

SUSTAINABILITY NEWS & TOPICS

Launch Edition



ALEXBANK

بنك الإسكندرية

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4. ALEXBANK’s Monthly “Forsa” (“Chance”) Bazaar: Bringing You Everything & More

I

1. CSR & SUSTAINABLE DEVELOPMENT OFFICE STRATEGY 2018-2021
2. EUROMONEY AWARD FOR “BEST BANK FOR CORPORATE SOCIAL RESPONSIBILITY IN THE MIDDLE EAST” 2018

ALEXBANK, traditionally active in the field of CSR, has embarked on a new roadmap for shared value creation, financial inclusion, sustainable finance, and social and transparent performance reporting. Revamping the CSR & Sustainable Development strategy to a new 4-year Office strategy (2018-2021) will cement ALEXBANK's efforts toward integrated and sustainable development in the business and social realms.

1. CSR & Sustainable Development Office Strategy 2018-2021



An artist working in the ENID pottery workshop.

The new CSR & Sustainable Development Office Strategy, which was approved by the Board of Directors on 31 July 2018, further solidifies ALEXBANK's pioneering role as a partner with a full-fledged shared value platform based on sustainable community development initiatives, inclusive finance, socially responsible investment, broad-scale financial literacy programs, and environmental sustainability. With the beginning of 2018, the Office has taken its efforts further through designing and implementing social projects that generate economic value for the organization and social value for the community in response to the economic, social and environmental needs of the country. The three dimensions of our Strategy are:

- (1) **Financial Inclusion and Sustainable Finance**
- (2) **Economic Development, Social Innovation and Education**
- (3) **Environmental Sustainability**

In 2018 alone, our CSR and sustainable development initiatives benefited more than 30,000 citizens.

2. EUROMONEY Award for “Best Bank for Corporate Social Responsibility in the Middle East” 2018



Dante Campioni, Managing Director & CEO of ALEXBANK and Laila Hosni, Head of CSR & Sustainable Development Office at ALEXBANK, during the Euromoney Middle East Awards for Excellence held in Dubai on May 8th.

ALEXBANK has been named the “Best Bank for Corporate Social Responsibility in the Middle East” for its outstanding endeavors in sustainability and Corporate Social Responsibility practices in Egypt. The award by the Euromoney, one of the most prominent international magazines in assessing banks and financial institutions’ performance, was presented to Dante Campioni,

Managing Director & CEO of ALEXBANK and Laila Hosni, Head of CSR & Sustainable Development Office, during the Euromoney Middle East Awards for Excellence dinner held in Dubai on 8th May 2018.



THE EUROMONEY
PRIVATE BANKING AWARDS

2018

II

1. “TAMKEEN” MICROFINANCE SCHEME GOES LIVE!
2. ALEXBANK PILOTS ITS FINANCIAL LITERACY GAME “HADY BADY” ON WORLD SAVINGS DAY
3. “BRIDGING THE GAP: INTERNATIONAL AND NATIONAL BEST PRACTICES”: EGYPT ENTREPRENEURSHIP SUMMIT 2018

Financial Inclusion & Sustainable Finance, through providing innovative financial services to under-served populations and supporting financial literacy programs via partnerships with national regulatory bodies and organizations active in the realm of financial inclusion.

1. “Tamkeen” Microfinance Scheme Goes Live!



ALEXBANK collaborates with Sawiris Foundation for Social Development (SFSD), the International Labor Organization (ILO) and the Professional Development Foundation (PDF) on “Tamkeen”, a project that aims at promoting the employability of youth and women by investing in their education and skills development. To ensure the sustainability of these trainings and to provide opportunities for income creation, ALEXBANK developed a micro-credit line that caters specifically to the

beneficiaries of the “Tamkeen” training program. Beneficiaries who successfully pass the “Tamkeen” program are entitled to apply for this special micro-credit product at ALEXBANK at favorable conditions (lower interest, grace period and higher credit limit).



International
Labour
Organization



2. ALEXBANK Pilots its Financial Literacy Game “Hady Bady” on World Savings Day



School children playing Hady Bady during our workshop.

For the second consecutive year, and in alignment with Intesa Sanpaolo Group’s global initiative, ALEXBANK remains committed to the communities it operates in. Through our participation in the World Savings Day, we affirm ALEXBANK’s longstanding strategy of promoting and endorsing financial inclusion and literacy. Organized in collaboration with Educate Me NGO, ALEXBANK celebrated this day with a financial awareness workshop dedicated to children aged between 8 and 10 years

old. The event was structured around “Hady Bady”, a board game developed by ALEXBANK’s CSR & Sustainable Development Office. “Hady Bady” is tailored to Egyptian children for the purpose of enshrining principles of prioritizing financial needs in balance with supporting others with less fortunate financial circumstances. The game educates children about how they can spend for belongings they desire, save to attain items they love and donate money to help people in need.



