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CEO’S MESSAGE

I am very pleased to present the second edition of our Corporate Social Responsibility and Sustainability Report. At NBF, we take pride in leading initiatives that have a positive impact on our environment and community. Through these CSR activities, we aim to bring about a change in the community, empower lives and help the environment by taking the right course of action. This report reflects our commitment towards being more than just a bank and focusing on bringing these objectives to life.

Our drive for CSR has always been rooted in our belief that we are an integral part of the wider community and should strive to be a force for good. In 2018, our inspiration was influenced by the Year of Zayed and its fundamental values which served as a guide to planning our activities ahead. From conserving the environment to dedicating efforts towards human development and more, the bank has actively followed the ideology envisioned by the nation’s visionary leader, Sheikh Zayed bin Sultan Al Nahyan, the Founding Father of the UAE.

Our CSR-led initiatives in 2018, took shape based on five main pillars: Strengthening Communities, Environmental Conservation, Health & Wellbeing, Investing in Education and, last but not the least, Developing Our People. We continued to contribute towards The Mission to Seafarers and other social causes like our Ramadan Drive, which offered care and relief to the community. We have further leveraged our partnership with Enable through the “Plant with Us” initiatives that aim at raising awareness of the work of people of determination and environmental conservation in communities across the UAE. Career Fairs were also conducted within three emirates, which aimed toward identifying and empowering Emirati talent and preparing them to take on leading roles within the banking sector. These examples represent only a glimpse of the multiple activities that the bank has led. We invite you to explore our journey through this report.

Since the launch of our CSR Committee in 2009, NBF has maintained the same level of commitment towards CSR. With the help of a team who is equally invested in the planning and execution of the activities, the passion for CSR has only increased in the last 10 years. We will continue to focus on building sustainable practices in our business, extend our support towards communities and deliver value to our stakeholders in the years to come.

Thank you,

Vince Cook
Chief Executive Officer
National Bank of Fujairah (NBF) has, over the years, established a consistent track record for excellence in its chosen areas of focus. This ongoing high performance is underpinned by the bank’s commitment to building an open and transparent relationship with its stakeholders, shareholders, customers, staff and suppliers alike, by engaging with the market and the local community.

Such engagement not only allows us to showcase our progress, it also provides us with the insight to better understand the needs and aspirations of our key stakeholder groups. As the UAE’s bank of choice for over 30 years, NBF has established a reputation as a bespoke financial services provider for businesses. We are well-regarded for our expertise and experience in areas of corporate banking, business banking, trade finance, energy & marine, precious metals and treasury. We have also expanded our range of services to include a growing suite of personal banking options including priority banking and Shari’a compliant products, as well as specialised solutions from equipment financing and global transaction services to bespoke advisory services through our independent subsidiary, NBF Capital Limited. We have also been outperforming banks in the UAE with our superior customer service. Being the national bank for the emirate of Fujairah, we maintain a focus on facilitating the aspirations of our home emirate, while committing ourselves to supporting the growth of the UAE economy as a whole.

WHAT WE ARE

WHO WE ARE

WHAT WE DO

WHAT WE BELIEVE IN

NBF’s vision, mission and values underscore the bank’s commitment to the development of the UAE and the emirate of Fujairah.

WHETHER IT'S A BILLION OR A BILLION DOLLARS, IT'S IMPORTANT TO THE HOME EMIRATE.
CORPORATE GOVERNANCE
 OUR APPROACH TO CORPORATE SOCIAL RESPONSIBILITY

NBF is committed to ensuring high levels of transparency and accountability as well as providing a functionally supportive environment to carry out its business activities. Our Board of Directors and management are committed to complying with the highest ethical corporate governance standards and international best practices. To ensure we follow best practices in our corporate social responsibility programme, the management has appointed a Sustainability Steering Committee (SSC) that will oversee the activities run by the Corporate Social Responsibility Committee (CSRC).

