, and the National Tolerance Programme. CSR for Al Hilal Bank means contributing to the development of the society by envisioning future plans for socio-economic growth, while integrating its goals and objectives with those of the country, as well as engage with other organizations on collaborative projects. This reflects the Bank's ongoing endeavors to contribute to philanthropic initiatives that are Shari'a compliant.

In 2016, during the Holy Month of Ramadan, Al Hilal Bank organized a special campaign called "Together for the Month of Giving" which was part of "Joud Bil Khair" (Do Good) programme. The "Joud Bil Khair" programme is based on a clear objective, which aims to spread the culture of volunteering and giving back to the community and to promote the spirit of sharing and solidarity during the holy month. It encourages volunteering from within the bank and the society in general, and highlights the essential role the bank plays in humanitarian services and social causes in the country. The "Together for the Month of Giving" initiative brought the community together with multiple weekly Suhoors' hosting at different locations in Abu Dhabi, designed to reinforcing the values of kindness, tolerance and giving back to the community.

Ramadan Aman 5 campaign is a key initiative that Al Hilal Bank partook in; The Ramadan Aman campaign is an initiative launched by Al-Ihsan Charity Association in the United Arab Emirates. At Maghreb, volunteers handout Iftar meals to drivers at traffic intersections to help them break their fast. This campaign was initiated in response to the increasing number of car accidents during Ramadan rush hour, as drivers tend to speed before Maghreb prayer to arrive on time for Iftar. Not only does this campaign cultivate the culture of volunteering and giving back to the community, it is also creatively raises awareness on traffic and road safety during Ramadan.

Al Hilal Bank will continue to promote generosity and tolerance and bringing joy to those who are less fortunate through multiple initiatives that are being planned. In line with announcing 2017 as the Year of Giving, Al Hilal Bank is set to contribute towards this noble initiative which underscores the significance of humanitarian work by focusing on three main themes: strengthening social responsibility in the private sector, promoting a spirit of volunteering and strengthening the concept of serving the nation in new generations of Emiratis and expatriates.