

# SUSTAINABILITY NEWS & TOPICS

Edition 4  
2 HY 2020



ALEXBANK celebrating gifted children's talents with Awladna in International Forum of Arts for the Gifted along with famous artists like Anoushka

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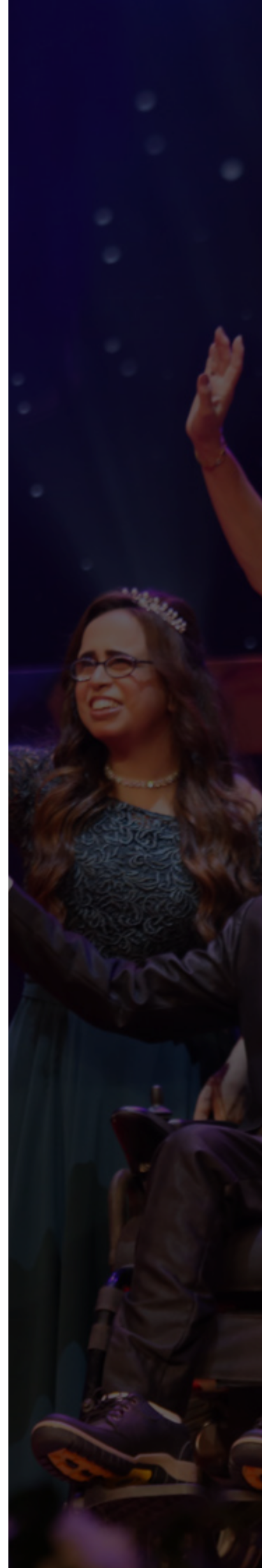
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## LETTER TO READERS

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On the occasion of publishing this fourth edition of ALEXBANK's Sustainability news and topics and the second to be released during trying times of COVID-19, we are happy to share with you wherein the projects, activities and initiatives all of the bodies in ALEXBANK have been following to enable our commitment to create shared values to our stakeholders.

This edition highlights our duty to serve our local community with excellence by tackling the environmental and social impacts and factors throughout the various lines of our businesses, within the second half of this year. Despite 2020's continuous challenges, we were hopeful to grasp opportunities to create lasting impacts, which resulted in an eventful year of several impactful partnerships and projects.

Guided by ALEXBANK's CSR & Sustainable Development 2018-2021 Strategy and through the constant support of our parent company Intesa Sanpaolo Group, we recognize the depth and closeness of the relationship between our internal operations and the impacted external societies. We believe that this relationship is an interrelated loop; each impact pours onto a greater good that directly impacts us as an entire community. We strive to create a balance between economic growth, social development and the protection of the environment.

In this edition, readers will be walked through our projects in a flow that reflects the concept of Creating Shared Value; showcasing our externally-impacted projects of financially including and educating marginalized communities and the youth who represent an opportunity for future impact, and complementing these efforts with our internal efforts of mitigating environmental and social risks, creating environmental awareness, and sustainable reporting; thus, coming together as a full-fledged circle of sustainable development. The realization of this vision of comprehensive sustainable development is made possible through our intertwined efforts to optimize value and collaborate internal and external operations and investment.

All these initiatives would not have been made possible without our partners, of whom have co-operated with us to be able to impact thousands of lives and create a better future for numerous communities. Our internal and external stakeholders have helped us commit to our promise of social and environmental welfare, and for that we are very grateful.

We hope that as you read through our endeavors, you see the passion we have in extending our impact to cover a wider realm and see every project's step and value-chain through to the very end, ultimately sustaining the impact by stretching its effects as far as possible.

Sincerely,



Laila Hosny,  
Head of CSR & Sustainable Development Office  
ALEXBANK



**GHALYA**

**THE WOMEN EMPOWERMENT PLATFORM BY ALEXBANK**



**غالية**

Ghalya by  ALEXBANK

One of the female artisans under Ebda3 men Masr initiative



# OPTIMIZING THE ART OF HANDCRAFTS TO EMPOWER WOMEN WITH BASHAYER HELWAN FOUNDATION; “MY CRAFT, MY CHANCE” (“حرفتي فرصتي”)

Expanding our active pursuit to promote financial inclusion of marginalized communities, female empowerment, and economic development through local creative production, the CSR & Sustainable Development Office is launching a partnership with “Bashayer Helwan; Helwan for Community Development Foundation”. Under our women-centric 2020 initiative “Ghalya”, where we will be executing a full-fledged empowerment project called “My Craft, My Chance”.

Under the umbrella of the National Strategy for the Empowerment of Egyptian Women and for the purpose of battling domestic violence against women, this project aims to integrate women into the economy by professionally, psychologically, and socially rehabilitating them through learning the unique art of handcrafting. This initiative is in hopes of arming them with these creative skills and thus, providing psychological support to be able to independently manage their own business. ALEXBANK, along with Bashayer Helwan, aims to directly support 450 community members in Helwan, of which 83.3% are women, in hopes of extending the effect to improve the situation of indirect beneficiaries like family members.

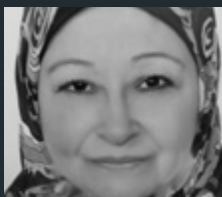
“My Craft, My Chance”’s main objectives are to train women on handcrafting and creating business from home, train youngsters on small-crafting, vocationally train women and youngsters on small business management, as well as provide women with literacy and computer skills classes. In addition to these educational courses, the project aims to raise awareness on women’s legal rights, as well as provide guidance and emotional support to abused women, and educate all 450 Helwan community members on the existence and harms of violence against women.



Female beneficiaries of “My Craft, My Chance” applying their handcraft learning and creating beautiful products



Products creating after learning handcrafting from the trainings under “My Craft, My Chance”, ready for sale. A testament of women’s ability to nurture small business



“The Foundation chose to partner with ALEXBANK to participate in the project because it adopts a vision for sustainable development that is consistent with the direction of the institution. The partnership extended to participation during implementation and facilitation of logistical obstacles continues to enable the project to effectively contribute to the “Ghalya” initiative that was launched by the bank to enable the Egyptian female to be strong, creative, ambitious, and free.

The project includes public awareness-raising events with the aim of improving people’s attitudes in the targeted population communities regarding women’s rights and combating domestic violence, as these are human values and deserving of women and as a necessity for the development of society and rationalization of its resources. One of the axes of the project is the continuity and development of the foundation’s Bashayer workshop, by developing the competitiveness in creating designs and marketing products so that the operator will continue to be a safe and permanent space for the training and employment of women, a platform for advertising and the revival of traditional handicrafts, and at the heart of which are the crochet crafts that characterize Bashayer’s product.” Ms. Zeinab Abdel Latif – Chief Executive Officer of Bashayer Helwan



# ALEXBANK AND ACT'S "YES YOGA DAY" AT THE GIZA PYRAMIDS; COMBATTING VIOLENCE AGAINST WOMEN, ORGANIZED BY THE TRIFACTORY

On November 7<sup>th</sup>, ALEXBANK hosted a day-long festival called "Yes Yoga Day" under the slogan "Say Yes to No Violence" to mark the International Day for the Elimination of Violence Against Women, commemorating women and raising awareness on women-centric issues underlined in Egypt. This event, that was organized primarily by The Trifactory, a leading sports-focused organizing agency that is keen to shed light on social causes through their sports events, was held in Nine Pyramids Lounge and consisted of an entire day of yoga sessions and a panel of community leaders that reflected on the cause and shed light on the struggles Egyptian may face. The idea of theming the woman-centric event to be yoga-based was to portray the inner strength of a woman that is displayed through the peaceful practice of yoga. The yoga sessions were facilitated by the famous social media influencers and yogi instructors, Farah Ehsan, a yoga teacher and wellness leader, and Diala Jamal El Din, a yoga teacher and artist. Additionally, the panel shedding light on the cause consisted of many female leaders like our CSR & Sustainable Development Head Laila Hosny; Azza Kamel, Chairman of the Board of Trustees of Appropriate Communication Techniques for Development Center (ACT); and Fayza Abdel Wahed, a fellow project beneficiary. To reaffirm the idea that both genders should come together and stand up for the female cause, male community leaders were also invited to the panel, like Essam El Adawy, an expert in the field of development, and Ahmed Mahmoud, Advisor to the Chairman of Al-Ahram Press Foundation for Electronic Development and Digital Content and a Journalist at Al-Ahram Economic magazine.