As a trusted brand in the financial world, NBF is confident in its business practices to create economic growth while simultaneously helping improve lives and create a better world.

Our Corporate Social Responsibility strategy focuses on five priority areas.

1. STRENGTHENING COMMUNITIES
2. ENVIRONMENTAL CONSERVATION
3. HEALTH & WELLBEING
4. INVESTING IN EDUCATION
5. DEVELOPING OUR PEOPLE
DUBAI DECLARATION

National Bank of Fujairah, along with other multiple financial institutions, signed the Dubai Declaration of financial institutions in the United Arab Emirates on sustainable finance on February 1, 2017 at the United Nations Environment Programme (UNEP) Finance Initiative’s 14th Global Roundtable. The event was held under the patronage of His Highness Sheikh Hamdan bin Mohammed Al Maktoum, Crown Prince of Dubai, Chairman of the Executive Council, the event was organised by the UAE, represented by the Ministry of Climate Change and Environment (MOCCAE), in collaboration with the UAE Central Bank.

The Dubai Declaration recognises UAE Vision 2021 and firmly supports the UAE’s ambition to become one of the leading countries in the world by the time of its Golden Jubilee anniversary in 2021. To sustain a prosperous society for generations to come, the UAE’s financial institutions confirmed their support for the UAE Vision 2021 and for the process of transforming the national economy to a green economy in accordance with the UAE Green Agenda 2015-2030.

The Dubai Declaration recognises many important roles the finance sector can play in promoting sustainable development and making the UAE a climate-resilient, inclusive green economy. The aim is to expand and accelerate sustainable finance practices towards 2021 in partnership with the UAE government, the UNEP Finance Initiative and other relevant expert institutions.

SUSTAINABILITY STEERING COMMITTEE (SSC)

NBF’s Sustainability Steering Committee (SSC) reports to the bank’s Management Committee and guides the focus of the Corporate Social Responsibility Committee (CSRC). It seeks to develop the bank’s internal capacity to achieve sustainable finance and risk management in line with the Dubai Declaration. The committee is chaired by the Chief Risk Officer, with the Head of Corporate and Institutional Banking being the alternate Chair Person.

KEY RESPONSIBILITIES

- Identify, manage and improve the bank’s direct and indirect environmental and social performance.
- Contribute the best of the bank’s abilities towards community and society in creating economic, environmental and social opportunities.
- Lend to, invest in, facilitate financing, or provide insurance to sustainable projects, entrepreneurs and industries, and support the growth of a successful small and medium-sized enterprise (SME) sector.
- Take into account climate and environmental, social and governance (ESG) risk in the bank’s risk management processes.
- Advise the CSR Committee on various strategies and initiatives to expand and accelerate sustainable finance practices towards 2021 in line with the Dubai Declaration processes.
CORPORATE SOCIAL RESPONSIBILITY COMMITTEE (CSRC)

Instituted by NBF’s Management Committee, the Corporate Social Responsibility Committee is the primary platform for the voluntary actions that NBF will take, over and above compliance with minimum legal requirements, to address both our own competitive interests and the interests of wider society. The Committee reports to the Sustainability Steering Committee (SSC).

The Committee will focus on developing the bank’s capacity to play a positive role in building the sustainability of the communities in which it operates. Activities initiated will cover Environmental management, Employee-related programmes, Community social programmes, and Communication of CSR initiatives within and outside the bank.

ACTION

The Ministry of Climate Change and Environment (MOCCAE) has divided CSR activities under three streams: Improving Internal Sustainability Performance, Integrating Sustainability Criteria and Innovating Sustainable Products.

We have mapped these streams against our sustainability pillars: Strengthening Communities, Environmental Conservation, Health & Wellbeing, Investing in Education and Developing our People. The bank has made strong strides in the Improving Internal Sustainability Performance stream and is in the process of implementing initiatives to successfully add to Integrating Sustainability Criteria and Innovating Sustainable Products.

