

Al-Tijari  التجاري

# Social Responsibility

Commercial Bank of Kuwait

2018

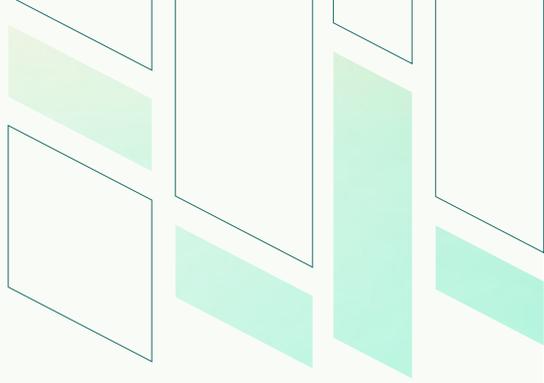




His Highness  
**Sheikh Sabah Al-Ahmad  
Al-Jaber Al-Sabah**  
The Amir of The State  
of Kuwait



His Highness  
**Sheikh Nawaf Al-Ahmad  
Al-Jaber Al-Sabah**  
The Crown Prince of The State  
of Kuwait



**Sheikha/ Nouf Salem Al Ali Al Sabah**  
General Manager  
Corporate Communications Division

## Corporate Social Responsibility ... A Proven Record Accentuating Social and Voluntary Initiatives

It gives me pleasure to present the Corporate Social Responsibility Booklet for 2018 which casts light on the Bank's initiatives & achievements towards Corporate Social Responsibility. The year 2018 was a very busy year for the Bank on the level of philanthropic & humanitarian voluntary activities and saw the Bank emphasizing its leading role in underpinning the comprehensive concept of social responsibility through its pioneering role in providing support & sponsorship to several societal activities and events.

During the year 2018, the Bank continued its efforts towards social and philanthropic activities with a view to achieve the aspired sustainable development in Kuwait by arranging & supporting diverse social & humanitarian activities in such way that always confirms that the Bank is an integral part of Kuwait society.

Emphasizing the Bank's role in achieving sustainable development in society and with the support & assistance offered by the Board of Directors, Corporate Communications Division has had a pivotal role in accentuating the social and voluntary initiatives through a number of social activities arranged by the Bank targeting the different society segments.

Within its innovative social programs, the Bank continued its cooperation with the civil society institutions by offering support and sponsorship to societal, sporting, cultural, educational and awareness activities & events organized & sponsored by Kuwait Governorates for the benefit of their inhabitants in particular and the society segments in general.

The Bank endeavored to underline its role as a caring bank for the physically challenged segment through its continued support of the events and activities that aim to stimulate & encourage this category to proactively interact with the community.

As regarding the Bank's efforts towards revival of the old Kuwaiti heritage and which became a landmark that distinguishes the Bank among its peers, the Bank continued its endeavors in 2018 through innovative programs & activities designated for this purpose.

In conclusion, and through the consolidated efforts of the Board of Directors and Corporate Communications Division as well as all staff members, the Bank will continue its drive for serving all segments of Kuwaiti society and its civil institutions through innovative societal programs & activities that enhance its aspirations and efforts towards corporate social responsibility & sustainability.

**Sheikha/ Nouf Salem Al Ali Al Sabah**

General Manager - Corporate Communications Division



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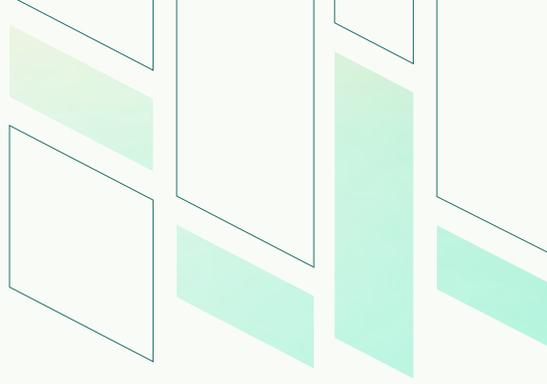
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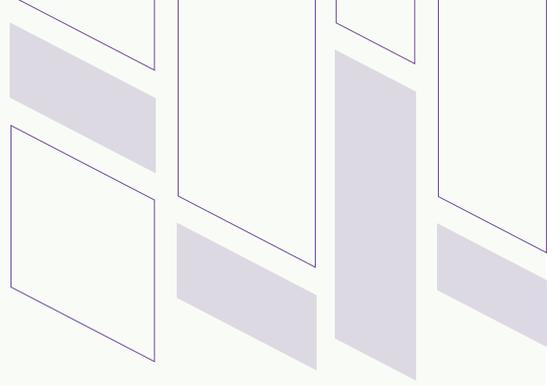
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## **Commercial Bank of Kuwait ... A Conceptual Framework for Corporate Social Responsibility Initiatives**