All proceeds of the event will go to Appropriate Communication Techniques for Development Center (ACT), ALEXBANK's partner in impact. The proceeds will be directed to the on-going project between ACT and ALEXBANK named "Combating Early Marriage in Manial Shiha" which works to combat early marriage for women and girls in Manial Shiha area, Giza Governorate. The project aims to uplift the social and economic status of girls and young women in Manial Shiha through educating them, providing them with psychological support and economically



Yoga session in front of the Giza pyramids with yoga instructor Diala Ehsan



Yoga session in Nine Pyramids Lounge for Yes Yoga Day



Yoga session in Nine Pyramids Lounge for Yes Yoga Day



Giveaways in celebration of Yes Yoga Day; a tote bag that has a Ghalya Kit, Embroidered Mask, a Flask, and a Yoga Mat







Yoga session in Nine Pyramids Lounge for Yes Yoga Day

empowering them through micro-projects in the field of handicrafts. The number of users that the project impacts include 300 women, girls, and their families who will be impacted by improving their living conditions and 600 women and girls who will be impacted by improving their medical, educational, psychological and social conditions. The proceeds resulted in an approximate of 70,000 EGP.

One of ACT's main projects is to monitor and change the image of how women and men are displayed in the media, with the vision of creating a society where the media values justice, equality and human rights, and represent women as an integral part of society.

This event sparked large media attention through public press, a photograph picturing of the yoga meditation sessions overlooking the Giza Pyramids was featured in the Guardian, a subsidiary of the British news and media group. We are glad to have hosted such a successful and impactful event. To further utilize our social media resources in favor of our precious Ghalya initiative, we created a LinkedIn post celebrating UN's International Day for Elimination of Violence Against Women and featured Yes Yoga Day.



LinkedIn Post in recognition of International Day for the Elimination of Violence Against Women, featuring Yes Yoga Day



Yoga session in Nine Pyramids Lounge for Yes Yoga Day



Yoga meditation in front of the great Giza Pyramids





# EBDA3 MEN MASR; THE HANDCRAFTERS' DEVELOPMENT PLATFORM POWERED BY ALEXBANK

EBDA3 MEN MASR BY ALEXBANK  
الذاع  
من  
مصر

Ebda3 men Masr partner Badara located in Dahshour and her female embroidery  
and palm leave artisans



# EBDA3 MEN MASR'S MICROLOAN PROPOSITION, IN PARTNERSHIP WITH EGYPTIAN BANKING INSTITUTE, EDEX BUSINESS SOLUTIONS, THE LEGAL CLINIC, AND BUSINESS BOOMERS



One of the many women working with Umu Ganna, working with dried palm leaves in Dakhla Oasis. To read Umu Ganna's story, please refer to our Sustainability Report 2018. Photograph by Ayman Hayman

ALEXBANK's direction in creating social impact lies in empowering women and formalizing the discounted sector of handicrafts and artwork. With an eye on the 2030 Sustainable Development Goals and Egypt's Vision 2030, our goals are directed towards eradicating poverty, providing quality education as well as decent work, reducing inequality, and partnering up with entities to achieve peace, justice and strong institutions through our Ebda3 Men Masr project, which has to date, benefitted 5000 craftsmen across all governorates, 90% of which are women, resulting in over EGP 23 million generated direct sales.

Micro, Small and Medium Enterprises (MSMEs) are widely considered the catalyst of economic growth. In tandem with the main pillars of the 2030 Egypt Vision, they constitute more than 95% of private businesses in Egypt and are responsible for over 80% of private employment in the country.

In this perspective, ALEXBANK's Ebda3 men Masr (EMM) flagship economic and cultural initiative matured from promoting handicrafts and artwork production to further provide financial inclusion activities, by designing a holistic proposition to handicrafters in order to further empower them back in 2019.

This financial proposition is tailored to their business needs and fosters their integration into the formal economy; in various forms of competitive interest rates and simplified payments as well as a micro savings account, a debit card and a mobile wallet. It is combined with a non-financial component to enable a sustainable and successful management of the business by the beneficiaries.

This move of initiating the EMM microloan comes to solidify ALEXBANK's commitment as per its business strategy to expand in micro lending, establishing a niche for the Bank in the area of microlending in connection with the fact of Microenterprises constituting approximately 91% of all firms in Egypt with a substantial proportion of them belonging to the informal sector.

The EMM microloan is a testament of the growing synergies and continuous alignment between the CSR & Sustainable Development Office alongside the Retail and SME division to develop products with high social impact which culminated into the foundation of a new category for segmenting the microfinance lending, focusing exclusively on microfinance with NGOs/entities in late 2019.



البنك المركزي المصري  
المعهد المصرفي المصري



**ALEXBANK**





Ahmed Wahba; a sand painting artist, one of our Ebda3 men Masr artisans based in Kharga Oasis. Photograph by Ahmed Hayman.

Over the project’s period through 2019 and 2020, **39 artisans have been supported through our microloans.**

Further, along with our partners Egyptian Banking Institute (EBI), The Legal Clinic, Edex Solutions, and Business Boomers, ALEXBANK has coordinated trainings directed to EMM beneficiaries, in order to arm them with the right tools, and to implement our non-financial services component. ALEXBANK organized one marketing and digital services training session conducted by Edex Business Solutions to 12 attendees, and one legal advisory services training session conducted by the Legal Clinic to 7 attendees. Further, goals to implement direct sales opportunities and business skills training sessions to EMM microloan clients are currently in the works.

To further explore our microfinance initiatives and projects please refer to our **2019 Sustainability Report**

“The non-financial services helped me a lot especially the Digital Marketing Training by Edex. I was able to revamp and edit my Facebook page. They really helped me learn and notice very small details that I wouldn’t have paid attention to otherwise. I would love to take the training again!”



# SCALING IMPACT AND INTRODUCING NEW PARTNERS TO THE EBDA3 MEN MASR ONLINE STORE WITH DROSOS FOUNDATION, IN PARTNERSHIP WITH SAWIRIS FOUNDATION FOR SOCIAL DEVELOPMENT AND JUMIA EGYPT

With the unexpected emerging of COVID-19 that had led to the deterioration of the artisans' economic situation, helping to bridge the gap between our Ebda3 men Masr (EMM) handcrafters and purchasers became a priority. ALEXBANK, under the auspices of Ministry of Social Solidarity, had partnered with its long-standing strategic partner, Sawiris Foundation for Social Development and Egypt's leading online commerce platform Jumia Egypt in April 2020 to introduce an exclusive EMM online shopping experience. The purpose of this initiative is to provide our artisans with digital sales opportunities in line with the exponential boom of e-commerce in Egypt and the forecasted increase by 50% in the coming period.

Since the launch of EMM page on Jumia, the initiative has transcended with store sales of over 2,000 products with total sales revenue exceeding EGP 306,000. Currently, more than 2,200 products are available for purchase on Jumia and more products are being added on a monthly basis, with those top selling categories being home décor, women's fashion, and kitchen as well as dining utilities.




"Egypt has numerous traditional handcrafts that are intertwined with its history and cultural heritage. Many of those delightful crafts, however are at risk of extinction as they lack innovation to match emerging market needs in Egypt and globally. Meanwhile, craftspeople remain majorly confined to using old techniques and tools from their ancestors. This narrative is changing.

With the conviction that creativity is a key pillar to economic empowerment, DROSOS FOUNDATION supports projects tackling a wide range of creative industries including, handicrafts. We believe that enhancing the skills and working environment of craftspeople while intervening along the value chain to improve product quality and market access are critical to improving the economic and social conditions of those communities. Additionally, the handicrafts sector has the potential to create sustainable jobs for youth and to contribute effectively to the national economy.


A few years ago, ALEXBANK successfully created a brand that reflects both the creativity and innovation of Egyptian handcrafts, Ebda3 Min Misr. Through the recent collaboration with Jumia, Ebda3 Min Misr opens a new door to craftspeople to showcase their work on the digital market. This much needed support became even more critical to compensate for losing physical market access imposed by COVID-19 pandemic. Moreover, the open market approach motivates continuous product quality and development.

DROSOS FOUNDATION is thrilled to forge partnership with ALEXBANK on numerous initiatives, including the promotion of Ebda3 Min Masr platform on Jumia. DROSOS supported projects namely Kendaka, Athar Lina and Elnidaa; are now included on the platform. Moreover, we celebrate the launch of a joint collaboration with THAT Social enterprise to enhance Red Sea handcrafts where we aim at creating a design hub in Upper Egypt.

We are certain that collaboration and synergies are inevitable for sustainable development and set a good example for maximizing impact". Dr. Wessam El Beih, Country Director, Egypt - DROSOS FOUNDATION



Under the Auspices of



**SOME STORIES ARE TOLD, BUT THE BEST STORIES ARE CRAFTED.**

One of the female artisans who displays her handcraft products in the EMM Jumia store





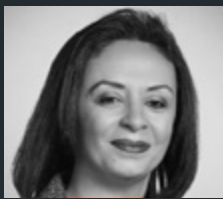
Further, we are happy to report that the project is expanding its strategic partnership and currently on-boarding more partners, of which are the Drosos Foundation who are contributing through marketing campaigns on social media channels like Instagram and Facebook to boost views of EMM pages, and the National Council for Women in collaboration with the International Labor Organization to contribute in increasing purchases of products creatively produced by 38 women artisans.

