

# Corporate Social Responsibility

We are one of the few organizations in Pakistan who have clearly defined Corporate Social Responsibility Policy as well as a Donations Policy. One of our CSR objectives is to behave ethically, follow best practices and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. Our philosophy of CSR is simple: Being one of the top most successful organizations in Pakistan, it is our moral and ethical responsibility to lend a helping hand to the members of the community in need.

## Our CSR Track Record

We at Allied Bank feel that our first and foremost responsibility is to be successful in order to pay our shareholders the best value against their investment; introduce new and innovative products for our customers, at the same time, facilitate them by providing a comfortable environment at the branch level as well as introducing new ways and means for easy banking; create growth opportunities for our employees and their family members; and give back to the communities irrespective of their geographical locations, ethnic origins, and cast, color or creed. We realize our responsibility towards the financial, emotional and physical well being of our employees and their families. We feel responsible towards our customers who expect the best products, care and environment while doing business with us – our rapidly increasing branch network offering comfortable banking environment and the largest network of ATMs is a reflection of our commitment to the customer.

Our CSR philosophy has focussed around some key areas over the years, such as education, healthcare, sports promotion, environment, promotion of art and artists, staff welfare and engaging the staff in healthy activities.

Allied Bank has always answered the call in times of crises on national level, be it the earthquake of 2005 in the northern areas of Pakistan or the recent floods that rendered millions homeless and swept away a large portion of cultivated lands.

## Education

We believe that a nation's progress is relative to the level of its investment in education. We realize our responsibility to contribute significantly to help impart quality education to the bright and young men and women of our society who may have financial constraints. Keeping that in mind, we have been furthering the cause of education by sponsorships and donations to leading educational institutions as well as those run on not-for-profit basis. Institute of Business Administration (IBA) has been key beneficiary of our Donations Policy. Some of the noteworthy contributions we made during 2010 are:

- Institute of Business Administration
- Book Group
- National Textile College, Mananwala Faisalabad
- The Citizens' Foundation
- Bharia University
- Shah Abdul Latif University
- Institute of Chartered Accountants of Pakistan
- Lahore Grammar School
- Punjab University
- Mehran University
- Baluchistan University of Information Technology & Management Sciences
- SOS Children Villages
- Care Foundation
- Development in Literacy (DIL)
- Institute of Business Management



Donation of Ambulances to Chhipa Welfare Association on behalf of Allied Bank's shareholders



Allied Bank amongst Top 5 in PCP Corporate Philanthropy Awards



Donation to Aga Khan University Hospital

## Healthcare

We believe that healthy individuals make healthy nations. In line with that belief, we have been contributing substantial amounts to leading healthcare institutions over the years. Our main beneficiaries over the last few years have been the Aga Khan University Hospital and Shaukat Khanum Memorial Cancer Hospital. The list of institutions we supported during the year are:

- Shaukat Khanum Memorial Cancer Hospital
- Aga Khan University Hospital
- Chhipa Welfare Association
- Liver Center, Civil Hospital
- Patient Welfare Association, DMC and Civil Hospital
- Bakhtawar Amin Memorial Hospital
- The Medical Aid Foundation
- Bait ul Sukoon Cancer Hospital
- Lahore Businessmen Association for Rehabilitation of Disabled



1. Allied Bank honors its employee "Aleem Dar" - The Best ICC Umpire of the year for the second consecutive year
3. Allied Bank's Employees Inter-Departmental Cricket Tournament

2. 6th All Pakistan Allied Bank Golf Tournament
4. Vintage Car Rally from Karachi to Islamabad sponsored by Allied Bank

## Sports

It would be fair to say that the field of sports has been one key area which earns a country enormous amount of respect worldwide and also acts as a major source of forming favorable perception on international level – probably more than any other field. The country has produced a large number of sports personalities, majority of who still live in history and record books of world sports. It is that thought that makes us realize our responsibility towards investing in sports promotion for an improved image of the country, in the years to come.

The Bank honored the world renowned Cricket umpire Mr. Aleem Dar, who was declared "The Best ICC Umpire of the Year" for the second consecutive year. Mr. Aleem Dar who is a regular employee at Allied Bank for the last 16 years, is on the ICC's Elite Panel of Umpires.

The Vintage & Classic Car Club of Pakistan (VCCCP) organized a car rally from Karachi to Islamabad during the latter part of the year, which was

sponsored by Allied Bank. The key objective of the rally was to project Pakistan's softer image to the outside world.

The Bank also sponsored a number of other sporting events during the year, including golf, polo, basketball and tennis, besides sports festivals and Olympiads.

## Staff Engagement

Allied Bank aims at having one of the best in class human resource, consisting of youth and experience. The Bank owes its phenomenal growth and success to the wonderful men and women whose exemplary work ethics, attitude towards collective growth and sheer sense of belonging has made this organization one of the top banks in Pakistan. The management believes in looking after its employees in terms of their physical, spiritual and emotional wellbeing at all times. Following global best practices, the management has set up a dedicated department to engage the employees in positive and fun-filled activities. As part of our Staff Engagement Program, inter-departmental Cricket Tournaments were organized for employees and their families in Lahore



Relief activities in flood affected areas - Allied Bank standing with Nation in hour of need

and Islamabad separately. These tournaments were unique in the sense that lady colleagues also participated as players, side-by-side to the male colleagues, making the tournaments truly family events.

Similarly, an essay competition titled "Technology – the way forward" was organized which was open to all 8,000 employees country-wide.

More such programs including a Staff Volunteering Program are also in the pipeline for the year 2011.

### Deluge

The recent floods which washed away a large portion of cultivated lands and livestock, rendered millions of people homeless in Khyber Pakhtunkhwa, Southern Punjab and Sindh. The Bank as well as its employees jointly contributed an amount of Rs. 15 million to provide the affected people with immediate supplies such as food, blankets and tents for temporary shelter. The Bank through its regional offices mobilized medical teams to provide immediate medical assistance in all flood hit areas. Mobile

medical dispensaries carrying essential medical supplies and accompanied by qualified doctors were sent to the affected areas. These dispensaries covered the remotest of areas in KPK, Punjab and Sindh and provided immediate medical assistance to people, majority of which were suffering from stomach and skin related illnesses. In addition to that, the Bank also contributed Rs. 5 million to the Chief Minister of Punjab's Fund to help provide immediate relief to the flood affected people.

In the backdrop of colossal loss caused to the affected families and the fact that there are still thousands of families without a roof on their heads, the Bank plans to build number of houses in the form of sponsoring certain locations in the affected areas during 2011 and beyond.