

CORPORATE SOCIAL RESPONSIBILITY



At MAA Holdings Berhad (“MAAH” or “the Company”), we view corporate responsibility as an integral component of our business strategy. We believe that it is our responsibility to operate in an ethical manner and contribute to our country’s growth.

Our corporate responsibility initiatives are designed in line with our core values, and integrated into our daily operations in the following areas:-

- Environment
- Workplace
- Community
- Marketplace

ENVIRONMENT

MAAH recognises the need to address the various concerns commercial activities have on the environment. Although the Company’s day-to-day operations have no direct impact on the environment, we are committed to operating in a manner that reduces the consumption of resources to minimise overall wastage.

WORKPLACE

We believe in building a working environment conducive to good employee relations. The success of our organisation depends on the commitment, dedication and general well-being of our staff and consultants. This is the main reason why we have created a safe, healthy and hospitable workplace that helps nurture the development of our workforce. Our workplace initiatives are as follows:-

1. Health, Safety and Welfare

Our Occupational Safety & Health Administration (OSHA) team looks into all aspects of office safety and health, and organises activities compliant with OSHA regulation standards. We believe it is important to provide our staff with access to crucial information in order for them to make precise decisions concerning their health and safety. In 2010, our team organised health talks, blood donation drives, bone health checks and fire drills, nationwide.

2. Employee Training

Ongoing employee training and development helps employees sharpen their skills and expertise. A highly qualified workforce is the key to success. This is why mandatory training programmes for staff are planned to enhance and augment skills and competencies at every level. These trainings are built into the Company’s Balance Score Card and KPIs. Training modules include:-

Programme	Purpose
Staff Training Programme	<p>To equip staff with the skills necessary for a particular level. Training is organised according to the following levels:-</p> <ul style="list-style-type: none"> • AVPs & above • Managers & above • Executives & above • Non-Executives • All Staff • New Recruits

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Programme	Purpose
Executive Development Programme	To enhance knowledge and skills through various 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 Clerks (Grade 2)
Technical Training Programme	To develop technical skills required in a specific 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.

3. Agent Training

At the agency front, we aim to provide the necessary training for our consultants to continuously gain knowledge and skills to keep them competitive in the market.

Under Life training, a system known as the 'Performance Improvement Training System' has been put in place for the development of consultants. Upon entering into a contract, consultants are guided through various self-development programmes such as:-

- New Consultant Development
- Consultant Development
- Leader Development
- Continuous Development

Events and seminars are arranged for Life consultants' individual development such as:-

- Business Development Seminar
- Business Opportunity Seminar
- National Sales Congress
- Chartered Insurance Agency Manager (CIAM) Conference

Similarly, training programmes are conducted for General consultants in order to enhance professionalism. Some examples of these include:-

- General Insurance Technical Programme
- Selling Skills Programme
- Personal Effectiveness Programme

MAA Takaful entered into a Memorandum of Agreement (MOU) with LIMRA International and Centre for Research & Training (CERT) to develop the 'MAA Takaful Leadership Development Path' for Takaful Agents. The training enhances their professionalism by obtaining the LIMRA Certified Manager of Financial Advisor (CMFA) and the LIMRA Professional Financial Advisor (PFA). Other training-related activity readily available for Takaful Consultants is the annual National Sales Congress, Agency Awards, and the Certificate in Takaful Practices, Product Trainings, and innovative Consultant Management System (iCMS). The purpose of many of these activities is to provide consultants with basic understanding on the difference between conventional Insurance and Takaful, the Takaful Act and updates in the Takaful industry.

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4. Staff Benefits

MAAH provides its staff with various benefits and career advancement opportunities. In 2010, a total of RM323,430.32 was allocated for staff retirement gratuity, training, education incentives and industrial training.

Other 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 the examination	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 of continuous service	Additional 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 once a month

5. Sports & Wellness Programmes

MAA is proud to have an active Sports & Recreational Club that holds numerous activities throughout the year for its members. Games such as badminton, futsal and bowling tournaments, social events such as MAA Idol, Family Day and even a trip to Laguna Beach Resort, Redang were organised. Healthy competition and an active lifestyle are crucial for the well-being of our staff hence; a lot of attention is given to our sports and wellness programmes.

The Company is proud of its MAA Football Club, which has emerged KL Premier League Champions for the first time. Other achievements include qualifying for the KL Premier Cup and KLFA Cup 2010. The Company's Head Office has a well-equipped gymnasium that provides free yoga and aerobic sessions, and a swimming pool for members.

6. Employee Communications Channels

MAAH staff is fortunate to enjoy a unionised structure, both at the clerical and executive levels. Continuous and open channels of communications are readily available between Management and committee members of both Unions. An Industrial Relations Officer is also appointed in Human Resource department to handle staff grievances, complaints and other issues concerning their overall welfare.