ALEXBANK's CSR & Sustainable Development Office has diversified its promotional channels to widen the scope of EMM's online store's popularity. Starting off with the launch of EMM's very own Instagram and Facebook pages which focus on products available on the Jumia store, in addition to devoting several posts on EMM Jumia in ALEXBANK's Facebook page and the Ministry of Social Solidarity's wide-reaching Facebook page. Additionally, we release a monthly newsletter on EMM Jumia store updates. And finally, Jumia itself contributes in promotional efforts through their Instagram and Facebook pages and app, sends newsletters to their clients, and push notifications. With our collective marketing efforts, the number of EMM Jumia visitors exceeded 180,000 views since its initial launch.



Home Page of EMM Jumia Online Store

We invite you to visit EMM's store in Jumia page and help our talented handcrafters over [here](#)



"The topic of women's economic empowerment is one of the most prioritized topics of the Egyptian state under the leadership of President Abdel Fattah El-Sisi, President of the Republic, who believes strongly in the importance of the role that women play in society and of supporting and empowering them. The National Council for Women also pays great attention to this issue, as it prepared the National Strategy For Empowerment Egyptian Women 2030 and was approved by President Abdel Fattah El-Sisi, President of the Republic, as part of a national agenda for years to come, in consistency with the Sustainable Development Goals and Egypt's 2030 vision, thus including a special focus on women's economic empowerment.

In light of the global spread of the new COVID-19 pandemic and the significant impacts that resulted from it on the global economy, significant and direct negative effects had impacted women with small and micro enterprises. The Council was keen to focus its aid on skill development as well as various directed support to help this wide sector of females through providing many training, advisory and networking services, in addition to reaching out to and pursuing marketing channels and commercial agreements with government agencies and concerned companies in order to help women handcrafters to market their products.

The Council appreciates the partnership with national institutions that aim to serve and develop society in general and empower Egyptian women, in particular ALEXBANK, which spares no effort in launching initiatives that promote women's economic empowerment. I am happy to distinguish this fruitful partnership with ALEXBANK that helps female entrepreneurs in facing COVID-19 obstacles through featuring 38 women handcrafters' products on Ebda3 men Masr's page on Jumia's online store that was empowered by its partnership with Sawiris Foundation for Social Development. In addition to funding from the International Labor Organization, this partnership was keen to solve the problems faced by women as a result of the Coronavirus pandemic, the store features 100% Egyptian products made by handicraft communities in 22 governorates.

This cooperation is an important step in encouraging women and girls to implement projects of their own, as it has greatly contributed to facing the biggest obstacle women working in the field of handicrafts are facing, which is the problem of marketing." Dr. Maya Morsy for the article of Ebda3 Men Masr Jumia Online Store



# PROVIDING NEW PLATFORMS TO AVAIL EMM BENEFICIARIES THROUGH THE GOUNA FILM FESTIVAL CABANA, WITH SAWIRIS FOUNDATION FOR SOCIAL DEVELOPMENT, THAAT SOCIAL ENTERPRISE, AND UNHCR, UNDER THE MINISTRY OF SOCIAL SOLIDARITY.



ALEXBANK team alongside Sawiris Foundation for Social Development team with Eng. Samih Sawiris at the entrance of the Ebda3 men Masr Cabana

Arts and Culture are the anchors of a connected and united society, and in line with the fact of ALEXBANK's operating in a unique national context with rich history and cultural diversity and its core belief in Arts as a tool of advancing economic development and community development, we have participated in one of the renewed film festivals which is the fourth edition of the annual El Gouna Film Festival 2020 (GFF 2020) by the introduction of the Ebda3 men Masr (EMM) Cabana across the seven days of the festival, from October 24<sup>th</sup> to October 30<sup>th</sup>. While the festival celebrated the glamor of cinema and film, this initiative hoped to consecutively shed light and attention to talented artisans; as artists and their talents are the foundation of successful films and art.

This opportunity had been made possible in cooperation with our strategic partner in impact Sawiris Foundation for Social Development (SFSD), by providing artisans under the Ebda3 men Masr online store on Jumia in selling their products, through

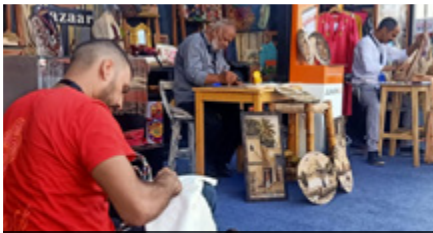


One of Ebda3 men Masr's artisans creating his artistic designs on-spot to display for sale at the EMM Cabana



ALEXBANK





EMM Cabana has witnessed various activities and many visitors who were amazed by the unique artisans' pieces. We can see here actress Bouchra showing off the broche created by the refugees with their hands and hearts.

displaying and selling a wide range of EMM products in co-branded environmentally-friendly bags, displaying all print and digital media for the aim of the initiative and the stories behind its artisans and provide direct sales opportunities to its network of 10,000 artisans to date.

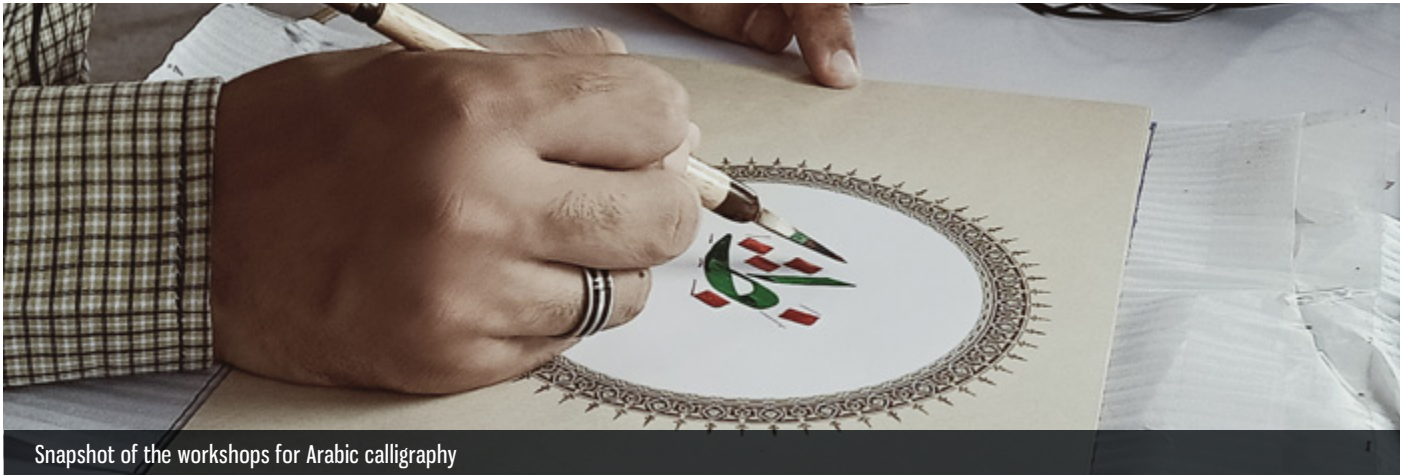
Through the EMM Cabana, we have provided shoppers the digitalized shopping experience on-spot through installing a standing screen that displays the online shop for walk-ins. Additionally, the Cabana hosted daily live craft performances where our artisans, representing different crafts, have told the story of their work with their hands. Over the week, over EGP 60,000 worth of products were sold supporting artisans, in times of economic distress.

In consistency with our approach towards gifting with impact, the cabana giveaways have been weaved by the hands 250 Red Sea craftswomen to leave all festival visitors a memorable gift by the hands and heart of local artisans. Inspired by the theme Culture of Dreams "Stars in the Sky", the gifts are in forms of brooches to wear with pride and celebrate in memorandum of our never forgotten late TV and cinema icons. This comes as part of a unique collaboration of fostering social cohesion between "Ebda3 men Masr" by ALEXBANK, Thaāt Social Enterprise, and the UNHCR empowering 58 Egyptian, Sudanese, Eritrean, Syrian and Yemeni women who crafted those brooches by their hands and hearts especially for GFF20 attendees.