Commercial Bank of Kuwait realizes the importance of society related partnership to achieve cooperation between the State and private enterprises. Drawing on this, the Bank highlights & demonstrates the concept of comprehensive social responsibility. Over the past decades, the Bank endeavored to firmly accentuate the fundamentals of sustainable development through comprehensive social responsibility programs & activities and it continued to initiate humanitarian activities and offer philanthropic contributions & sponsorship for social, sporting, educational and cultural activities. As such, the Bank's social responsibility programs for 2018 were designated for the diverse society segments.



## The Bank's Social Role

- Celebrating Auspicious Occasions with the Physically Challenged Segment, the Patients in Hospitals & Care Homes' Residents
- Remarkable Social Initiatives During the Holy Month of Ramadan
- Kuwait National & Liberation Days - Happy Occasion Reflecting Solid National Unity
- Supporting Civil Society's Activities
- "Hawwen Alaihom" Campaign
- Environment Protection
- Social Solidarity (Blood Donation Campaign)
- Offering Support & Sponsorship to Kuwait Governorates' Social Activities & Events

## Social Responsibility Towards all Society Segments

The Bank always endeavors to participate in social & humanitarian activities which benefit all society segments, particularly the physically challenged segment. From this standpoint, the Bank, represented in Corporate Communications Division, organized a number of social programs with the objective of offering support & sponsorship to all society segments in general and the physically segment in particular. Within its philanthropic & humanitarian initiatives, the Bank, through Corporate



Sponsoring (Qur'an Purified My Life) Competition



Sponsoring A Graduation Ceremony For Outstanding Students At Al-Rajaa School

Communications Division, sponsored «Qur'an Purified my Life» competition organized by Kuwait Educational Academy for special needs segment. The Bank also sponsored the graduation party for honoring the outstanding students of Al-Rajaa School supervised by Special Education Department to share students the happiness of their graduation and encourage them for further excellence in their studies. At another front, and on the occasion of the Universal Children's Day, the Bank organized an entertainment day to celebrate this Day with the children of Kuwait Down Syndrome Society. The organization of this day came within the Bank's endeavors to communicate with the children with special needs and to draw smile on their faces and bring happiness to their hearts. With the advent of the new school year, Corporate Communications Division arranged a visit to the Administration of Special Education Schools supervised by the Ministry of Education and a number of schools that included Intellectual Education School, Al-Amal



School, Al-Noor School and Al-Atta Nursery. The visit aimed at congratulating the teaching staff on the beginning of the new school year by distributing giveaways to both the Administration and the teaching staff. This visit came out of the Bank's belief in the main role of special education teachers in educating, supporting and providing assistance to the children with special needs, this segment which deserves all care and attention. Furthermore, and within the Bank's comprehensive social responsibility programs aiming to provide support and assistance to all society segments, Corporate Communications Division organized an entertainment day for Khalifa Special Needs School's children. The organization of this day coincided with the International Day of Persons with Disabilities. The entertainment Day saw several fun activities such as the Magic Show which drew smile on the faces of children who enjoyed the activities of such event that brought happiness to their hearts and contributed in raising their morale.