School children playing Hady Bady during our workshop.

3. “Bridging the Gap: International and National Best Practices”: Egypt Entrepreneurship Summit 2018



Laila Hosny, Head of CSR & Sustainable Development Office, Leila Mahmoud and Mai Ali from the CSR & Shared Value team alongside two ENID arabesque artisans after talking about their experiences and the positive impact our partnership had on their lives.



The laptop sleeve made by the NGO “Tawasol”.



Egypt Entrepreneurship Summit took place in Luxor and was the highlight of Egypt’s Global Entrepreneurship Week celebrations in 2018. From the 15th to the 17th of November, the Summit gathered thinkers, practitioners, and policymakers, to review the potential of entrepreneurship in Egypt. Experts from many fields, including but not limited to, SME leaders, corporations, academics, government officials and policy makers, entrepreneurs, youth, entrepreneurship supporting organizations such as incubators, accelerators and educational- and training institutions come together to discuss barriers and celebrate innovative successes. ALEXBANK’s own Laila Hosny, Head of CSR & Sustainable Development Office, giving a keynote speech about “Ebda3 men Masr”, and how it has been paving the way for artisans to transform into successful entrepreneurs without compromising the authenticity and unique identity of the Egyptian handicrafts since 2016.

III

1. 12 OF OUR “EBDA3 MEN MASR” PARTNERS RECEIVE “WORLD FAIR TRADE ORGANIZATION” PROVISIONAL MEMBERSHIP
2. A MÉLANGE OF NATURE AND CULTURE: THE 8TH TUNIS VILLAGE FESTIVAL FOR POTTERY & HANDICRAFTS
3. ALEXBANK PARTNERS WITH THE MINISTRY OF SOCIAL SOLIDARITY TO BRING LOCAL CRAFTSMEN TO “L’ARTIGIANO IN FIERA” IN MILAN
4. CRAFTITI EGYPT SHOWCASES EGYPT’S FINEST HANDICRAFTS
5. “ONE DREAM” –IMPROVING THE LIVING CONDITIONS OF 35,000 PEOPLE
6. ALEXBANK AND SAWIRIS FOUNDATION FOR SOCIAL DEVELOPMENT TRANSFORM LIVES
7. MOHAMED AL SAGHEER AND ALEXBANK DRAW SMILES ON 120 FACES
8. “QESETNA FI HERFETNA”

Economic Development, Social Innovation & Education, through income generating activities that lead to creativity and productivity in economic fields such as handicrafts, social entrepreneurship, agriculture and rural activities; and the development of educational opportunities to enhance vocational skills and employability among children, women, elderly, and persons with special needs.

Pottery crafted by one of Ebda3 men Masr's artisans.

1. 12 of our “Ebda3 men Masr” Partners Receive “World Fair Trade Organization” Provisional Membership



Dante Campioni, Managing Director & CEO of ALEXBANK and Laila Hosni, Head of CSR & Sustainable Development Office together with representatives of the Federation of Egyptian Industries, the Egyptian Export Council for Handicrafts and the Egyptian Chamber of Handicrafts during the launch event.



Arab Republic of Egypt
Ministry of Social Solidarity



The first event of the World Fair Trade Organization (WFTO) under the auspices of Federation of Egyptian Industries was organized by the Egyptian Export Council for Handicrafts (EECH), the Egyptian Chamber of Handicrafts and sponsored by ALEXBANK's “Ebda3 men Masr” initiative on the 25th of September.

As part of ALEXBANK and the EECH's efforts to accelerate the process of global market integration, and in a virtual conference with WFTO representatives and in the presence of Dante Campioni, ALEXBANK CEO & Managing Director and Hisham El Gazzar, EECH Vice-Chairman, 12 of our “Ebda3 men Masr” partners received their WFTO Provisional Membership. Only three Egyptian companies were WFTO certified until the launch of our program, which permits a variety of Egyptian entrepreneurs to sustain and expand their businesses through enabling them to penetrate international markets without compromising the ethical and sustainable nature of their own operations. In 2018 alone, 25 creative enterprises obtained the World Fair Trade certification.