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# EBDA3 MEN MASR'S "THE CALLIGRAPHER" AND "POST-GRADUATE SUPPORT PROGRAM", POWERED BY ALEXBANK'S PARTNERSHIP WITH AL QALAM FOUNDATION



Snapshot of the workshops for Arabic calligraphy

ALEXBANK, in partnership with Al Qalam foundation, has launched a chain of training courses to 24 participants of various occupations of which are young craftsmen, designers, and technicians to employ Islamic Art and Arabic calligraphy, reimagining it in an innovative and contemporary way to integrate it into occupational practice.

The main objectives of the project are to restore Arabic calligraphy and encourage the sustainability of the art. Furthermore, it aims to support the digital transformation of Arabic calligraphy and related traditional crafts, and expand the circle of beneficiaries of the art, and to launch an all-inclusive online platform for creative calligraphers that enrich the cultural identity and emphasizes Egypt's creative role.

The program was launched in August and is set to end by February 2021; and is implementing throughout two phases; Calligraphers and Post-Graduation Support Program.

The program's first phase was titled "The Calligrapher", which aims to revive Arabic calligraphy by creating new generations of calligraphers with intensive scholarships for young craftsmen and designers to study Arabic calligraphy in its classical genres such as copying, patching, Diwani, and a correct educational methodology. It also provided specialized training in calligraphy on various raw materials such as timber and leather.



Snapshot of the workshops for Arabic calligraphy



Snapshot of the workshops for Arabic calligraphy







Snapshot of the workshops for Arabic calligraphy

The students were trained to produce written works and practical and functional designs in accordance with the needs and contemporary trends of the market. At the end of the program, there was a closing exhibition to achieve a state of artistic and professional prosperity. The level of Egyptian artistic work is highlighted in the local and international market.

The outbreak of COVID-19 did not stop the second phase of the program from happening, hence it was executed online. “Post-Graduation Support Program” aimed to provide an opportunity for practicing artists who graduated from the First Phase to share their professional and technical expertise on a wider scale through a number of educational courses to teach some Arabic lines to support the continuity of learning during the ban period, to sell their products that reflect the power of Islamic art, and to introduce them the professional arena and on a wider scale. The program was publicized on the all-inclusive online platform for calligraphers at [www.artsteps.com](http://www.artsteps.com), which provides greater educational resources to innovators, such as training manuals, educational facilities, step-by-step videos and articles, as well as broader opportunities for graduates to market and promote their art through the store.

This project aligns with our devotion to the Sustainable Development Goals (SDGs) in particular to increasing decent work and economic growth and is in line with our CSR & Sustainable Development Strategy (2018-2021) through economic development, social innovation, and education through the preservation and sustainable education of our Egyptian heritage.



A collection of the artistic calligraphy made by the students of “The Calligrapher”



Snapshot of the workshops for Arabic calligraphy



## THE OPENING OF TAWASOL'S NEW COMMUNITY SCHOOL IN ISTABL ANTAR NEIGHBORHOOD – ONE MORE MILESTONE IN EXTENDING EMM'S IMPACTS WITH STAR CARE AND TAWASOL NGO



A collection of pictures of the opening of Tawasol Community School

Further stretching Ebda3 men Masr's reach, under our CSR & Sustainable Development Strategy's Education pillar, ALEXBANK had partnered up in 2019 with Star Care Foundation to support Tawasol for Developing Istabl Antar NGO to establish a new community school. The objective is to provide a safe place for children aged 8-16 in Cairo's slum areas, mainly Ezbet Khairallah in Istabl Antar, in an effort to reduce child labor. As the school will include 12 classes of different arts and sciences, ALEXBANK's contribution focuses mainly on the arts and crafts classes; helping facilitate training courses, and workshops. Tawasol's new community school consists of rich educational facilities such as a playground, cafeteria, kitchen, craft workshops, and classes. The school also includes environmentally-friendly facilities like a roof that cultivates greenery, as well as a solar power station.

The Opening of Tawasol Community School was held in the new school on December 1st, with around 300 attendees, of which was the presence of Dr. Hala Said, Minister of Planning and Economic Development as well as Cairo Governor, Khaled Abdel-Aal. The opening consisted of a walk-through across all the facilities the school provides. Additionally, a musical performance called "Hathour fel Dabakhana" or Hathour in the Dabakhana was performed by 60 of Tawasol's students from its already existing school, and features their special acrobatic skills, live singing and folkloric dancing, as well as Egyptian music and traditional costumes. The play highlights Egypt's history as a cradle of civilization and the birthplace of religions and shows the tolerance and acceptance of the Egyptian people. It is about hope and struggle in different eras, beginning with Pharaonic times, through the Coptic and Islamic eras, up to the present day.





## UPDATING OUR FINANCIAL INCLUSION ACHIEVEMENTS



Amal Mahfouz, one of our loan beneficiaries under Tamkeen Microloan. To know more about her success story, please refer to Sustainability Report 2018.

# DIGITALIZING RURAL WOMEN INTO THE ECONOMY WITH ALEXBANK'S DIGITAL SAVINGS GROUP PROJECT, UNDER THE LEADERSHIP AND GUIDANCE OF THE CENTRAL BANK OF EGYPT AND THE NATIONAL COUNCIL OF WOMEN, IN PARTNERSHIP WITH VODAFONE EGYPT AND CARE EGYPT.



A moment of joy shared among the women after the digitalization of their saving model.

Access to finance is the key to achieving an inclusive and equitable growth, and with financial inclusion being at the heart of the country's Sustainable Development Strategy, the Central Bank of Egypt (CBE) is paving the way to the national project enabling Egypt's goals in this area through the promotion of a gender-inclusive financial system at the core of its agenda.

Egyptian women constitute 48.4% of the Egyptian population, while contributing only to 22.5% of the total labor force. According to the International Monetary Fund (IMF) raising female labor force participation would increase the country's Gross Domestic Product (GDP) by around 34% . As of 2018, 29% of households with livestock are tended to and headed by rural women , who are subjected to social disadvantage in various forms, one of which is the lack of access to the formal labor market. This, alongside the nature of their informal work in livestock nurturing within family male-dominated business, domestic work, subsistence activities and handicrafts, results in largely underestimating their economic output.

To empower women in marginalized communities and enable them to contribute to the economy by accessing safe saving tools catered to their needs, ALEXBANK is glad to share that we have launched the Digital Savings Group project back in July 2019. Under the leadership of the Central Bank of Egypt and in partnership with the National Council for Women ("NCW"), Vodafone Egypt and our on-ground implementing partner CARE Egypt, the project's goal is to ultimately advance women in marginalized areas by financially integrating them via tailored financial products and services, on safe platforms such as Vodafone e-wallet and Vodafone



Awareness session delivered to women members of the Digital Saving Group.





Cash Services, keeping abreast with the country's emphasis of moving into a cashless society and the rapid technological transformation resulted by COVID-19 which has led to a radical digital transformation and enhancements in ALEXBANK. As well as capitalizing on the traditional rotational saving groups and allowing peer-to-peer lending.

In addition to the financial services, the project also offers beneficiaries select non-financial services based on their emerging needs. These contain a package of social incentives, including a comprehensive micro-insurance coverage for the women.



Thus far in the pilot phase, ALEXBANK has onboarded 200 into 10 savings groups across Asyut and Beni Suef. As part of the non-financial services being offered to the beneficiaries, financial literacy sessions, as well as asset transfer and economic empowerment opportunities for the target women have been delivered, which has maximized the impact by helping in women's entrepreneurial efforts. All women in the pilot phase were offered free SIM cards and mobile allowances, and group wallets were created for them. National IDs were further issued for 100 women and loans were granted to 61 women, 13 out of which were used by the women for income generating activities. Additionally, 78 women in 5 savings groups received financial literacy session. The beneficiaries have also established strong social capital through their weekly savings meetings, which served as platform for the dissemination of information and the growth of income-generating opportunities among the project's participants.