Visiting The Administration At Al-Amal School



Entertainment Day For Khalifa School

## Remarkable Social Initiatives During the Holy Month of Ramadan and Celebrating Happy Occasions with the Diverse Society Segments

Within the humanitarian & philanthropic activities arranged during the Holy Month of Ramadan, Corporate Communications Division sponsored a number of philanthropic & humanitarian activities that aimed at supporting all initiatives related to the Holy Month of Ramadan and accentuating the concept of comprehensive social responsibility established by the Bank long time back. In this context, the Bank arranged a visit to the patients hospitalized in Makki Juma Hospital to congratulate them on the advent of the Holy Month of Ramadan and share them the joy of this blessed Month. In the same context, The Bank visited the kids hospitalized in Ibn Sina Hospital (children ward) to distribute «Gergeaan» to them. The Bank also rejoiced «Gergeaan» with the children residing in Orphans House «Orphanage». During the last ten days of this blessed Month, the Bank distributed «Ramadan Gift» with items including Copy of the Holy Quraan, perfume and prayer mat to the people seeking mosques for Friday / Jum'ah Prayer. As a new gesture, the Bank, in cooperation with Kuwait Food Bank, distributed pre-dawn light meals (snacks) «suhoor» to the prayers seeking the Grand Mosque for praying on the 27<sup>th</sup> night of Ramadan. Further, the Bank honored the Green Hands Environmental Voluntary Team for its participation and cooperation with the Corporate Communications Team in distributing pre-dawn meals «suhoor» to construction workers & road cleaners and giving «Ramadan Gift from Al-Tijari» to the people seeking mosques for Friday /Jum'ah prayer during the last 10 days of the Holy Month of Ramadan. In celebration of Eid Al Adha, the Bank arranged a visit to the kids hospitalized in children ward in Amiri hospital to share them the joy of such occasion and bring happiness to their hearts by distributing giveaways to them. This visit came within the Bank's ongoing endeavors to participate in all social and humanitarian activities.



Visiting Ibn Sina Hospital For Gergeaan Giveaways

## Celebrations of Kuwait National Days in February

On the occasion of the National Day and the Liberation Day of Kuwait, the Bank illuminated & decorated its Head Office and branches in celebration of both occasions. In this context, the Bank welcomed the male & female students of Al-Rajaa School who shared the Bank's staff members their celebration of Kuwait national days.

Furthermore, the Bank arranged a visit and distributed gifts to security & traffic officers who streamline traffic flow in the Arabian Gulf Street in recognition of their efforts and important role in ensuring safety and security of Kuwaitis & residents during their celebrations of Kuwait national days. This visit came within the Bank's endeavors to communicate with all society segments and as a token of appreciation of the efforts of security officers working in Ministry of Interior's diverse departments. As a new gesture aiming to share the State of Kuwait and Kuwaitis their celebration of Kuwait national days, the Bank's Corporate Communications Division Team was present in Kuwait International Airport (Arrivals) to welcome the visitors during such occasions by distributing flower bouquets & commemorative gifts to them. This gesture was highly commended by the guests who visited Kuwait to share its nationals & residents their celebrations of Kuwait national days.



Welcoming Al Rajaa School Students



Visiting Security & Traffic Officers



Welcoming Kuwait's Visitors In Kuwait International Airport With Gifts & Flowers

## Supporting Civil Society's Activities

Within its continued cooperation with civil community institutions and its endeavors to support & sponsor the societal activities and events organized by such institutions, the Bank patronized Airport Carnival 2018 which was organized by the Directorate General of Civil Aviation. The Bank's sponsorship of the Carnival's activities which involved recreational & sporting contests and exhibition for the creative works came to further emphasize its permanent patronage of the events and activities organized by the civil community institutions and its care for all the society segments. At another front, the Bank participated in the sponsorship offered to 12<sup>th</sup> annual honoring party for the pensioners and veteran employees of the Public Authority for Industry. The party was held under the auspices and in the presence of His Excellency the Minister of Commerce & Industry. Further, the Bank offered financial contribution to support the social activities and philanthropic events patronized by Sabah Al Salem Co-op for the benefit of the inhabitants of this suburb.

In celebration of the World Arabic Language Day and in cooperation with Dar Al Athar Al Islamiyyah (a cultural organization based in Kuwait), the Bank sponsored "A Reading Story Event" for children under the caption "Tablets & Smart Phones Screens Everywhere". The organization of this day came to reflect the importance of reading for children in view of their growing interest in computer and smart phones screens which tended to be a sort of attraction for children rather than reading and education. Furthermore, and within its endeavors to support the awareness campaigns arranged by the Ministry of Interior, the Bank sponsored the Unified GCC Traffic Week 2018 under the caption «Your Life is Precious». This support by the Bank came to demonstrate its national drive and corporate social responsibility towards society to raise road users' awareness on the traffic law & rules.