2. A Mélange of Nature and Culture: the 8th Tunis Village Festival for Pottery & Handicrafts



Karim, Potter from Tunis village arranging his products during our annual festival.



Children watching the live puppet show on the main street of Tunis.



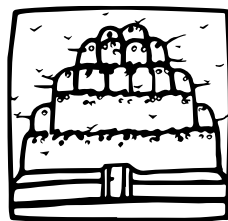
Children taking part in an art workshop along with AUC volunteers.

"Currently, the festival is more than just an annual event which takes place in the city. It has become to a greater degree a national day for all villagers and Fayoum residents." **Mahmoud Alsherif, Fayoum's Potters' Association President.**

"We are very impressed, ALEXBANK's involvement truly transformed the village. We have bought pottery pieces from all workshop. The bank should be very proud of such an achievement. The tours organized with the help of AUC students is a great addition." **Janet Heckamn, European Bank for Reconstruction and Development Director.**

قريّة تونس
TUNIS

قريّة تونس - الفيوم - مصر
مهرجان الخزف و الحرف اليدوية



For the fourth time in a row, our "Ebda3 men Masr" initiative organized the annual Tunis Village Festival in cooperation with Tunis Village Potters' Association under the auspices of Fayoum Governorate. This year, three new workshops opened, reaching a total of 15 workshops under the "Ebda3 Men Masr" umbrella. The Festival included concerts, an open-air cinema, workshops and various handicrafts from different governorates attracting more local and international visitors approximately 3,000 people from different governorates gathered with more than 200 ALEXBANK employees who came with their families from Cairo, Ismailia, Suez and Alexandria. The three-day event showcased thousands of handmade products, from wood and granite carving, to palm leave baskets, handmade carpets, needle works, clay objects and hammered copper which independent artists and NGOs had been working on for the entire year.

Partners included: Alwan NGO, Tawasol NGO for developing Istabl Antar, Noba Noto Band from Nuba, Zawya Cinema, Yasmine Nasef, Rawane Salama, Maram El Shennawy, and Makouk, a social enterprise offering kids workshops and games to develop their critical thinking and art skills.

tawasol
Tawasol for Developing Istabl Antar NGO
Registration No. 7438



3. ALEXBANK partners with the Ministry of Social Solidarity to bring local craftsmen to “L’Artigiano in Fiera” in Milan



HE Dr. Ghada Wali, Minister of Social Solidarity, Yasmina AbouYoussef, founder of Tawasol NGO, Dante Campioni, Managing Director & CEO of ALEXBANK, and Antonio Intigiletti, Chairman of Ge.Fi.Spa, L’Artigiano in Fiera.



“HE Dr. Ghada Wali, Minister of Social Solidarity alongside with Antonio Intigiletti, Chairman of Ge.Fi.Spa, L’Artigiano in Fiera during the Exhibition’s press conference.”

“It is a great pleasure to participate in the first international exhibition under Ebda3 men Masr initiative by ALEXBANK. The event takes all EMM partners to a new phase, through experiencing the international market first hand,” Ibrahim Shams, Co-founder Kiliim.

“Tawassol has been attending exhibition since 1999, it has almost been 20 years of exhibitions, yet L’artigiano in Fiera feels like the first time. This one is totally different, exploring the international market and experiencing different cultures, has changed our perception for the products and display aids. This has been a really inspiring learning experience, to me. It always gets better through, experiencing new things, and showcasing the Egyptian handicrafts,” Yasmina Abou Youssef, Founder, Tawassol NGO for Developing Istabl Antar