CURRENT CSR ACTIVITIES UNDER THE 3 STREAMS

The 3 CSR Streams as designated by the Ministry of Climate Change and Environment

- Improving Internal Sustainability Performance
  - Environmental
  - Social
  - Management
  - Philanthropy
  - Measuring/reporting
- Integrating Sustainability Criteria
  - Risk Integration
  - Investment Principles
  - Responsible Lending
- Innovating Sustainable Products
  - Increased network of branches in Fujairah and across the country to 18 for inclusion of under-banked population
  - Institution of Sustainability Steering Committee and Corporate Social Responsibility Committee
  - Launching Elham, a dedicated business segment for Emirati women entrepreneurs
  - Specialised Emiratisation Programmes: Management Trainee Programme and Career Advancement Programme
  - Employee safety and security initiatives like emergency evacuation drills
  - Employee Wellbeing Programme for year-round healthcare initiatives
  - Inaugural NBF Run and a Running Club
  - Annual blood donation drives
  - Annual Ramadan charity campaigns
  - Partnering with EWS-WWF in support of Wadi Wurayah National Park conservation
  - ENABLE social enterprise truck sponsorship
  - GENNEXT workshops for next-in-line entrepreneurs
  - Fujairah Welfare Association sponsorships
  - NBF Knowledge Series - one-day networking sessions between thought leaders and NBF clients, held in Fujairah, Abu Dhabi and Dubai

NBF’S 5 SUSTAINABILITY PILLARS

Strengthening Communities • Environmental Conservation • Health & Wellbeing • Investing in Education • Developing Our People
Over the years we have extended our sincere efforts towards the betterment of our people, our environment and our community. Here’s a glimpse of some of the biggest initiatives through the years that prompted a positive change.
HIGHLIGHTS

Defined by our values, 2018 was scheduled to include initiatives that were not only effective but also paved way for the future of CSR for us. The annual blueprint was outlined with the five sustainability pillars i.e. Strengthening Communities, Environmental Conservation, Health & Wellbeing, Investing in Education and Developing Our People.

Our team envisioned and executed activities, successfully fulfilling the objectives of our sustainability pillars. Our HR Department conducted Career Fairs in the emirates of Abu Dhabi, Fujairah and Dubai. Initiatives like Green Auto Loan and Plant With Us were launched in a bid to promote environmental conservation. We also came together to reach out to the community through our Ramadan Drive. These are just few among the many measures that were taken to form the bigger picture of CSR at NBF this year.
We are very proud to gain recognition from this prestigious platform, which gives everyone involved a very clear benchmark against which progress can be measured.

Vince Cook
CEO, NBF

Added to our record of laurels this year was the Dubai Chamber CSR Label award. It gives us immense pride to see that our efforts towards CSR have been recognized. Among the efforts that brought us closer to being honoured by this prestigious award were initiatives like promoting the use of solar power. It has the capacity to conserve up to 80,000 KW and reduce carbon emission to 6,000 kg per year. As a step towards promoting waste management, the bank was also responsible for segregating more than 4 tons of paper, 40 kgs of plastic, 13 kgs of cans and nearly 80 kgs of glass. Other initiatives like the Green Auto Loan and Plant with Us were also a major part of our movement towards one of the most important pillars of sustainability at NBF. The award has not only recognized our efforts, but also encouraged us to continue to protect and nurture the environment within our organization and the community as a whole.
MISSION TO SEAFARERS

“We are proud to continue to support the Mission to Seafarers thus reinforcing the spirit of solidarity amongst all community members in Fujairah and beyond.”

Vince Cook
CEO, NBF

Since the year 2012, NBF has been actively supporting Mission to Seafarers (MIS), a charitable institution that aids the welfare of seafarers across the UAE. This year, NBF maintained its association with the cause, donating AED 100,000 towards MIS. Making a positive difference to those working at sea reflects our belief in giving back to the community. Our partnership with the institution over the years is a testament to our commitment and demonstrates that community building is etched in the heart of our business.