Sponsoring The GCC Traffic Week



Group Reading Activity For World Arabic Language Day



Sponsoring The Airport Carnival



Award Ceremony For Employees And Retirees

## “Hawwen Alaihom” Campaign

The activities of «Hawwen Alaihom» Campaign continued for the seventh year in row. Corporate Communications Team distributed winter and summer clothes to the road cleaners and construction workers in their work locations in addition to the commemorative gifts distributed to them during Kuwait national days including Kuwait flags in addition to some t-shirts and caps bearing Kuwait flag and some other gifts. With the Advent of the Holy Month of Ramadan and for the third consecutive year, the Bank launched its campaign «Your Pre-Dawn Meal from the Bank / Suhoorkom Alina» by distributing pre-dawn meals «suhoor» to road cleaners and construction workers in their work locations. The Bank also celebrated Eid Al-Fitr and Eid Al-Adha with the road cleaners and construction workers by distributing Eid new clothes to them on such happy occasions.



“Hawwen Alaihom” Winter Giveaways



“Suhoor” Meals for Construction Workers & Cleaners



**Beach Clean-Up Campaign**

### **Environment Protection**

Recognizing the importance of environment conservation and raising awareness for environment protection activities as a main pillar of the aspired sustainable development, the Bank organized Beaches Cleanup Campaign in cooperation with the Green Hands Environmental Team. This Campaign was meant to keep beaches clean and free of waste & debris and protect them against any harmful acts or negative behavior with a view to safeguard Kuwait environment and the various animal species and to raise awareness among all society segments about the importance of keeping environment safe.



## Social Solidarity

### Blood Donation Campaign & Awareness Campaigns

Within the humanitarian activities that truly reflect the voluntary social work, the Bank organized a blood donation campaign for its staff member. The blood donation campaign saw impressive participation from all staff members who opted to participate in such humanitarian activity. In this regard, Corporate Communications Division e-mailed awareness tips to all staff members for participation in this campaign and which considerably contributed in raising staff members' awareness about blood donation and enriched their knowledge with the benefits of blood donation for both donor and donee. The organization of this campaign came to reflect the spirit of solidarity and cooperation between the Bank staff members and the different medical institutions including the Blood Bank.



Chairman's Participation In The Blood Donation Drive



## Offering Support & Sponsorship to Kuwait Governorates' Social Activities & Events

The Bank has had a pivotal social role during the year 2018 by offering financial contributions to the six Governorates of Kuwait to support all social, cultural, educational and sporting activities organized by Kuwait Governorates.



Capital Governorate Awarding The Volunteers

### Capital Governorate

The Bank sponsored Ramadan competition organized by the Capital Governorate during the Holy Month of Ramadan. This sponsorship came within the important role assumed by the Bank to support the social activities targeting all society segments. Within its endeavors to enhance volunteering culture and boost solidarity among all society segments, the Bank sponsored the honoring party of the voluntary team of Capital Governorate and which was held in Naif Palace.

In another context, the Bank also offered support for the activities organized by the Capital Governorate by sponsoring the closing ceremony that marked the activities & programs related to the Technical Guidance of the Scout Activities - Capital Educational Department. This sponsorship came within the Bank's social responsibility program which aims at supporting all educational, social and youth activities organized by Kuwait governorates.



Honoring Al-Tijari By The Capital Governorate

## Hawalli Governorate

Within its social program targeting all aspects of support & assistance to all society segments, the Bank supported the activities & events organized by Hawalli Governorate by distributing Iftar (fast break) meals to people during the Holy Month of Ramadan. In coincidence with Eid Al-Fitr and Eid Al-Adha, both Corporate Communications Team and Hawalli Governorate's officials participated in arranging visit to the patients residing in Mubarak Al Kabeer Hospital to congratulate the patients on such happy occasions and distributing gifts & flowers to them. Within the pre-agreed arrangements with the Governorate, the Bank in cooperation with Hawalli Governorate, contributed in providing BrailleSense Polaris device for Kuwait Blind Association to satisfy the needs of the visually impaired persons and help them in their learning and proactively interact with the community.