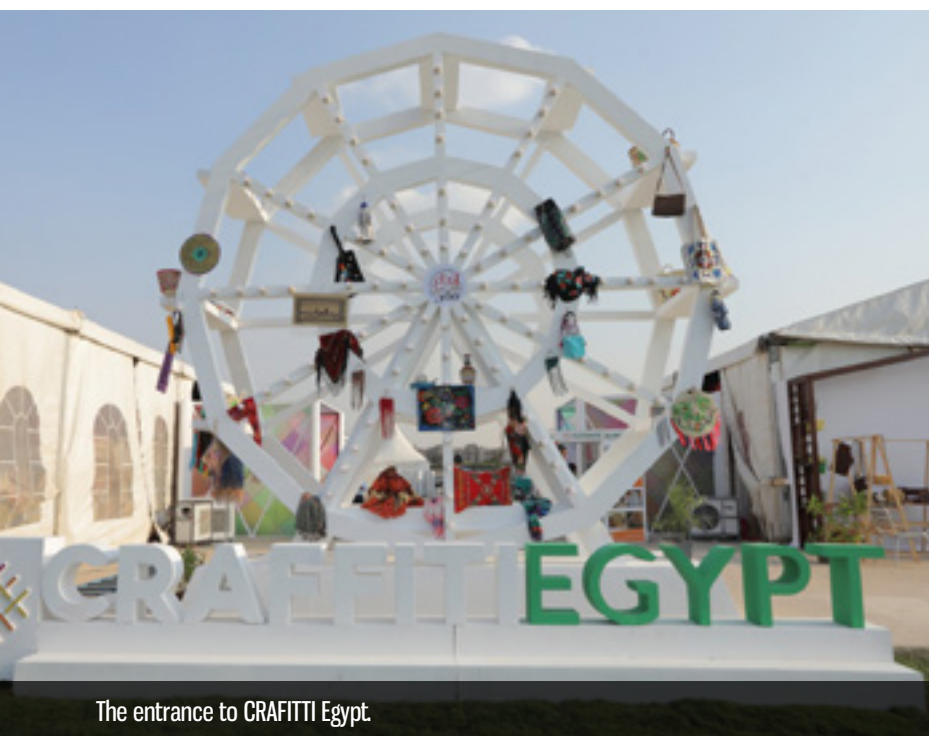
Arab Republic of Egypt
Ministry of Social Solidarity



In collaboration with the Ministry of Social Solidarity and the Italian Chamber of Commerce in Egypt, and under ALEXBANK’s “Ebda3 men Masr” initiative, 24 Egyptian artisans were chosen to take part in L’Artigiano in Fiera, an exhibition established in 1996 with the aim of drawing attention to craftsmanship and its enormous production capacity and quality. From the 1st to the 9th of December, and on 120 square meters, 24 artists including five “Ebda3 men Masr” partners had the chance to display and sell their handmade products to visitors from all over the world.

L’Artigiano in Fiera is a unique opportunity to buy, see and purchase hand-crafted creations from all over the world, all exceptionally original, highest quality goods almost impossible to find anywhere else in the world.

4. CRAFFITI Egypt Showcases Egypt's Finest Handicrafts



The entrance to CRAFFITI Egypt.



Products being showcased to visitors of CRAFFITI.



In our constant endeavor to empower handicrafts in Egypt, ALEXBANK became a strategic partner for the inaugural CRAFFITI Egypt handicrafts exhibition. Organized by the Egyptian Export Council of Handicrafts (EECH) and the Egyptian Chamber of Handicrafts under the auspices of the Ministry of Social Solidarity to accommodate more than 250 local exhibitors, CRAFFITI showcased the work of thousands of local artisans from all around Egypt, providing them with direct sales opportunities and the setting to seal long term business deals. As has become custom, ALEXBANK dedicated a large space to its “Ebda3 men Masr” partners with more than 70% allocated to direct sales.

Dr. Ghada Wali, Minister of Social Solidarity and Dr. Nevine Gamaa, Head of Micro, Medium and Small Enterprise Development Agency (MSMEDA) officially opened the exhibition and visited the artisans behind the beautiful products that were displayed.

5. “One Dream” –Improving the Living Conditions of 35,000 People



“Hadya Ghabbour, Shorouk Misr, Noura Selim, Sawiris Foundation for Social Development, Laila Hosny, ALEXBANK, Omneya Hanna StarCare Egypt, and Dr. Salah ElHagar, APE Foundation during the launch of “One Dream”.



On October 1st, ALEXBANK signed a Memorandum of Understanding with Sawiris Foundation for Social Development (SFSD), Sherouk Misr, and Star Care Egypt in cooperation with The Association for the Protection of the Environment (APE) for the project “One Dream”. The project aims at improving the living conditions of communities involved in garbage recycling in Mansheyet Nasser and Tora’s slum areas, making out a total of 35,000 potential citizens.

Cairo’s garbage collectors have created one of the greenest waste-management systems in the world, truly an exceptional, Egyptian entrepreneurial success story.

6. ALEXBANK and Sawiris Foundation for Social Development Transform Lives



The entrance to Al-Horreya Park and the first thing the children encounter when arriving to the Iftar.



Laila Hosny, Head of CSR & Sustainable Development Office and Noura Selim, Executive Director of Sawiris Foundation for Social Development at the signing of the cooperation protocol.



Live entertainment at the Iftar.