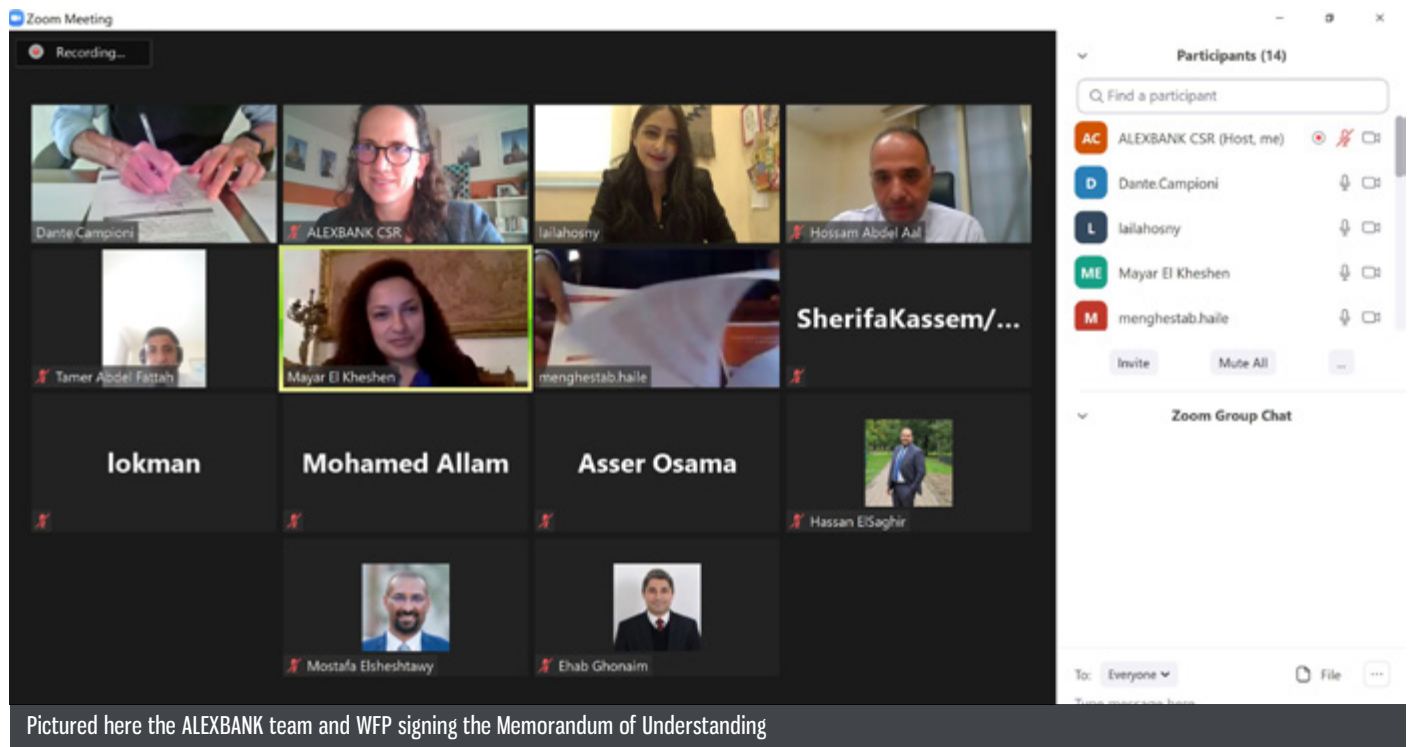
As for the Post-Pilot Phase of the Digital Savings Groups Project, providing elements capable of maximizing the impact of the Digital Savings Groups and adding an extra dimension of support to the women's entrepreneurial efforts, the phase plans to enable 3,100 beneficiaries to attain access to the digital savings platform that will enable them both socially, as well as economically. Furthermore, ALEXBANK is making an additional contribution in form of a social non-financial service - a micro-insurance package for the women in the digital savings groups, which covers medical costs for accidental death, permanent disability due to accident, funeral expenses in case of accidental death, accidental medical reimbursement, critical illness (including female cancer) female cancer treatment and in-hospital stays.

The savings groups enabled hundreds of women, including those who were initially numerically illiterate, to become more financially independent through the use e-wallet, which helped them create an interdependent financial community. The safety of this system allowed us to establish our own micro income-generating enterprises and to improve our standard of living, as many of us were able to repay the loans we received, and to utilize them to increase the monthly income of our families, encouraging us to independently continue our savings cycle after the pilot phase.” commented Lamiaa Al-Bakry, a group leader in Beni Suef.

“The groups led to significant positive change in our communities, as the e-wallets have become abundant and women now rely on them for cash transfers from their husbands, who in turn also showed great interest in the savings groups and requested ones of their own,” said Aziza Hassan, group facilitator in Beni Suef. “Moreover, the groups have given us the opportunity to invest in our families, as 21 women out of 100 in Beni Suef who received loans utilized them to purchase home and school supplies, to prepare for weddings, as well as to finance clothing workshops and agricultural projects.”



# EMBRACING SMALL-HOLD FARMERS OF RURAL EGYPT INTO ALEXBANK'S SUPPORT PROGRAM IN UPPER EGYPT; SIGNING AN AGREEMENT WITH THE WORLD FOOD PROGRAMME



ALEXBANK is happy to announce the signing of a Memorandum of Agreement (MoU) with the WFP concerning our partnership on the Smallholders Support Program in Upper Egypt, on the 10th of December between ALEXBANK's CEO, Dante Campioni, and WFP's Country Director, Manghestab Haile. Through the signing, ALEXBANK and WFP Egypt jointly affirm their willingness to support smallholder farmers, women and youth and to contribute to the future of food security of Egyptians as Egypt continues to rely on global markets for more than half of its staples. This marked as a first step towards this partnership's commitments to creating impact in the Egyptian Agriculture sector. In respect to social distancing in the midst of COVID-19, the signing of the MoU was executed online during a Zoom meeting.

Agribusiness is material to ALEXBANK and establishing a leadership position in financing agricultural business was one of our strategic goals (as indicated in our 2019 Sustainability Report). In this respect, ALEXBANK's Sustainable Finance for Development Unit works



"Under the umbrella of this partnership, both stakeholders will strive to yield a positive impact on the quality of life of smallholder farmers and their communities. The WFP's efforts since the inception of the Smallholder's Support Programme in Upper Egypt in 2013, will be complimented by ALEXBANK's financial services, as a means of bridging financial gaps at the various communities where the WFP is currently operating, promoting full financial inclusion of smallholder farmers in those communities, granting them access to financial solutions that will facilitate their integration within the wider markets. ALEXBANK's aim is also to keep affirming its commitment in supporting the agriculture and the agribusiness sectors in remote areas, as mean to sustain a virtuous development of the Egyptian economy based on principles of sustainability and balanced wealth distribution." Dante Campioni - Managing Director & CEO ALEXBANK







A LinkedIn post featured the signing of the Memorandum of Agreement

closely with our core business functions to strategically support projects contributing to sustainable economic empowerment and development in the agricultural sector. In light of this commitment, ALEXBANK is joining the World Food Programme's (WFP) "Smallholders Support Program in Upper Egypt" project to avail financing opportunities for rural farmers, their families and Community Development Agencies (CDAs) in marginalized communities.

The main objectives are to increase smallholders' production; diversify and augment the farmer's sources of income; build ownership and institutional capacity of concerned stakeholders and to ensure sustainability, by training smallholders on rearing techniques of ducks, beehives, goats and other rural activities; and find financial solutions to smallholder farmers to start their rural activities. The agricultural sector is a cornerstone of the Egyptian economy, securing the livelihoods of 55% of the population and directly employing around 30% of the labor force. According to the 2014 Egyptian constitution, agricultural development is a prioritized duty for the state.

The WFP's smallholder's project aims to build the resilience of smallholder farmers in Upper Egypt by increasing their productive capacity and ensuring their equitable access to resources, while sustainably maximizing outputs from their land and water resources. The project has been successfully implemented since 2013 across 60 villages in Upper Egypt in the governorates of Aswan, Luxor, Qena, Sohag and Assiut. WFP is planning to upscale the project to reach 1 million smallholders.

ALEXBANK will take active steps towards expanding and upscaling the project's activities by offering micro-loans to the smallholder farmers and their families. Incrementally, we have also been increasing our own funding of agribusinesses; providing competitive solutions to pave the way for their smooth integration into the formal economy, leading agribusiness to be a main driver of our overall expansion in MSMEs lending.



