

Continuous improvement and innovation are amongst the key drivers of the economy; more so when they lead to increased productivity. MAA Holdings Berhad ("MAAH" or "the Company") has always strived to operate on strong ethical values, with its customers' and staff's best interests at heart.

Our corporate social responsibility initiatives are focused on the following:

- Environment
- Workplace
- Community
- Marketplace

ENVIRONMENT

Although the Company's operations have no direct impact on the environment, MAAH is committed to operate in a manner that reduces the consumption of resources and minimise wastage.

WORKPLACE

Good employee relations can spur innovation, encourage creativity and promote a more sustainable future. Our agents, consultants and staff, form a vital component of our organisation.

1. Health, Safety and Welfare

Our Occupational Safety & Health Administration (OSHA) team looks into all aspects of office safety and health and in 2009, organised nationwide fire drills, health talks, blood donation campaigns and fire safety trainings.

2. Employee Training

At MAAH, we believe in helping our people help themselves; it's about building capacity. Mandatory training programmes for the staff are planned to enhance and augment skills and competencies at all levels. These are included in the Company's Balance Score Card and KPIs. Training modules include:

Programme	Purpose
Staff Training Programme	To equip staff with skills necessary for a particular level. Training is organised according to the following levels: <ul style="list-style-type: none"> • AVPs & above • Managers & above • Executives & above • Non-Executives • All Staff • New Recruits
Executive Development Programme	To enhance knowledge and skills of staff through a series of self-development programmes. Training courses are planned according to the following categories: <ul style="list-style-type: none"> • Assistant Managers and Managers • Executives, Senior Executives and Assistant Managers • Clerks (Grade 1) and Executives • Clerks (Grade 2) and Clerks (Grade 1)
Technical Training Programme	To develop technical skills required to perform staff functional role. This category of training is either planned by our Training & Education Department or organised upon request by the respective departments. Training is organised internally.

The compulsory average training days per staff in a year are as follows:

- AVPs and above; 5 days
- Managers; 4 days
- Assistant Managers & Executives; 3 days
- Non-Executives; 1 day

3. Agent Training

Training for Life Consultants consisted of the following:

- Training & Development Programmes for Consultants
- Business Development Seminars
- Investment & Risk Management Workshop
- Chartered Insurance Agency Management (CIAM) Conference
- Advanced Selling Skills Workshop

Various other activities were also available for Life Consultants throughout the year, such as:

- Life Camp
- Million Dollar Roundtable (MDRT) Convention
- National Sales Congress

Training for the General Insurance Agency was aimed at enhancing the professionalism of MAA General Consultants. These consisted of the following:

- Professional Claims Handling
- Effective Closing Techniques
- My e-Insurance Training Programme

To elevate the professionalism of the MAA Takaful ("MAAT") Agency Force, a Certificate programme in Takaful Practices was conducted at various MAA branches. The purpose of the training was to provide MAAT Consultants with technical knowledge which covers the basic understanding of conventional Insurance and Takaful, the Takaful Act and updates in the Takaful industry.

4. Staff Benefits

Upon confirmation, MAAH provides its staff with various benefits and career advancement opportunities. Depending on the years of service rendered, some of the benefits include Education incentives and reimbursements, loans for Education and Housing, Industrial Training opportunities, Outpatient medical expenses, retirement gratuity, Sports Club membership and Term Life Insurance cover.

No.	Types of Benefits	Eligibility	Remarks
1	Career Advancement	Upon confirmation	n/a
2	Education Incentive upon passing paper	Upon confirmation	Varies according to course attended
3	Education Loan	Executives with at least 3 consecutive years of service	With 4% interest
4	Industrial Training	Undergraduates from local & overseas university	With RM400 monthly allowance
5	Outpatient Medical Expenses	Permanent employees	Unlimited
6	Retirement Gratuity	After 5 years continuous service	Additional of 4% EPF contribution
7	Sports Club	Upon confirmation	Recreational activities for employees
8	Term Life Insurance	Upon confirmation	60 times the monthly salary
9	6.30 Club	Permanent employees	Free dinner every Thursday

5. Sports & Wellness Programmes

MAAH is proud of its Sports & Recreational Club. Numerous activities were held throughout the year for its members. The Head Office has a well-equipped gymnasium and swimming pool. Members also enjoy free yoga lessons and aerobic sessions.