RAMADAN DRIVE

“In the spirit of the month of giving, we wanted to express our appreciation to workers in Fujairah who work hard to contribute to the community’s development.”

Huda Al Khalisan
Chairperson, NBF CSR Committee

During the holy month of Ramadan, we partnered with Fujairah Welfare Association, an institution dedicated to aiding the underprivileged. Through this partnership, a series of special Ramadan tents were set up. Over 18,000 meals were sponsored during the month within Fujairah and other emirates. As a part of this initiative, a donation drive was also carried out with the purpose of distributing gift packs to workers at the Ramadan tents. The activity resulted in a success, by bringing together a community that celebrated the true spirit of Ramadan.

PARTNERSHIP WITH ENABLE

“It feels great to be a part of an initiative that empowers all members of the community while encouraging a greener environment.”

Reem Saeed Al Gaith
General Manager, ENABLE

We were happy to partner with ENABLE, a Desert Group Company that empowers people of determination by developing their entrepreneurial skills and involving them in the assembly and production of home and garden items. These items were successfully sold across the UAE by means of a mobile truck sponsored by NBF. The initiative, led by Reem Saeed Al Gaith spreads a strong message about positive change and a greener tomorrow.
ENVIRONMENTAL CONSERVATION
GREEN AUTO LOAN

“We are witnessing a progressive transformation towards increased sustainability and we are happy that UAE’s 2021 Sustainability Vision is driving that change.”

Justin Morgan-Cooper
Chief Risk Officer

As a part of the Go Green initiative, we launched the Green Auto Loan. It was conceptualised in accordance with UAE’s mission to work towards transforming into a low-carbon economy as sectioned under the UAE government’s 2021 sustainability agenda. The idea of Green Auto Loan is to build an interest towards hybrid and electric vehicles by making them more accessible. Through the initiative, acquiring a loan for an environmentally friendly vehicle would be more accessible with a low interest and flexible repayment options for UAE locals and residents.

PARTNERSHIP WITH EMIRATES GREEN

“We are extremely proud to be building on our partnership with Emirates Nature- WWF and extend our support to programmes designed to preserve the environment in which our business thrives.”

Huda Al Khalsan
Chairperson, NBF CSR Committee

We extended our partnership with Emirates Nature- WWF for the fifth consecutive year. This partnership is in line with NBF’s ongoing contribution towards Environmental Sustainability & Governance practices. Our association will focus on conservation work in Wadi of Hajar Mountains, ranging from terrestrial conservation to supporting the survey of nocturnal species. We will also continue using our ATM network to encourage customers to donate one Dirham while withdrawing money. We will then contribute funds to match the total donation amount to boost conservation efforts in the region.

NBF ONLINE REMITTANCE AND TRANSACTIONS

“Started in line with the Go Green initiative, this measure was taken to discourage the use of paper by promoting our online banking platform. Customers were urged to turn to NBF Direct to fulfil banking needs like remittances and other daily transactions. By doing so, we aimed to reduce the use of paper and conserve the environment. Extending the same thought, we also refused to accept remittance instructions by fax. Initiatives like these bring our customers closer to our ultimate goal of a greener future.”

PLANT WITH US - AL REEF

“We are very proud to launch our theme for this year entitled “Plant with Us” from our branch premises in Al Reef, as we look to further enhance our contribution to the community.”