# ALEXBANK'S ACTIVE STEPS TOWARDS A PHYSICALLY ACCESSIBLE NETWORK OF BRANCHES

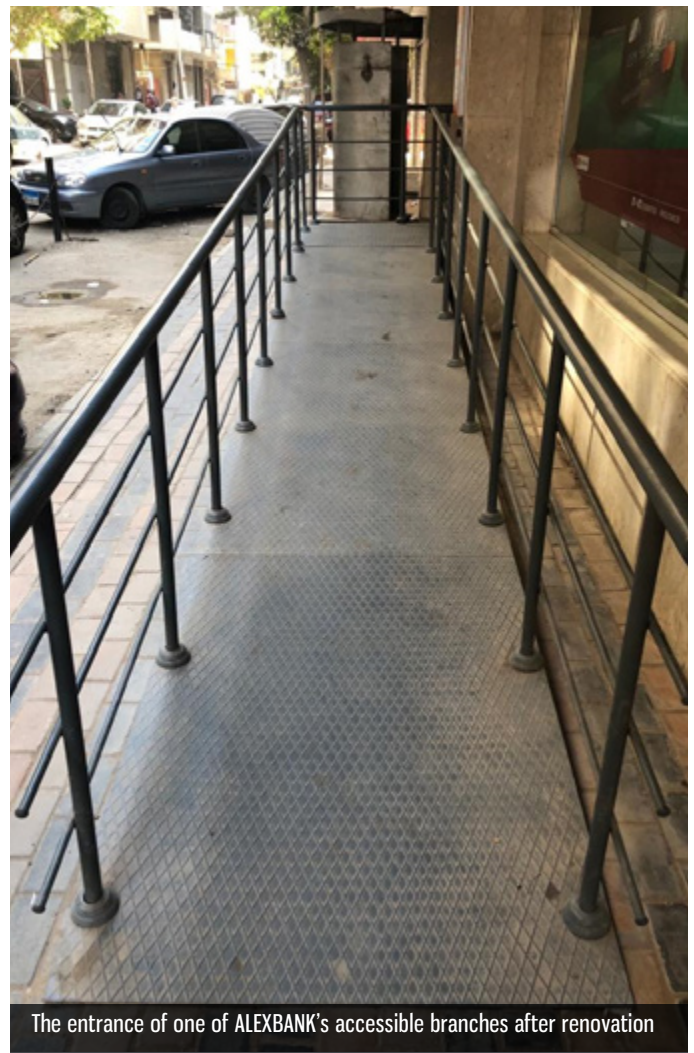


A session by Helm for the Disability Equality Training targeting ALEXBANK employees.

Keeping up with our commitment to reduce inequality, promote the wellbeing of vulnerable individuals and to advance responsible access to finance, we continue concretizing the outcomes of our physical accessibility project which has been initiated in 2018. With the aim to make ALEXBANK branches more accessible to People with Disabilities (PwDs) we echo the country's efforts towards including PwDs into the job market and enabling them to become active contributors of society and economic life.

Beginning with 2018 and by the end of 2020, ALEXBANK plans to further increase and expand our accessible branches network throughout 2021 and beyond. In line with the CSR & Sustainable Development Office Strategy (2018-2021), financial inclusion and promotion of inclusivity are a key priority for ALEXBANK. Our approach is to allow access to our financial products and services for people living with disabilities in two contexts: one as a client who can access all services offered in our branches and the other as an employee providing PwDs an equal opportunity to be a part of to the Egyptian banking industry.

In continuation of the two provided Disability Equality Training (DET) over the first half of 2020, we are planning to roll-out additional 8 rounds of the DET for a total of 92 branch representatives. The DET is a dynamic, focused, and interactive group work approach designed to change attitudes and perceptions towards the greater end of including smoothly and adequately PwDs into the banking system.



The entrance of one of ALEXBANK's accessible branches after renovation





# EGYPT WINS THE TITLE OF 2020 ENACTUS WORLD CUP CHAMPIONS - ALEXBANK JUDGES ENACTUS YOUTH COMPETITION OF FINANCIAL INCLUSION AND ECONOMIC DEVELOPMENT



Enactus competition champions celebrating their win for first place, with Enactus Egypt President & CEO Fatma Serry

As per the theme of our 2019 Sustainability Report “Creating Connections to Empower Youth” and our constant devotion to support Egypt’s growing youth-led entrepreneurial ventures, ALEXBANK is deeply conscious about keeping an eye directed to the rising youth movement in Egypt’s economy. Initiatives on financial inclusion and financial literacy are being undertaken on multiple fronts simultaneously, aiming to unleash the potential of Egypt’s youth and society’s vulnerable segments which could lead to an equitable and just future for all. That is why ALEXBANK’s partnership with Enactus Egypt, a non-profit organization, is dear to our hearts; allowing ALEXBANK to sponsor, assist, and guide university students to develop innovative solutions and projects to financially include marginalized communities.



ENACTUS competition champions celebrating their win for first place

Throughout this journey, Enactus Egypt monitored and selected 35 universities to showcase their innovative business solutions. The solutions were presented in July 2020 through an online platform (in support of maintaining social distancing amid COVID-19) showcasing top innovation projects designed by the students from 35 universities pertaining to 16 different Governorates.

With ALEXBANK’s second year contributing to this endeavor, this year’s national competition served as an opportunity for university students to showcase their community outreach projects and business ventures, conducted through rounds of virtual presentations and annual project reports. On account of the university students’ proposed projects, the indirect outcome is expected to impact 100,000 – 130,000 people in marginalized local communities. Managed by Enactus, this event celebrated the collective impact created by this national network of students, and further recognized the top 10 universities with the best innovative solutions.

ALEXBANK Office and Department heads, as well as external partners like Rosa Abd El Malek the Partnerships Manager of Sawiris Foundation for Social Development (SFSD) and Sandra Azmy the Women’s Rights Program Director at CARE Egypt, participated as judges

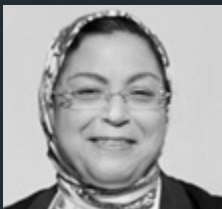


and business leaders to determine the Enactus team and student entrepreneurs who were named National Champions and were thus given the opportunity to represent Egypt on a global platform at the Enactus World Cup in September 2020.

The top two finalists of the competition were Cairo University whose Electronic Waste project named “The Cost of Evolution” came in 2nd place and El Azhar University’s Shrimp Waste Initiative in Al Qaroun Lake, El Fayoum “Chitoshrimp” came in 1st place. El Azhar University Enactus team proceeded to represent Egypt at the Enactus World Cup assembling competitors from the United States, India, Canada, and Brazil, El Azhar University was titled 2020 Enactus World Cup Champions, thereby preserving Egypt’s title for two years in a row.



The virtual competition served as a platform for youth collaboration and the exchange of best practices and paved the way for entrepreneurial leadership and innovation.



I would like to congratulate the students of Al Azhar University Enactus team representing Egypt for winning the 2020 Enactus World Cup. To my surprise, a new team that just joined the program this year, won the national competition to compete with USA, India, Canada and Brazil at the World Cup defending our title as 2019 World Cup Champion and kept the Cup in Egypt. This achievement will give hope to all Enactus Egypt teams and prove to the whole world that the Egyptian youth can achieve miracles and shine if put on the right track.

I would also like to congratulate and thank all our 2020 partners including AlexBank as without their generous contribution, this achievement wouldn't have happen.

Fatma Serry

President & CEO, Enactus Egypt





# ALEXBANK'S ENDEAVORS ON EMPLOYABILITY AND FOSTERING HIDDEN TALENTS



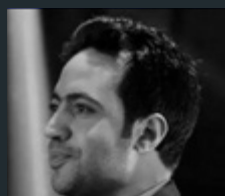
Pottery artisan is passionately crafting a piece of art from Tunis village

## SUPPORTING AWLADNA TRAINING AND INTERNATIONAL ART FORUM FOR THE GIFTED, IN COLLABORATION WITH AWLADNA FOUNDATION, UNDER THE AUSPICES OF THE EGYPTIAN PRESIDENCY



Committed to empowering youth and expanding our theme of “Creating Connections to Empower Egyptian Youth” as per our 2019 Sustainability Report, ALEXBANK is the very first bank to proactively collaborate with Awladna foundation in 2020 as a strategic partner to sponsor the initiative of “Supporting Awladna Training and International Art Forum for the Gifted”. With the goal to help enrich and challenge the talents of children with mental disabilities in heart and mind, we hope that this project could use the inspiration of arts and crafts to awaken the discovery of children’s hidden talents, and ultimately enabling their integration into the society.

Furthering our commitment to promote inclusivity and the wellbeing of vulnerable individuals and in particular children with different abilities,



“As I was walking towards the stage of the Egyptian Opera House I felt love, affection and warmth in their eyes; their angelic smiles were like a steel hand leading me towards a great aura of positive energy. For a little while I joined them, trying to be like them but couldn’t, I did not have the capability to see the world in their eyes. worldly matters burdened me and made me lose the innocence they had that was abundantly available, without any effort.

I decided to abandon my identity of being a poet with mission on stage during the “Awladna” ceremony, and tried to be a person of no title, I decided to just be me; the person who found his way between them. Events were proceeding with their own vision and goal; everyone in the scenes, the crowd full and present, the towering red curtain behind which hides the angels of God on earth. I sat closely observing what was happening among those angelic souls, preparing myself to what always scared me – the moment the curtains rise. Except this time, things were beautiful and natural to an extent that made me feel like God was present with us. And that he - Blessed and Most High – has created us for them, or rather he led them to us to tell us that the world “has goodness”.