Honoring Al-Tijari By The Hawalli Governorate



Visit Of Mubarak Al Kabeer Hospital



Distribution Of Iftar Meals



**Distributing Eid Al Adha Clothing For Municipality Workers**

### Farwaniya Governorate

In keeping with its corporate social responsibility efforts and within the social program launched by the Bank and its endeavors to take part in the diverse activities & events such as Kuwait's celebration of its national days, the Bank patronized the exhibition held at the sideline of the flag raising ceremony which was organized by Farwaniya Governorate for marking the start of Kuwait national celebrations. Further, and within the activities accompanying the Holy Month of Ramadan, the Bank, in collaboration with Farwaniya Governorate, participated in distribution of Gergeaan gifts to the elderly at Farah Specialized Center for Geriatric Care & Rehabilitation to bring happiness to their hearts. Furthermore, and within the activities arranged on the occasion of Eid Al-Adha, the Bank supported a campaign organized by Farwaniya Governorate in cooperation with Kuwait's Farwaniya Municipality to distribute Eid Al-Adha Clothing to the Municipality workers and the needy. The Bank's sponsorship & participation in such activities & events came within its constant cooperation with civil society institutions caring for all society segments and which contribute in the diverse societal activities. Moreover, the Bank, in cooperation with Farwaniya Governorate, contributed in providing the Mosques located at Farwaniya Governorate with chairs to be used by the prayers. These contributions came within the Bank's arrangements to support a number of social & humanitarian activities organized by Kuwait Governorates.



**Gergeaan Giveaways At Farah Specialized Center**



**Providing Chairs For Mosques Within Farwaniya Governorate**

## Al Ahmadi Governorate

The Bank continued its efforts & cooperation with Al Ahmadi Governorate by offering sponsorship & support to the social activities and events organized by the Governorate. In this context, the Bank sponsored "Umm Al-Khair" Festival on the occasion of the Governorate's celebrations of the national days. The festival witnessed enjoyable shows by music bands and a number of entertainment & awareness activities and contests. At another front, the Bank sponsored the first Summer Entertainment Festival entitled "Marvelous Summer in Ahmadi" which was organized by Ahmadi Governorate with participation of a number of public, private and voluntary entities. Furthermore, the Bank offered sponsorship to the 3<sup>rd</sup> Co-Op Indoor Football Championship which lasted for 3 days. The Bank's sponsorship of this championship came within its continued efforts towards society servicing and to reflect its endeavors to participate in all societal activities & events, including sporting activities, organized by Kuwait Governorates and Civil Society Institutions. In addition, the Bank supported the 3<sup>rd</sup> Awareness Forum for Rationalization of Electricity & Water Consumption organized by Ahmadi Governorate in collaboration with the Ministry of Electricity & Water. The Bank endeavors to participate in such awareness campaigns targeting all society segments and which are positively reflected on Kuwaiti citizens.



"Marvelous Summer" In Ahmadi



Supporting Rationalization Of Electricity And Water Consumption



Sponsorship For Co-Op Indoor Football Championship

## Mubarak Al Kabeer Governorate

Within its continued efforts towards society servicing and its support of the social activities & events, the Bank, in cooperation with Mubarak Al Kabeer Governorate, provided computers to the "Elderly Club" located in Mubarak Al Kabeer Governorate. Furthermore, and within its endeavors to accentuate its social responsibility efforts, the Bank patronized the Gergeaan ceremony to communicate with all the Governorate's inhabitants during the Holy Month of Ramadan.



Gergeaan Ceremony During Ramadan Holy Month

## Jahra Governorate

Within its cooperation with Jahra Governorate and out of its belief in the importance of supporting and sponsoring the educational & cultural activities & events organized by schools in Kuwait and enhancing the important role of teachers in educating the Kuwaiti students, the Bank patronized the honoring party of orchestra music band for the male and female teachers at the schools supervised by Jahra Educational Department. In another context, the Bank participated in the honoring party of the Elderly on the occasion of the International Day of the Older Persons. This participation was meant to raise awareness of Kuwait society and the youth segment on the importance of rendering services and assistance to the elderly segment along with ensuring respect to them.