Vince Cook
CEO, NBF

Plant With Us is an initiative to be carried out through the year. It aims to raise awareness about environmental conservation and sustainability. The inaugural ceremony of this initiative was held in partnership with ENABLE, a Desert Group company that cultivates horticulture projects and initiatives across the country. The event drew an audience including a large number of members from the Al Reef community in Abu Dhabi. Attendees at the event participated in educational workshops on safeguarding the environment. They also learned about planting succulents as guided by Enable’s staff members.
HEALTH AND WELLBEING
NBF RUN 2018

NBF Fujairah Run saw over 1,800 participants take part in its second annual run in the emirate of Fujairah hosted under the patronage of His Highness Sheikh Mohammed bin Hamad bin Mohammed Al Sharqi, Crown Prince of Fujairah. The event builds on the success of the inaugural event last year and saw a 73% increase in participation this year with runners competing in the 3km, 5km, 10km and 11km races. The second edition of the run welcomed many new faces including some of the UAE’s best runners. One of the highlights of this year’s race was the new 11km mountain trail route, which took place against Fujairah’s stunning mountain backdrop. The run also included a category for People of Determination under four different groups. Over 100 participants took part in this category completing with great zeal and determination. This demonstrates the bank’s commitment to making this event accessible to any individual wishing to participate.

EMLOYEE WELLBEING PROGRAM

NBF genuinely cares about its employees’ health and to promote a healthy workforce, many activities have been initiated over the years. Through dedicated efforts, NBF aims to nurture both, the mental and physical health of its employees. Information related to fighting stress and illness as well as tips on maintaining a healthy lifestyle through exercise and nutrition are actively circulated within the staff. Another great initiative provided nursing mothers a private space within the office premises. Additionally, ‘Know your numbers’ was an initiative that worked extremely well towards pushing the staff members to make healthy changes to their lifestyle. It involved keeping track of each staff member’s score on their height, weight, blood pressure, cholesterol, sugar levels, stress resilience test and hip-to-waist ratio management.

BREAST CANCER AWARENESS

Breast cancer is known to be the most common cancer in women worldwide, both in developed and developing countries. NBF collaborated with Well Women Clinic. Clinic representatives outlined the risk factors of the disease and gave several free preliminary check-up vouchers. Ladies at NBF were encouraged to wear pink for the day and take part in the Pink Fashionista Contest. The initiative was launched to mark International Breast Cancer Awareness Month and was observed throughout the month of October.
INVESTING IN EDUCATION
GenNext

“It is our duty as partners to our clients to ensure a smooth transition of their businesses across generations.”

Vikram Pradhan
Head of Corporate and Institutional Banking, NBF

2018 witnessed the fourth annual NBF GenNext. This initiative was launched in 2015 as a programme designed for knowledge exchange, teaching and training the children of our bank’s corporate clients. It aims at familiarising them with the skills required to be the leader of a business. It also imparted knowledge regarding management and financial principles like identifying shareholder returns, developing corporate funding strategies and beyond. After having succeeded with previous editions, we even decided to extend the programme to include second-generation business owners in addition to university students. The programme was hosted in collaboration with Fitch Learning.

KNOWLEDGE SERIES

“The NBF Knowledge Series aims at arming clients with the knowledge and guidance to improve their approach to best redraw the lines within their own lines of business in order to strengthen their capabilities and ensure they are in a great position to leverage the opportunities that the UAE continues to offer.”

Vikram Pradhan
Head of Corporate and Institutional Banking, NBF

In accordance with our objective to guide customers with helpful advice and clever insights, we hosted the third annual Knowledge Series. The theme for 2018, ‘Redrawing the Lines’ aimed at supporting customers and keeping them updated with the business environment. Around 700 business leaders and analysts in the UAE attended one-day networking sessions across the emirates of Fujairah, Dubai and Abu Dhabi. The discussions addressed topics like current market trends and emerging challenges faced by businesses in the UAE. The sessions welcomed prominent industry icons like senior analysts from Thomson Reuters, Encore & Partner - Derby Group, Gartner, and KPMG Lower Gulf to speak and provide their views. They expressed their thoughts on relevant challenges faced by business owners including the regional and global economic outlook, changing environment of trade and more.
DEVELOPING OUR PEOPLE
NBF’s commitment to Emiratisation is effectively demonstrated with the proportion of UAE national employees, currently at 40% of the workplace, a figure that is well above the industry average. We are serious about developing the next generation of Emirati professionals, which is why we have a number of initiatives in place, from supporting students after graduation and helping them fast track their career development to ensuring their wellbeing at work. We offer career opportunities and engage with local talent through various career fairs held across the UAE.

