

CORPORATE SOCIAL RESPONSIBILITY



Introduction

Corporate Social Responsibility (CSR) refers to the operations of a business in a manner that accounts for the social and environmental impact created by businesses.

As a Malaysian owned company, MAA Group Berhad (“MAAG” or “the Company”) is committed to developing policies that integrate responsible practices into its daily business operations in the areas listed below;

- Marketplace
- Environment
- Workplace
- Community

CSR in the Marketplace

A strong believer in ethics and integrity, MAAG have always been transparent; engaging in ethical procurement practices that safeguard the interests of our stakeholders. As business leaders, we make it our responsibility to develop quality goods that are of value for money and ensure our services are the best.

By implementing CSR practices within our business strategies, we have the opportunity to continually affect change, improve profitability and provide new options for business investment while minimising the impact on the environment.

CSR and the Environment

Whilst the day-to-day business operation at MAAG is not industrial in nature, the company have always adopted a green policy which minimises overall waste. MAAG is committed to operating in a manner that minimises the earth’s resources.



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CSR within the Workplace

Employees, we believe, are our greatest asset, the vital point in determining the company's success. Hence, MAAG is committed to the well being and future of our employees and have developed a safe, healthy and hospitable working environment that nurtures the personal growth of our employees.

Our initiatives include:

1. Staff Training

Continuous training and development is essential in any organisation. A highly qualified and motivated workforce is the key to success. At MAAG, staff training is designed according to the following levels;

- AVPs and above
- Managers and above
- Executives and above
- Non Executives

The various types of training modules that cover specific topics for employee training include;

- Leadership and management skills
- Information Technology
- Industrial and industry training
- Technical training

2. Agent and Advisor Training

Training is also extended to our Consultants and Unit Trust Advisors who we believe, as the company's front-liners, form a vital part of our company. These trainings are crucial to enhance their professionalism in order to remain competitive in the industry.

Working hand-in-hand with our Advisors, we develop practical signature courses that are educational to enhance their individual potential and growth.

Seminars and conferences focusing on product knowledge, selling and leadership skills, agency management and motivation, are either conducted in-house or through a professional trainer for our Consultants. We are also, in continuous collaboration with LIMRA International and CERT in developing all our training modules and materials.

3. Staff benefits

Rewarding our staff through incentives, company benefits and career advancement opportunities, have always been the company's priority. In 2011, a total of RM1,018,123.07 was spent on staff retirement gratuity, training, education incentives and industrial incentives.

CSR within our Community

The Group assumes its role as a caring corporate citizen with great pride through the set up of MAA MediCare Kidney Charity Fund and The Budimas Charitable Foundation.

1. MAA MediCare Kidney Charity Fund ("MAA MediCare")

MAA MediCare is an independent, non-governmental organisation established in 1994 whose main objective is to reduce the financial burden of kidney patients by providing affordable and subsidised quality healthcare treatment as well as medication. Since then, MEDiCare has become the second largest dialysis provider in Malaysia with 12 operational centres nationwide.

Recently MAA MediCare initiated two new programmes to further benefit its patients;

- Kids@MediCare

A fund set up to assist patients who have school going children with uniforms in order to relieve their financial burden. Patient's children are also rewarded for excellent results through this fund.

- Patient Welfare Fund

A fund set up to further assist kidney patients who cannot afford to pay for subsidised dialysis treatment. Through this fund, home visits are also conducted to provide further financial aid to poor families who suffer from the disease.

2. The Budimas Charitable Foundation ("Budimas")

Incorporated in 1998, Budimas' main objective is to provide guidance and a healthy environment to orphans and underprivileged children in Malaysia. The foundation provides financial support to more than 600 orphans in 12 charitable homes nationwide including Sabah and Sarawak. Further to this, Budimas manages two homes of its own; Orion I & II in Petaling Jaya.

In 2011, the following fund raising and charitable events took place;

- MAA further donated RM100,000 to support the fund raising activities in Budimas
- Launch of MBF's Platinum MasterCard. About 0.12% of all transactions by MBF cardholders are channelled back to the foundation
- Super Car Charity Challenge under the patronage of Y.Bhg. Datuk Ali Kadir and his wife, Y.Bhg. Datin Tina Ali raised RM70,000 for the children
- 'Follow Me, Follow Love' campaign by renowned company Follow Me raised RM3,000
- 7th Budimas Annual Charity Raffle raised RM820,000
- A Pre-Hari Raya Charity Bazaar raised RM4,800
- Hosted a Majlis Berbuka Puasa and distributed 'Duit Raya' to the children and donations to the homes worth RM68,000
- 2nd phase of Budimas Children's Food Program was launched. To date, 2,680 underprivileged children from 40 schools, from selected schools receive support from Budimas in providing children with nutritional breakfast before their daily lessons begin