Celebrating With The Elderly Segment In Jahra Governorate



## Cultural & Heritage Activities

- Revival of Kuwaiti Heritage
- “Ya Zeen Turathna” Campaign for the Seventh Consecutive Year

## Revival of Kuwaiti Heritage

The Bank has continuously endeavored to issue its annual calendar which usually contains pieces of art that authenticate and convey meanings from the old Kuwaiti heritage and reflect vivid scenes thereof. Al-Tijari Calendar for 2018 came to depict and reflect in most of its paintings the sixties of the last century, an era that is regarded as one of the most prosperous periods in the history of Kuwait. The Bank continues its efforts targeting the revival of the old Kuwaiti heritage through its distinct annual calendars which serve as a historical reference for all generations and continue to reflect and depict the essence of the old life to remain in the minds of present & future generations.



## “Ya Zeen Turathna” Campaign for the Seventh Consecutive Year - Remarkable Activities for Reviving Kuwaiti Heritage

The Bank launched “Ya Zeen Turathna” Campaign for the seventh year in row following the great success of the campaign over the past years and the proactive interaction of the public with the activities of this campaign. It is known that this campaign is closely correlated to Commercial Bank of Kuwait and aims to get the present and future generations familiarized and reminded of the simple life of the Kuwaiti ancestors in the past. This campaign came to further emphasize the Bank’s endeavors to revive Kuwaiti heritage and the old popular traditions within its innovative social responsibility programs and to accentuate its recognition that Kuwaiti heritage is rich with worth-highlighting traditions and noble meanings that should remain in the minds of all generations.

Within the activities of the campaign, Corporate Communications Division Team arranged visits to a number of schools to get students familiarized with some aspects of the old popular



**“Ya Zeen Turathna” Campaign In The Avenues Mall**

heritage. Such visits included the educational film that was presented to familiarize students with some traditions of ancestors and an explanation on some of the old & popular Kuwaiti words & proverbs in addition to the diverse contests organized on Kuwaiti heritage. Further, the craftsman Mr. Jamal Al Ali was hosted by the Bank during such visits to schools with a view to set up workshops for designing templates of the old Kuwaiti house to be offered along with other gifts marking the campaign to the students and school administrative by the end of the visit.

Furthermore, and within the activities of the seventh campaign, the Bank set up its booth, which lasted for two consecutive days, at “Grand Avenues” using paintings and images which mirrored the old Kuwaiti heritage and it was highly commended by the visitors. In addition, the Bank organized some contests on the Kuwaiti heritage for the booth visitors via the Bank’s social sites & Instagram. Such contests impressed a large number of “Grand Avenues” visitors and witnessed high competition among the booth visitors where the Bank allocated a number of cash prizes for the winners in such contests organized on Kuwaiti heritage.

The Bank concluded the activities of “Ya Zeen Turathna” Campaign with some old Kuwaiti songs which were introduced by the folklore band with impressive participation by the “Grand Avenues” visitors and this reflected the great success the campaign achieves year after year.



**School Visits For Educational Purposes**



**Part Of Heritage Performance**



## Supporting Educational Activities

- Providing Support to Career Fairs
- Training Sessions & Programs for the Bank Staff Members
- Scholarships Program for the Kuwaiti Graduates

## Providing Support to Career Fairs

Accentuating its continued efforts in supporting education activities in Kuwait and out of its social responsibility as a leading financial institution which endeavors to support Kuwaiti youth seeking distinct employment opportunities in the banking sector, the Bank participated in the 23<sup>rd</sup> «Economy Makers & Employment Opportunities Exhibition» organized by the College of Business Administration – Kuwait University. The Bank also participated in “Because You Deserve” Recruitment Forum organized by the Manpower and Government Restructuring Program. The Bank’s participation in such events came to confirm its endeavors to support the Kuwaiti young people seeking distinct job opportunities and attract the fresh graduates wishing to be employed with the banking sector to achieve their ambitions in this career. It is known that the Bank places high importance for enhancing the capabilities of youth for creativity and success by supporting this significant segment and communicating with them. Within its cooperation with all institutions in Kuwait and its endeavors to assume its social



Al-Tijori's Participation In The “Economy Makers & Employment Opportunities Exhibition”



Participation In “Because You Deserve” Recruitment Forum

responsibility towards Kuwaiti fresh graduates, the Bank participated in the training program designated for the fresh jurist graduate trainees and which was organized by the Public Institution for Social Security in cooperation with some Kuwaiti entities. This participation came out of the Bank's belief in the importance of investing in human resources & young Kuwaiti talents along with helping them to gain the required skills to effectively contribute in achieving progress & sustainable development in Kuwait.

