



Corporate social responsibility 2017



Corporate social responsibility (CSR) is a fundamental part of our sustainability programme and our business. Like our clients, we believe that a consistent approach to CSR helps us to deliver a better business performance and build an even stronger brand.

Our people and CSR

Through our services, we seek to enable economic and social inclusion across our network, particularly in developing and emerging economies, by helping individuals and companies achieve their aspirations. This helps us raise living standards and help communities more broadly – one of our aims as an organisation.

This starts with our people. With approximately 80 different nationalities working together in more than 31 countries across three continents, we are proud of our diversity. We work in an atmosphere of mutual respect and support, and share the same values that define the Bank and our approach to doing business. It is perhaps because of this that we have such a consistently high engagement score.

All QNB Group employees are encouraged to participate in our CSR initiatives. Many choose to do so by contributing time and expertise to worthy causes which the Bank supports.

Over the years, our volunteers have supported a wide range of community projects, including annual keep-clean rallies, assisting in numerous international events, helping young people to learn a new skill at a local community centre, fundraising activities, coaching a children's sports team or even providing a warm meal to those less fortunate.

Arts and culture

Our cultural heritage helps to define who we are and what we want to become. This year, we were proud to add our support to this important subject by:

- > embracing our culture. QNB celebrates the Garangaoh night every year during the 15th night of the holy month of Ramadan. This year, we organised events to give sweets and gifts to children in Qatar;
- > sponsoring drama. The Bank supported two comedy plays: Dirat al-Izz (Country of Pride) and Al Hesar (The Blockade) as part of our commitment to encouraging artistic production and contributing to the enrichment of Qatar's cultural landscape; and
- > renewing our support and collaboration with Qatar National Day Organizing Committee. The Qatar National Day is the national holiday for the country and is celebrated every year on 18 December as a recognition of the unification of the State of Qatar in 1878 by Sheikh Jassim bin Mohammed Al Thani.



Left: QNB celebrates the Garangaoh night every year during the 15th night of the holy month of Ramadan.

Right: Our Solidarity Walls encouraged staff to show their support for World Autism Day.

Corporate social responsibility continued

Economic and international affairs

Financial empowerment and enhancing the understanding of international affairs helps everyone, from individuals to multinationals, successfully navigate the increasingly complex world we live in. To foster both, we:

- > supported the Second Annual SME Conference in Qatar. Organised by the Qatar Chamber of Commerce and Industry and the International Chamber of Commerce (ICC) under the patronage of His Excellency the Prime Minister, the event aims at improving and developing the SME sector to enable them to capitalise on a greater range of business opportunities. This year, the conference also focused on Turkey's SME experience, with Qatar benefiting from the country's international standards and best practices to provide innovative solutions and encourage creative thinking among entrepreneurs and investors;

- > sponsored QITCOM conference and exhibition 2017. This is the largest annual digital event held in Qatar. The focus this year was on the provision of smart technology services, solutions and applications to Qatar's five key sectors: transport, environment, health, sports and logistics, in line with the QNV 2030;
- > supported Expo Turkey by Qatar in Doha, a trade exhibition held under the patronage of His Highness the Emir Sheikh Tamim Bin Hamad Al-Thani, designed to enhance diplomatic and trade relations; and
- > acted as the main sponsor for the annual Reyada Award. Launched by the Social Development Centre in 2011, this national competition encourages initiatives and innovation in the field of entrepreneurship, and strengthens the spirit of competition between Qatari entrepreneurs.

Below: The visit of H.H. the Emir Sheikh Tamim bin Hamad Al-Thani to QNB's booth at the QITCOM Conference 2017.



Health and environment

Promoting good health and improving our environment are two vitally important areas of CSR for us. This year we did this by:

- > celebrating World Autism Day. We installed Solidarity Walls in two of our main offices in Doha so that staff could visibly demonstrate their support by placing a blue palm print on the wall; and
- > donating blood. Working in partnership with the Indonesian Red Cross Society, QNB Indonesia held a blood donation event for employees entitled 'Give the Gift of Life, Donate Your Blood'. Throughout the course of the event, held at the Bank's head office, almost 80 staff donated blood at the event.