This year, and for the second consecutive year, ALEXBANK and Sawiris Foundation for Social Development (SFSD) held their annual Iftar event dedicated to homeless children, organized in cooperation with Samu-social International Egypt. The event took place at the Al-Horreya Park in Zamalek and hosted joyful and lively entertainment activities for 800 children and was organized under the auspices of the Ministry of Social Solidarity. On the sidelines of the celebration, ALEXBANK and SFSD signed a cooperation protocol worth EGP 50 million that will engage multiple NGOs in the implementation of planned activities, including Abnaa El-Ghad Foundation “Banati”, the Egyptian Foundation “Ana El Masry,” and Samusocial Egypt. The initiative’s ultimate purpose is to provide children with safe accommodation in care homes, offer proper nutrition, treatments, medications, counseling, education and professional training, which will ultimately facilitate future access to jobs that fit them best. To secure the children’s immediate, medium- and long-term needs, the objectives of this initiative also entails enhancing the capacity of NGOs that operate in this field.

7. Mohamed Al Sagheer and ALEXBANK Draw Smiles on 120 Faces



The girls after their pampering experience at Mohamed Al Sagheer.



Group picture with all girls together with their supervisors after having received their hair treatments.



Some of the girls after their pampering experience.



مستشفى أهل مصر لعلاج
الحروق والحوادث بالمجان



Tawasol for Developing Istabl Antar NGO
Registration No. 7438

On the occasion of International Day of the Girl Child, observed every year on the 11th of October since 2012, aiming to address the needs and challenges girls face, while promoting girls' empowerment and the fulfillment of their human rights, Mohamed Al Sagheer Group and ALEXBANK collaborated to grant less fortunate some girls a chance at a unique experience. 120 girls got pampered by Mohamed Al Sagheer's expert staff, making them feel taken care of in the most beautiful of ways. Our aim was to try build up their confidence, encourage and tear down some of the mental barriers, some of these girls have in their day-to-day dealings with their respective communities.

The initiative spanned over three days and was made possible through the trust given to us by ShareASmile, Ahl Masr Foundation, and Tawasol NGO for developing Istabl Antar.

8. “QESETNA FI HERFETNA”



President Abdel Fattah El-Sisi in conversation with craftsmen and women behind the unique products displayed at “Qesetna fi Herfetna”.



“A great initiative by both ALEXBANK and Sawiris Foundation for Social Development, introducing the capacities of disabled people to the society and boosting their self-confidence through the public acknowledgement for their talent and appreciation of their products. The President’s visit and his conversations with the exhibitors added to their excitement and presented them with a great source of motivation.” Eglal Shenouda, CEO of Siti -Caritas Egypt and board member of the National Council for Disability Affairs.



Together with our partner Sawiris Foundation for Social Development (SFSD), ALEXBANK launched “QESETNA FI HEFETNA”, a project aiming at including and empowering artisans with special abilities in the handicrafts sector.

The project was launched in December, during the celebratory event concluding the year of people with disabilities under the auspices of H.E. the president of Egypt, where the Bazaar of Qesetna fi Herfetna, featuring handicrafts and traditional products made by differently abled people took place. Building on the success of “Ebda3 men Masr”, inclusivity has been identified as the initiatives current target. “Ebda3 men Masr” will provide various channels and expertise to local artisans with special abilities within different crafts and across several governorates.

IV

1. “THOSE WHO NEED US” -BE PART OF THE CHANGE!
2. ALEXBANK CELEBRATES WORLD ENVIRONMENT DAY
3. LAUNCH OF THE 1ST EDITION OF THE ETHICAL COMPLAINTS MANAGEMENT TRAINING
4. ALEXBANK’S MONTHLY “FORSA” (“CHANCE”) BAZAAR: BRINGING YOU EVERYTHING & MORE

A picture of an abandoned house on Awaad Island, taken by one of ALEXBANK’s Aswan Branch staff members during our volunteering visit to the islanders.

Employee Engagement & **COMMUNITYSHIP** - the Power of Unified Collective Consciousness. At ALEXBANK, we believe in the power of a unified culture where empowerment, respect and collaboration bring about a collective consciousness towards value creation every day. Our human capital is our most recognized and valued asset, allowing us to deliver quality services and value to our clients, surrounding communities, and the Egyptian economy as a whole.

1. “Those Who Need Us” – Be Part of the Change!



ALEXBANK Team with “Baheya” Board of Directors.