The MAA Football Club has been doing great since its promotion to the KL Premier League. In the 2009/2010 season, MAA FC emerged as 1st Runners Up in their debut season and was the only undefeated team in the league.

6. Employee Communications Channels

MAA staff is amongst the few in an insurance industry who enjoy a unionised structure, both at the clerical and executive levels. There are continuous and open channels of communications between Management and committee members of both Unions. Staff also has access to the Industrial Relations Officer in the HR department to discuss issues pertaining to their work.

7. Company Projects and Innovations Development

The DAT (Department Action Team) Convention is one of the company initiatives towards continuous quality improvement. For the last 15 conventions, the DAT has been conducted in accordance to the Malaysian Productivity Council's Quality Control Circle principles and involves projects initiated by individual departments.

In 2009, a new dimension was added when elements of innovation and creative problem solving were included in the projects. Team 'Arrow 2' from Life Accounts Department won a Gold Medal in the Regional Convention and was certified with the 3-Star certification at the National Convention later that same year.

COMMUNITY

MAA is a strong believer in community investment as a complement to its business activities. We believe that the true spirit of giving and caring, goes beyond just donations.

1. The Bank Negara Malaysia - Ministry of Finance School Adoption Programme

The School Adoption Programme was first introduced in 1997 by the Ministry of Finance in collaboration with Bank Negara Malaysia ("BNM") and has since evolved to include the private sector. In 2009, MAA took it as an honour to be part of this initiative. The schools under MAA's care are SK Seri Bintang Utara and SMK Cochrane Perkasa in Kuala Lumpur and SMK Seksyen 7, Shah Alam. Each year, companies are required to develop joint-activities with these schools which are regularly monitored by BNM.

2. The New Straits Times - Newspaper Sponsorship

MAA also undertook to be part of the New Straits Times newspaper sponsorship programme. The objective is to expose the students to the business and finance articles to ensure a more financially-savvy generation is created.

3. The Budimas Charitable Foundation

In 2009, MAA provided Budimas with a grant of RM200,000. With this contribution, Budimas was able to continue with its mission to help care and feed over 500 children in 10 homes throughout Malaysia. Apart from this, Budimas has also set up its own home called "Pusat Jagaan Kebajikan Budimas Orion", in Petaling Jaya. A total of seven (7) joint fund-raising activities were undertaken by MAA in support of Budimas in 2009.

4. MAA-MEDicare Kidney Charity Fund

MAA-MEDicare opened its doors to the public in 1994 to help those with end-stage renal failure. Today, there are 12 satellite dialysis centres nationwide providing treatment at hugely subsidised fees.

In 2009, MAA-MEDicare Kidney Charity Fund (MEDicare) held the official opening of Wisma MAA-MEDicare in Jalan Ipoh, to mark the relocation of the 1st ever MAA – MEDicare Charity Dialysis Centre to the new building. The event was officiated by the Patron of the Fund, D.Y.M.M Yang di-Pertuan Besar of Negeri Sembilan Tuanku Muhriz ibni Almarhum Tuanku Munawir.

The year also saw the official opening ceremony of the PMA Chan Meng Khor-MAA MEDicare Charity Dialysis Centre which was established in September 2007. The event was officiated by Y.Bhg. Dato' Seri Ong Ka Chuan, an advisor to the PMA Chan Meng Khor.

MARKETPLACE

As business leaders, we understand we have a great opportunity to use our position, influence and connections to effect change at higher levels, including policy decisions.

MAA is of the firm opinion that many important stakeholders are found in the marketplace; our shareholders, suppliers and customers; various organisations, governmental bodies and regulatory bodies.

We believe in interacting responsibly with these stakeholders by developing good products with excellent support service as well as engaging in ethical procurement practices.