



Corporate Social Responsibility

As in earlier years, SIB conducted several activities to reach out to the community.

In a survey, 97% of the participants confirmed that SIB was doing a substantial job in supporting the society. We continued to partner with the Pink Caravan and the Red Crescent clinics. Annual Ramadan activities and Iftar tents remained as platforms to reach out to the society.

Social ROI was measured and tracked to ensure that the investments made in Corporate Social Responsibility met and exceeded the strategic intent of the bank. It is heartening to note that, on average, every dirham spent by the bank created a social impact 5 times its value.

From a marketing perspective, and through innovative marketing practices, our social media followership more than doubled during 2016. Internally, we conducted several events for SIB associates. The most significant one was the Happiness gathering where all associates met and interacted at the Burj Khalifa during Ramadan.

In 2017, ORGANIZATIONAL EXCELLENCE will be setting higher goals for itself in line with SIB's Vision, Mission and Values and will spare no effort to lead and promote a culture of excellence.