Through platforms such as the Management Trainee Programme for fresh graduates and the Career Advancement Programme for existing staff, NBF has developed industry-leading initiatives to nurture the professional growth of UAE nationals. The programmes accelerate their careers by enabling them to take on more challenging jobs and succeed at them, resulting in a marked improvement in the quality and overall performance of these individuals. We also have a National Development Programme for existing Emirati staff to further support them in their career skills.

At the same time, the bank has also sought to play a greater role in promoting Emirati women in the workforce and now a third of our 18 branches are overseen by Emirati female managers. In 2018, the bank claimed The Nationalisation award, HR Team of the Year award and the Overall Gulf Employee Experience award. Moreover, the bank’s success was also recognised in another space at the Human Capital Forum MENA 2018 where it received “HR Team of the Year” for the third consecutive time and was awarded third place in the “Best Employer” category.

“We will continue to invest in nurturing Emirati talent through implementing a range of training programmes, Emiratisation initiatives and providing a supportive environment in which they can thrive.”

Abdullah Aleter
Head of HR, NBF

Career Fairs are a huge step towards Emiratisation as an initiative by our HR department. Formulated to focus on recruitment, career development and entrepreneurship, we continue to offer exciting career opportunities to aspiring talents. We steered our efforts towards guiding UAE Nationals to explore their potential and prepared fresh graduates for managerial roles through a management trainee program and were an active part of Career Fairs conducted within the emirates of Fujairah, Dubai and Abu Dhabi throughout the year.
EMPLOYEE ENGAGEMENT

At NBF, we believe that to fully engage all employees it is important to segment staff and take actions based on their specific needs. For each group we develop different engagement strategies and action plans.

In 2018, we ran around 20 team building activities that addressed common challenges and encouraged staff across departments to play an active role in working together towards finding a solution. We also pride ourselves for having a highly accessible management team who is deeply invested in supporting our engagement efforts. We focus on listening to employees and take immediate actions to resolve any issues.

The bank also boasts a robust wellbeing programme that focuses on looking after employees’ physical and mental health at the workplace and beyond. We do this by observing important health awareness days and engaging employees through sports and physical activities. NBF is also the first bank to integrate tailored flexible benefits that cater to the various needs and expectations of employees such as enhanced life coverage, comprehensive health check-up, home insurance and worldwide travel insurance among others.

The bank’s employee engagement level stands at 77% while its turnover rate is at just 3.6%, one of the lowest in the market. NBF today is considered a pioneer in employee engagement, having been recognised by several prestigious platforms.

LINKEDIN BREAKFAST

“We are proud to share our employee engagement journey with other leading organisations, which is an important part of our strategy to be recognised as an employer of choice.”

Abdullah Aleter
Head of HR, NBF

We collaborated with LinkedIn to organise our second LinkedIn Breakfast event. Focused on engaging employees, the event was attended by HR representatives from various organisations. Discussions were held during the event, centered around the bank’s approach to creating the ideal environment for employees. It resulted in sharing of vital points like stimulating employee potential and encouraging employee engagement which are key factors that lead to positive results for customers and shareholders.
Small steps result in big changes and that is exactly our approach towards embracing sustainability. Measures like choosing eco-friendly stationery, lighting and water heating sources contribute towards an outcome that is better for the environment. As technology continues to develop newer, more efficient ways to achieve our objectives, we must find new applications that will reduce our environmental impact. With more initiatives such as these, we will continue to extend and support the principle of sustainability in everything we do.