Over the past few months, ALEXBANK employees have participated in a variety of campaigns and have helped collect donations for various institutions in Cairo, including Leprosy Colony in Abu Zaabal and the Baheya Foundation. On the 11th of August 2018, through the support and donations of ALEXBANK

employees who visited the Leprosy Colony, we were able to positively contribute to the day-to-day lives of some patients by providing them with five wheelchairs, 56 crutches, and 38 mattresses.

Over 35% of ALEXBANK’s staff have been engaged in our “Those who need us” campaign, by which employees volunteer for good causes on a monthly basis.



2. ALEXBANK Celebrates World Environment Day



The entrance to our headquarters in 49 Kasr El Nil

Celebrate
World
Environment Day



ALEXBANK's employees being introduced to products by their makers and sellers.

One of the CSR & Sustainable Development pillars is Environmental Sustainability, through raising awareness of environmental issues, encouraging employees' participation in environmental and social initiatives, and building the capacity of ALEXBANK staff and providing necessary resources to ensure that its environmental and social objectives, commitments, and standards are met. Beyond compliance, we will integrate environmental and social considerations into ALEXBANK's core business operations and the Office will follow international environmental standards and implement and monitor ALEXBANK partners' environmental and social impacts.

As part of its continuous efforts to increase employee awareness about the most significant issues facing our world today, ALEXBANK's CSR & Sustainable Development Office celebrated World Environment Day on June 5th by organizing a bazaar in its headquarters solely dedicated to recycled products. ALEXBANK employees were given the opportunity to witness firsthand how the adequate disposal and sorting of waste can be of benefit to not only the sustainability of the environment but also to society as a whole. Employees also got the chance to learn how to reduce their reliance on single-use of disposables, such as plastic cutlery, plastic bottles and others. The theme for the World Environment Day 2018 was "Beat Plastic Pollution".

3. Launch of the 1st Edition of the Ethical Complaints Management Training



Participants during a group exercise on an ethical complaint case.

The Ethical Complaints Management Training Course (ECMP) is one of ALEXBANK's strategically important projects in collaboration with Intesa Sanpaolo Group. The training was dedicated to handling customer complaints that could involve grievances and/or complaints associated with ALEXBANK's Code of Ethics.

The objectives of the ECMP were to:

1. Raise awareness on the ethical matters in dealing with customers;
2. Increase quality and relevance of customer service in handling ethical grievances and/or; and
3. Proactively engage all parties involved in the handling of ethical grievances and/or complaints and benefit from the exchange of ideas.

The second phase of the ECMP will take place in the first quarter of 2019.



Instructors and future trainers after conducting the session.

4. ALEXBANK's Monthly "Forsa" ("Chance") Bazaar: Bringing You Everything & More



ALWANEETA's very own Esraa selling their wonderful crochet pieces during "Forsa" bazaar.



Some of what "Forsa" has to offer.



"The Four Biscuits" team at "Forsa" bazaar



ALEXBANK's employees having a tasting of organic products being sold.

We introduced our monthly "Forsa" bazaar to provide ALEXBANK staff with the opportunity to shop unique, handmade and local products. The bazaar is dedicated to promoting art, crafts and handmade products made in Egypt by empowering local craftsmen. For the first edition of "Forsa" bazaar in July 2018, we chose the theme "Summer" represented in fresh and bold goods sold in a delightful atmosphere. To get staff more involved with our "Ebda3 men Masr" partners, our second edition was a "Meet & Greet", featuring ten exhibitors coming from five different governorates and locations: Nuba, Cairo, Fayoum Oasis, the Sinai Peninsula, and Siwa giving everyone a chance to talk and discuss culture, handicrafts and more. In September 2018, we celebrated going "Back to School" with exhibitors offering

a wide array of office supplies, stationery, educational and interactive games, as well as school bags for their children. For October's edition, we went "Pink" and dedicated the whole bazaar to Breast Cancer Awareness. Additionally, all our exhibitors donated 5% of their total sales to the Baheya Foundation. In November 2018, and in light of Global Entrepreneurship Week (GEW), we showcased "Ebda3 men Masr" entrepreneurs and social enterprises that promote Egypt's creative economy. GEW is a celebration of the innovators and job creators who launch startups that bring ideas to life it inspires people everywhere as self-starters and innovators. "Christmas" was the theme of December's "Forsa" bazaar.

Around 40 exhibitors took part in the six "Forsa" bazaars with more than 1,500 individuals indirectly benefiting from the sales proceeds.



To learn more about our commitment to responsible, transparent, ethical and compliant business, we invite you to explore our 2017 Sustainability Report

www.alexbank.com/En/ABOUTUS/Sustainability/SustainabilityReport.