As the scenes rolled one after the other, and while I watched “Awladna” (our children) do the impossible and prove to us that they alone possess the keys to lightness, I turned my eyes to the hall; contemplating this painting of human genius that speaks of the solidarity of national institutions and civil society in the love of “Awladna”. Headed by ALEXBANK, which opened an unlimited account in our hearts, with incalculable benefits, and showed us what saved this ancient edifice of testimonies of love and loyalty to the Egyptians and our children. We owe ALEXBANK all the respect and appreciation.” The Poet, Abdallah Hassan



**ALEXBANK**



Under the auspices of the Egyptian Presidency, the program is made up of two components. The first component comprised fine arts, phone photography, life coaching, family guidance, and nutrition workshops for children with mental disabilities and their parents. The workshops were provided via Zoom meetings, observing responsible safety measures in light of the COVID-19 pandemic. As part of these workshops, four visits to Baron Palace, in celebration of its recent renovation and public opening, were organized and carefully implemented with precautionary measures.

The second component is “Awladna International Forum for Arts of Gifted” which took place in October under the slogan “Wahashtoonna” which is translated from Arabic into “We missed you”. The forum gave children from a variety of Arabic and foreign countries a platform to showcase and celebrate their art and creative talent. The forum’s inauguration had taken place at the Egyptian Opera House’s main hall and was attended by a collective body of Egyptian government ministers, including Tourism and Antiquities; Youth and Sports; Social Solidarity; Culture; and Manpower and Immigration.

ALEXBANK is poised to extend our support to Awladna beyond December 2020 on a wide array of projects.



Over the course of 5 years, Awladna International Forum for Arts of the Gifted have been able to follow through successfully with its main aim; not only to provide a venue for the gifted to showcase their talents, but also to develop them on a sustainable base, that ensures having them on a level equivalent if not surpassing their peers on the international level.

This comes in light of the Awladna Foundation for Arts of the Gifted’s sustainability policy that is applied on all its monthly activities throughout the year, even through the online activities plan during the COVID-19 lock down, eventually pursuing a sustainable outcome of developing Awladna’s talents, enriching their interactivity, and encouraging their integration in the society.

Coming down to the last edition of the forum which was held last October, this edition stood as a vivid example of how success is an outcome of joined efforts of all the success partners we have been having since the first edition; Ministries, UNICEF, and the supporting civil society entities, then came the exquisite partnership with Alex Bank that was a true supporter and a pushing force in our way to carrying out the scheduled activities.

We have also been keen on upholding our ties with the participating countries that were hindered to attend due to the COVID-19 conditions, yet the forum has made it a point to extend its acknowledgment to their collaboration.

Throughout the experience of working with Awladna the gifted, either through the forum or the foundation, the collaboration of such distinguished supporters and partners have been vital to reaching and sustaining our outcomes on a long-run viable base, that we hope it extends for many years to come.

Comprehensively, working with the gifted ought to be a work of love and compassion, rather than one of sympathy, and it’s our pride that the forum – ever since its first edition in 2017 - has been a pushing drive behind Egypt’s announcement of 2018 as “Year of the Gifted” Soheir Abdel Kader, Founder and Chairperson of Awladna Foundation for Arts of the Gifted



ALEXBANK

# CREATING AMBASSADORS PROGRAM: PRESERVING EGYPT'S DEEP-ROOTED HOSPITALITY



One of the training sessions conducted under "Creating Ambassadors Program", attended by Minister of Tourism & Antiquities, Mr. Khaled El Anany

Hospitality has been inherent in the rich Egyptian culture for hundreds of years, making Egypt's tourism sector one of the most significant sectors that contributes to the Egyptian economy. Unfortunately, the Egyptian economy has been severely hit by the COVID-19 pandemic, after recording a remarkable growth in 2019 with the nation's unemployment rate reaching 9.2% by April 2020. With several other sectors directly relying on tourism, a domino effect was observable in sectors such as hospitality, food and beverages, and the cultural industries. In an effort to mitigate the economic toll COVID-19 had on Egypt's labor force and as part of ALEXBANK's COVID-19 responsible response strategy standing with its main stakeholders, ALEXBANK, under the auspices of the Ministry of Tourism and Antiquities, launched "Creating Ambassadors Program".

ALEXBANK has partaken in developing tailored training programs in partnership with "Rhythm - Hospitality Training Agency" to equip employees in the tourism industry with the necessary skills that will enable them to reflect true Egyptian hospitality when dealing with the public. The employees targeted for such a program mainly include tour guides and those working at information desks or ticket offices at the main archaeological sites of Egypt, museums, and famous touristic facilities. In mirroring the circumstances of COVID-19 the program equips those risking their health on the frontlines in the tourism sector with the necessary soft skills to deal with tourists in a health-conscious and socially-intelligent



One of the training sessions conducted under "Creating Ambassadors Program"



One of the training sessions conducted under "Creating Ambassadors Program"





manner. The “Creating Ambassadors Program” is internationally accredited from the Institute of Hospitality in the UK.

The training program explores several topics falling under the umbrella of touristic services provision such as creating a positive first impression; strengthening communication skills; learning about emotional intelligence; and handling complaints. The training process is preceded with a Pre-Training Assessment to evaluate attendees’ pre-training knowledge, and the Post-Training Assessment evaluates their learning acquisition throughout the training program. They are then recorded in an assessment report that compares the trainees’ performance throughout the assessments. Thus far, 315 employees have graduated from the “Creating Ambassadors Program”.



Serving our mandate of capacity building, poverty reduction, productive employment, and economic development, this project is the first of its kind and has not been preceded. ALEXBANK has hopes to extend its partnership with Rhythm – Hospitality Trainings Agency to enhance employee skills and raise awareness among staff in the health sector as well. Moving forward, there are plans for the beginning of 2021 to create a training program aimed at 4-5 hospitals, directly aiming to educate 500 graduates and staff from within the medical and healthcare field under the project name of “Healthcare Hospitality Campaign”.



In January 2020, ALEXBANK and Rhythm partnered with the Ministry of Tourism and Antiquities to launch the campaign “Creating Ambassadors”, with the purpose of training 500 employees in the tourism sector in over 15 museums and temples across Egypt. As a company that cares about the value of the training service we provide and its impact on the community, we are always looking for partners that share our vision, to avoid

common misfortunate scenarios where funding entities are simply targeting quantitative milestones at the expense of the quality of the training delivered.

Fortunately, it is safe to say that ALEXBANK’s clear passion and intent to create real impact in the community was perfectly manifested in their active and positive role in this campaign; the CSR team at Alexbank’s entire energy throughout the one-year-long campaign was invested in ensuring that the trainees of this program are receiving the best training we can provide them, all while showing nothing but flexibility and agility in this trilateral campaign. On behalf of the entire team at Rhythm, I would like to thank ALEXBANK for playing such a vital role in ensuring that this campaign brings real change in the lives of its beneficiaries. We could not have chosen a better partner than ALEXBANK for this campaign, and are looking forward to continued partnership in the future.

Karim Adib

Founder and CEO – Rhythm Hospitality Training Agency”



**ENVIRONMENTAL, SOCIAL,  
AND GOVERNANCE MANAGEMENT**



Salsabeel, Um Gana's five-year old daughter, posing in her family's farm in Dakhla Oasis.



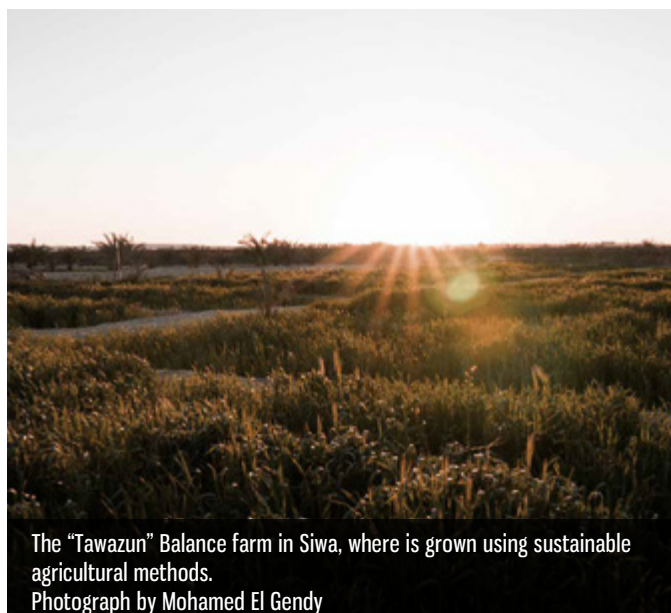
# DEEPENING OUR ENVIRONMENTAL & SOCIAL RISK UNDERSTANDING - OUR PARTNERSHIP WITH THE GREEN FOR GROWTH FUND (GGF)

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Knowing that propelling sustainable growth and responsible management of savings is predetermined by an institution having a robust policy framework, in particular for those matters falling under the Environmental and Social (E&S) realm, ALEXBANK is thus continually striving to meet the high-performance standards and requirements followed by leading organizations and counterparts in line with the footsteps of our parent company Intesa Sanpaolo.