Social and humanitarian

Our commitment to help build a better society and contribute to a better world is unwavering. This year we:

- > in conjunction with the Shafallah Centre, sponsored the 'A Small Contribution, A Great Hope' initiative, which encourages children with special needs to express their pride for the National Day celebration through their drawing talents;
- > sponsored the Orphans Day in Egypt. In recognition of our long-standing commitment and support for young orphans in Egypt, QNB Al Ahli was awarded a special certificate by the Egyptian Stock Exchange to celebrate this year's Orphans Day; and
- > helped with homes. QNB Al Ahli also provided 30 families in need with new homes in the village of Ahmed Al Masri. The initiative was made in cooperation with Egypt's Al Orman Association.

Below: QNB's booth at Darb Al Saai as part of its participation in Qatar's National Day celebrations.

Above: QNB and the Shafallah Centre encourage children with special needs to express their pride during the National Day celebrations.



Sport

Sport provides a positive experience no matter whether you are a participant or a spectator. It promotes a culture of cooperation, healthy competition, activity and fitness. In 2017, we supported sport by:

- > acting as the main sponsor of the prestigious H.H. The Emir's Sword Event at the Qatar Racing and Equestrian Club. Now in its 26th year, the event, under the patronage of His Highness the Emir Sheikh Tamim Bin Hamad Al-Thani, features a number of horse races and a show jumping event;
- > renewing our sponsorship agreement with the Qatar Football Association (QFA) and Qatar Stars League Management (QSLM) for six more seasons. The latter has been renamed the QNB Stars League. Our sponsorship covers all competitions, including The Emir Cup and the Qatar National Team;
- > renewing our partnership with the Asian Football Confederation (AFC) as the official sponsor of the confederation's international footballing events, including its sponsorship of the AFC Champions League for 2017 to 2020, the AFC Cup from 2017 to 2020, and the AFC Asian Cup in 2019;
- > sponsoring the Paris Saint-Germain and Trabzonspor football clubs in France and Turkey, respectively;





- > sponsoring the annual Sports Day activities, where our staff joined those from other banks across the capital in the 10km walk across Doha organised by Qatar Central Bank; and
- > acting as the national sponsor for the FINA Swimming World Cup 2017 in Qatar. The two-day swimming event was held at the Hamad Aquatic Centre and attracted top swimmers from around the world.

Youth and education

Our future lies in the hands of our youth and in their education. This year, we were proud to support both by:

- > acting as a sponsor to the annual Doha Jewellery and Watches Exhibition in Qatar, where young, up-and-coming Qatari designers are invited to showcase their work alongside renowned international brands, opening a world of opportunity;
- > supporting the education initiatives in Qatar by being the main sponsor of all Ministry of Education activities held throughout the year;
- > supporting literacy. QNB Tunisia participated in the Reading Open Day event held by Ben Arous school and organised by the Ministry of Education. As well as reading, the event included a play, a book fair, drawing and painting workshops, and a fashion show;

- > creating the Math Amazing mobile exhibition in Turkey. QNB Finansbank was behind the success of an educational exhibition in Istanbul designed to help children learn more about maths, while also developing their analytical skills in a fun and interactive way. The event attracted more than 100,000 children and their families;
- > boosting academic success. QNB Finansbank collaborated with the Turkish Education Association and the Ministry of National Education to increase academic success, as well as cultural and sport development for students in eight primary schools in Ankara and Adana. Almost 7,000 children received specialist coaching in tennis, basketball and volleyball tournaments across the country; and

- > supporting the renovation of a school. QNB Tunisia worked with the Ministry of Education to help support renovation work at Ben Arous school, which included fixing the school's windows, painting all the walls, and building a sports court and reading hall.



Above: Boosting academic success in Turkey.
Right: QNB was official sponsor of all activities held by the Ministry of Education in 2017.
Left: H.H. The Emir's Sword Event at the Qatar Racing and Equestrian Club.