Moreover, and within its endeavors to sponsor cultural & educational activities & events, the Bank offered sponsorship to "Iftah Ya Simsim" Play which was organized by Dasman Bilingual School for its kindergarten kids in the presence of their parents and a number of the school's teaching staff.

The Bank also offered exclusive sponsorship to "Tale Beyond a Painting: Human Story Across Time & Space" Play which was held on Dasman Bilingual School's theater under patronage of His Highness the Minister of Education and the Minister of Higher Education and in the presence of a number of official, culture and art figures and a group of the Bank's Top-Executives.



**Awarding The Graduate Jurist Trainees**



**Sponsoring The Play "Tale Beyond A Painting: Human Story Across Time & Space"**



**Graduation Of A New Group Of The Bank's Employees From Institute Of Financial Studies**

### Training Sessions & Programs for the Bank Staff Members

The Bank celebrated the graduation of a new group of its employees who successfully completed the Institute of Banking Studies' professional programs accredited by Institute of Financial Studies, Britain. The Bank's employees obtained certificates in a number of professional programs, namely accredited certificates on Certified Credit Management (CCM), Advanced Certificate in Credit Management (ACCM), Certified Bank Branch Manager (CBBM) and Certified Assistant Bank Branch Manager (CABBM). The graduation ceremony was held in presence of the Bank's Executive Management Team and a number of the Bankers from banking sector. The Bank also celebrated the graduation of a number of new groups of its staff members after they have successfully completed their training in "Al-Tijari Academy" in the area of Virtual Banking and Contact Center. It is known that the Bank places high importance for training its employees, providing them the opportunity to learn the required skills that support their career path, developing their knowledge, reinforcing their



**Summer Internship Graduation Ceremony**

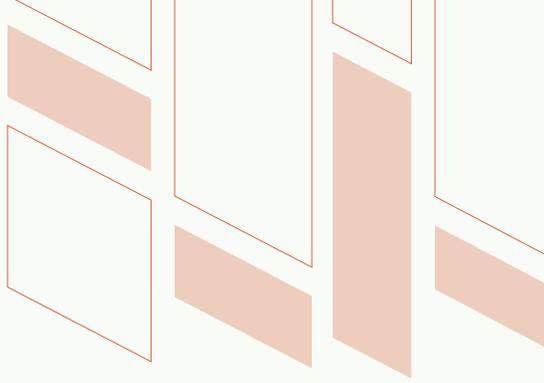
experience and getting them familiarized with the latest technology and the best industry practices that ensure providing the highest level of customer service. In addition, the Bank organized its summer training program designated to children and

relatives of the Bank's staff members. The program aimed at offering training opportunity for students and providing them with the basic information on the banking sector's work environment and dealing with banks' customers. Participants in the program got the chance to be familiarized with the business mechanism of the Bank's departments, branches and banking business techniques through on-the job training in the Bank's branches.

At another front, both Retail Banking Division and Operations Division honored a group of the staff members who work in departments within such division in recognition of their consolidated efforts & outstanding performance during each quarter by awarding them certificates of appreciation.

## **Scholarships Program for the Kuwaiti Graduates**

The Bank always endeavors to cooperate with the Central Bank of Kuwait to invest in the Kuwaiti young talents under its social responsibility program with the objective of preparing highly skilled and qualified young people who are able to contribute in enhancing and driving the growth cycle in Kuwait. From this standpoint, the Bank continued its support of the scholarships program for the Kuwaiti graduates for studying abroad and obtaining Master degree in finance, economy, accounting and business administration from the best and world-class universities according to academic ranking of world universities in these fields.