Ongoing communication is an important aspect of employee engagement hence, the reason why print and electronic communication channels are actively used. 'Agency Review', a monthly magazine distributed to Life Agents, contains constructive articles for the benefit of our consultants. For the convenience of our diverse group of consultants, these articles are carried in 4 main languages; English, Malay, Chinese and Tamil.

'Newslink' is published online twice a year, highlighting the Company's latest developments and achievements to all employees. Our corporate email system is also used as our main communication channel as it allows timely and reliable flow of information, across the board.

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7. Company Projects and Innovations Development

The DAT (Department Action Team) Convention is an initiative that focuses on continual quality improvement. The objective of this convention is to encourage creativity and innovation and, develop analytical and problem solving skills. The format used in the 2010 convention was a combination of the Idea Factory (IF) and the Innovative & Creative Circle (ICC), both practiced by the Malaysian Productivity Council (MPC). The recent 16th DAT Convention offered new opportunities for management to improve current processes.

COMMUNITY

As a responsible corporate citizen, MAAH plays a positive role in society through various programmes that benefit the local community. We believe that the true spirit of giving and caring goes beyond just donations. This is why we are committed to supporting programmes and partnerships that address the community's specific needs. The following are our corporate responsibility initiatives:-

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

The School Adoption Programme was first introduced in 1997 as a collaborative effort by the Ministry of Finance and Bank Negara Malaysia ("BNM"). Initially aimed at financial institutions, this project has evolved to include the private sector. The schools currently under MAA's care are; SK Seri Bintang Utara and SML Cochrane Perkasa in Kuala Lumpur and SMK Seksyen 7, in Shah Alam. Under this programme, the Company develops yearly joint-activities with their adopted schools to enhance the quality of their education. Other efforts include contributions and sponsorships to improve the students' overall learning experience. We are proud to have committed ourselves to this programme since 2009.

2. MAAH Recycling Initiative

In 2010, we embarked on a recycling initiative in which our disposables are segregated and sent to recycling centres every fortnight. Recycling helps reduce the need to manufacture paper, plastic, metal and glass, thus saving energy. This initiative is part of our effort to reduce wastage, and ultimately contribute to sustaining the earth's natural resources. We believe, any kind of recycling, no matter how small the effort, has a positive impact on the environment.

3. MAA-MEDICare Kidney Charity Fund

The MAA-MEDICare Kidney Charity Fund (MEDICare) is an independent, non-governmental organisation established in 1994 with the mission to ease the financial burden of kidney patients by providing affordable access to quality healthcare treatment and medicinal drugs. Since then, MEDICare has grown to become the second largest dialysis provider in Malaysia with 12 operational centres and 181 dialysis machines located in various towns and cities across the country. The patients, more than 700 to date, are also provided with counselling services, dietary and nutrition advice, health checks, and blood tests.

Recently, MEDICare initiated two new programmes to further benefit its patients:

- i. Patients' Welfare Fund: a fund established to further assist patients who cannot pay the bare minimum for their dialysis treatment
- ii. Kids@Medicare: a fund established to further ease the financial burden of patients who have children in school with school uniforms, textbooks, and stationary

4. The Budimas Charitable Foundation

Incorporated in 1998, the Budimas Charitable Foundation is under the royal patronage of Duli Yang Maha Mulia Seri Paduka Baginda, Raja Permaisuri Agong with the objective of providing guidance, funding and a healthy environment to orphans and underprivileged children in Malaysia. Currently, Budimas extends monetary support to more than 600 children in over 12 charitable homes nationwide, including two in Sabah and one in Sarawak. Budimas also manages two homes of their very own; Orion I & II in Petaling Jaya.

Budimas' on-going project, a home in Senawang, Seremban is expected to be completed in 2012. The half acre of land will include facilities such as a football field and a badminton court. Apart from just providing shelter and education, the home will provide sustainable activities which will in turn, supply fish and vegetables for consumption.

Budimas recently started a campaign to provide underprivileged children in selected schools with nutritional breakfast before school. The Budimas Children's Food (BCF) programme provides breakfast, five-days a week, to over 1000 children in 22 schools.

MARKETPLACE

At MAAH, we believe in ethics and integrity. We encourage transparency and engage in ethical procurement practices. We believe in acting responsibly with our stakeholders by developing and providing excellent goods and services.

We aim to develop sustainable relationships with our stakeholders, be it our clients or our suppliers, by conducting our business activities in a transparent manner that is in line with good corporate behaviour.

We are committed to minimising our environmental impact and will continuously endeavour to be responsible when exercising our duties and daily operations.