In this respect, ALEXBANK has leveraged on its long-standing partnership with Green for Growth Fund (GGF) dating back to 2016 by kicking-off the activation of the technical assistance program associated to the original loan agreement.

ALEXBANK has been a GGF partner institution since 2016 by focusing on investing in renewable energy and energy efficiency



projects. GGF is an impact investment fund that mitigates climate change and promotes sustainable economic growth, primarily by investing in measures that reduce energy consumption, resource use and CO2 emissions.

The GGF operates in 19 markets across Southeast Europe, including Turkey, the European Eastern Neighborhood Region, and the Middle East and North Africa.

The technical assistance facility tied to original loan agreement is set to provide ALEXBANK with the needed technical expertise and knowledge in order to improve the overall E&S risk management framework in ALEXBANK to ensure an efficient implementation of our investments, which will materialized through a high quality training that will be tailored to ALEXBANK employees based on a thorough review of the existing tools and procedures.

This milestone has come to fruition thanks to the ongoing collaboration between the Corporate Division alongside the CSR & Sustainable Development Office in their efforts to enhance the performance of our business activities without compromising the E&S factors.

The program is planned to be extended over a period of one year.



# A NEW MILESTONE IN OUR JOURNEY TO IMBED ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) CRITERIA INTO OUR BUSINESS OPERATIONS

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Pictured here our parent company Intesa Sanpaolo Group

2020 witnessed growing significance for the sound management of Environmental and Social (E&S) risks and impacts resulting from our deep commitment to sustainability and responsible banking. As such, ALEXBANK's Board of Directors has acknowledged the Intesa Sanpaolo Group's **"Guidelines for the governance of environmental, social and governance risks concerning lending operations"** and its connected **"Rules on lending operations in the coal sector"** this October.

The purpose of these guidelines is to support the transition to a greener economy, in order to contribute to the reduction of global GHG emissions, to combat climate change and to safeguard Human Rights. These Guidelines reinforce the Group's commitment to consider environmental risk when assessing credit worthiness and the implementation of the Equator principles.

Complementing ALEXBANK's **"Guidelines for the Implementation of Equator Principles in the Management of Environmental & Social Risks and/or Impacts When Granting Loans"** aiming to ensure that we are adopting –where applicable – a set of principles and processes with regard to the approval of and reporting on credit transactions falling under Equator Principles (EPs), the Guidelines set out limitations and exclusion criteria for credit operations in ten identified sensitive sectors for their high ESG risk profile. At this stage, and in close collaboration with the CSR & Sustainable Development Office, ALEXBANK's Risk Division is working on developing an action plan for a localized implementation process that shall take into account the national social and regulatory context without compromising the original intent of the Group-wide Guidelines.

The final implementation process and procedures of the Guidelines will be subject to the approval by competent bodies.





# ALEXBANK'S COVID-19 RESPONSE MAP: AN EXTENDED TRAJECTORY OF SUSTAINABILITY REPORTING

The disruptive challenges posed by the outbreak of COVID-19 and the manifold nature of its repercussions amplified ALEXBANK's belief in the importance of adopting a proactive and timely communication approach. Reporting being considered a critical communication tool for corporates to convey the reality of their daily business performance for their stakeholders, it has become more vital than ever to highlight how promptly we can contain the impact of a global health crisis on our operations reinforcing the stakeholder capitalism approach and shared value creation.

The COVID-19 pandemic has created unique challenges for transparency, participation and accountability requirements. As the world is gearing up to the post pandemic era soon, and in light of our keenness to keep pace with our stakeholders expectations and their

growing sphere of areas of interest about our institution, the CSR & Sustainable Development Office is releasing a dedicated publication encompassing all of the Bank's measures and efforts taken to bolster the interests of and protect our main stakeholders in alignment with national efforts. The publication serves as a meaningful document which contextualizes the efforts we have been taking ranging from health preservation, economic security and social relief-oriented projects towards our employees, customers and the wider Egyptian community members.

We remain committed to facilitating a green and resilient recovery for our stakeholders that builds upon our response strategy and lessons learnt from this unprecedented experience, aiming that the responsible business model practices maintain its momentum



and key players would be able capitalize on the varying opportunities presented by the crisis in response to the increasing risk exposure to Environmental, Social, and Governance (ESG) factors.



"The sudden emergence of the COVID-19 pandemic has birthed a global uncertainty that put businesses and lives in troubling times. This came as a challenge for ALEXBANK to test our crisis management and thus, helped us grow in aspects we never knew existed. As a responsible bank, our objectives are directed first and foremost towards our stakeholders; as ensuring their safety and well-being spearheads our business operations. In that light, the way we responded to the pandemic guided us to a new way of monitoring and evaluating our performance in employee safety and client assurance.

Through ALEXBANK's COVID-19 Response Map, we transparently communicate the measures we have taken to help curb the spread of the disease as well as reduce potential exposure. Supported by our parent company Intesa Sanpaolo, ALEXBANK's COVID-19 Response Map efforts were tailored to each type of stakeholder; ensuring safety and hygiene policies to the bank's staff as well as limiting exposure by implementing flexible working operations; extending our initiatives and outreach to the many communities we operate in by bridging the economic gap and furthering financial & non-financial contributions to our beneficiaries; tailoring financial products and services and ensuring loan postponement according to the Central Bank of Egypt to help our Retail Customers as well as MSME & Corporate Banking Customers.

As signatories of the Principles of Responsible Banking, we will continue to dedicate ourselves to transparency and responsible reporting, and we hope that through our measures to mitigate the pandemic's widespread our beloved stakeholders stay safe and healthy." Laila Hosny, Head of Corporate Social Responsibility and Sustainable Development Office,



# ALEXBANK'S THIRD SUSTAINABILITY REPORT: A PROGRESSING JOURNEY OF SUSTAINABILITY REPORTING

For the third consecutive year, ALEXBANK has published in September 2020 its annual Sustainability Report titled "Creating Connections to empower Egyptian Youth".

The report covers the fiscal year 2019 and has been prepared in accordance to the GRI standards: core option. Aligned with the national context and Intesa Sanpaolo's 2018-2021 Business Plan, ALEXBANK's 2019 strategic goals are transparently communicated within the report.

Delving closer into the many sections of the report, we are happy that this year we are celebrating our volunteers from the employees who are the driving force behind the success of our community development projects by their devotion to contribute their time and resources to empower the vulnerable communities especially during crisis times. You will find personalized stories of our volunteers alongside pictures taken from the main volunteering events that took place over 2019 with accompanying videos exhibiting and depicting the passion they hold for

welfare of the communities in the section "The People Shaping our Connections". We are also especially thrilled to be showcasing the vision of three of Egypt's young photographers, who travelled across the country venturing from Siwa Oasis, Upper Egypt (Edfu, Qena, Sohag) to hidden historical gems of Cairo.

The Sustainability Report represents a central pillar in our responsible banking agenda with the goal to preserve our commitment to transparency towards all our stakeholders elaborating on our contributions to Egypt's vision 2030 and the Sustainable Development Goals (SDGs). In this respect, the Report remains a key governance and communication tool of our stakeholder management examining the material topics for our stakeholders and its consideration into our strategy.

In staying consistent to our beliefs, the Report is published in Arabic and English and was presented in a custom laptop sleeve made from over ten plastic bags, by "Black Duck" an Egyptian start-up led



by a young woman driving a structural change towards the prevailing problem of single-use plastic in Egypt.

We would like to take this opportunity to thank all partners and colleagues for contributing their time, knowledge and insight, into collectively creating this publication.

To read ALEXBANK's Sustainability Report 2019, please find it [here](#)



"Year after year, our ability to create shared value keep enriching with innovative initiatives and business practices. We commit to conduct our activities in a sustainable manner alongside the Group's strategy and guidelines on business and sustainability goals, while assuring full alignment with our nations' sustainability targets. We maintain the constant growth of our Micro, Small and Medium Enterprise portfolio to support Egypt's rising economy and youth-led entrepreneurial ventures also favoring capacity building. We work

towards increasing financial inclusion and literacy, raise environmental awareness placing emphasis on effective resource management, empower women, and enhance our digital platforms to communicate in the language of a generation at the cusp of a revolutionary technological change. Our success can be credited also to the drive and continuous support of our parent company, Intesa Sanpaolo Group, which - a recognized champion in this - remains engaged and active in promoting governance that pursues sustainable value creation." **Dante Campioni - Managing Director & CEO ALEXBANK**



**ALEXBANK**



**HERE'S TO WISHING FOR A  
WONDERFUL START  
TO THE NEW YEAR**