# Sporting Activities

- Supporting Society Activities

## Supporting Society Activities

The Bank offered support to its cricket team that reached the final in Kuwait Banks Cup Cricket Tournament. On this occasion, the Bank's Chairman Sheikh / Ahmad Duaij Al Sabah welcomed cricket team members to congratulate them on the brilliant victory and winning the cup.

At another front, the Bank organized a football tournament for its staff members and their relatives who participated in this sporting event. The matches saw impressive attendance by the employees and their relatives amidst enjoyable family gathering. At the end of the tournament, the Bank's Chairman honored the team that was ranked first in the tournament. Moreover, the Bank sponsored Golf championship organized by Sahara Resort and which saw strong competition and enthusiasm among the players. This sponsorship came to reflect the Bank's belief in the importance of supporting the diverse sporting activities in which several segments of society participate.



**Congratulating The Cricket Team**



**Employees Football Championship**



# Social Communication

- Communicating with Staff as One Family
- Communication via Social Media Networks

## Communicating with Staff as One Family

The Bank always endeavors to provide its staff members with all means of healthcare. Drawing on this, Corporate Communications Division received New Mowasat Hospital Medical Team at the Bank Head office and its premises in Beirut Street for two days to provide checkup to the Bank staff members and give staff members the medical advices and consultations on blood pressure and blood sugar. In another context, the Bank enrolled a number of its staff members from the Head Office, branches and its premises located in Hawalli under the Heart Disease Awareness Campaign "Help" which aims at training the participants on CPR (Cardio Pulmonary Resuscitation) skills. The campaign was arranged by Kuwait Heart Foundation in cooperation with Life Sciences Academy. Within its constant awareness efforts to get its female staff members aware of cancer fighting tips and in concurrence with October; the Breast Cancer Awareness Month which takes pink ribbons as its international symbol of Breast Cancer, Corporate Communication



Al Mowasat Hospital Reception



CPR Training For The Employees

Division distributed pink ribbons on all the Bank's staff members.

In a new gesture aiming to strengthen the Bank's communication with all its female staff members and in celebration of Mother's Day, Corporate Communications Team distributed flowers to all female staff members at the Bank's Head Office & branches as a token of appreciation of the significant & vital role of mother in building the community.

The Bank also welcomed Zain Telecommunications' Sales Team at the Bank's Head Office where some of Zain exclusive & distinctive offers were presented to the Bank's staff members by Zain's Sales Team who also responded to all inquiries raised by staff members on mobile prepaid & postpaid plans and smart phones & internet packages. The Bank's staff members visited Zain's corner in the Head Office to get information on the recent offers. This collaboration between the Bank and Zain came within the Bank's endeavors to make its staff members avail the best offers provided by renowned service providers and also reflects its social responsibility towards the community in general and also for its employees.



**Giving Away Pink Ribbons For Employees**



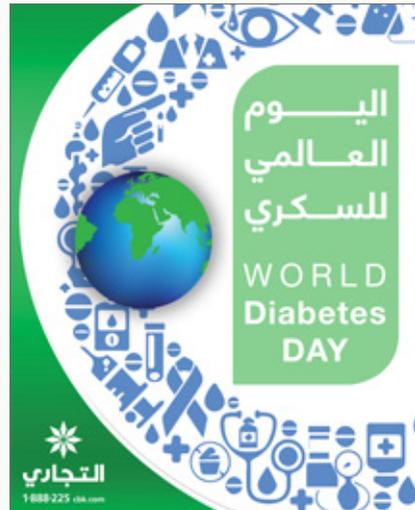
**Distributing Flowers To The Employees On Mother's Day**



**Welcoming Zain Telecommunications At CBK Head Office**

## Communication via Social Media Networks

Commercial Bank of Kuwait, through Corporate Communications Division, endeavors to activate all means of communications with its employees, customers and the public via social media networks (Instagram, Facebook, Twitter and Snapchat). However, and through such social media networks, the Bank initiates health awareness tips along with information about other humanitarian & social events in addition to the contests organized for the Bank social sites' followers.



*Al-Tijari... My Choice*



**Al-Tijari**

*Al-Tijari... My Choice*



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