

CORPORATE SOCIAL
RESPONSIBILITY AND
SUSTAINABILITY REPORT
2021



**EMBRACING
SUSTAINABILITY**



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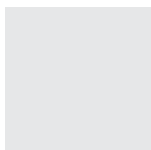
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CEO'S MESSAGE

SUSTAINABILITY A key priority than ever before.

2021 was not the return to normal that many of us had hoped for. While the emergence of new COVID-19 variants imposed continued challenges for individuals and businesses alike, it witnessed all of us putting the pieces together in order to balance life and nature to help restore the economy in our favour.

As always, NBF is fully committed to engaging with and giving back to the community, protecting the environment, and developing local talent. NBF's CSR initiatives are in line with strategies across the wider region and range from conservation drives to partnering with various charitable organisations.

NBF continues to allocate resources towards initiatives that expand and accelerate sustainable practices in support of the UAE Vision 2021, in accordance with the Dubai Declaration, and supporting the process of transforming the national economy to include more green activities in accordance with the UAE Energy Strategy 2050. In 2021, the bank collaborated with TotalEnergies and signed a US\$34M non-recourse financing for the construction of a 50 MegaWatts (MW) portfolio in Dubai; sought to reduce its carbon footprint; and implemented numerous green initiatives across its operations to reduce energy consumption. The latter included the installation of solar water heaters, panels, and signage, and replacing artificial lighting with sensor-activated LED lights. It also led to the introduction of an electric car parking and charging station and participation in Earth Hour.

By aligning itself with the sustainability pillars of the Ministry of Climate Change and Environment, the bank aims to develop more innovative and sustainable products and services. It has already deployed green personal loans as well

as auto loans for fuel-efficient and eco-friendly car owners. NBF will continue to focus on building sustainable practices into the business, extending the bank's support towards communities, and delivering value to stakeholders.

Employee and client wellbeing are central to NBF, and the bank's Employee Wellbeing Programme generates awareness for health and safety issues including following COVID-19 related protocols and measures. A continued investment in education and technology is a further priority, as part of this objective, the bank partnered with Fujairah Government to launch the 'NBF Technology Academy', helping to fuel the UAE Innovation agenda.

In 2021, NBF committed to supporting the country's creative industry through its NBF Art Competition, which was held to mark the UAE's 50th Anniversary. This was in line with the UAE's leadership vision to promote and grow the art and cultural sectors. The bank is also committed to developing the next generation of financial pioneers and has introduced a sponsorship programme for Emirati Nationals from the Fujairah Higher Colleges of Technology.

As we continue to focus on building sustainable practices in our business, extend our support towards communities and deliver value to our stakeholders, we invite you to explore our diverse journey through this report.

NBF wishes good health and happiness to you and your near ones. Have a peaceful and prosperous 2022.

Thank you,

Vince Cook
Chief Executive Officer

NBF - AN INTRODUCTION



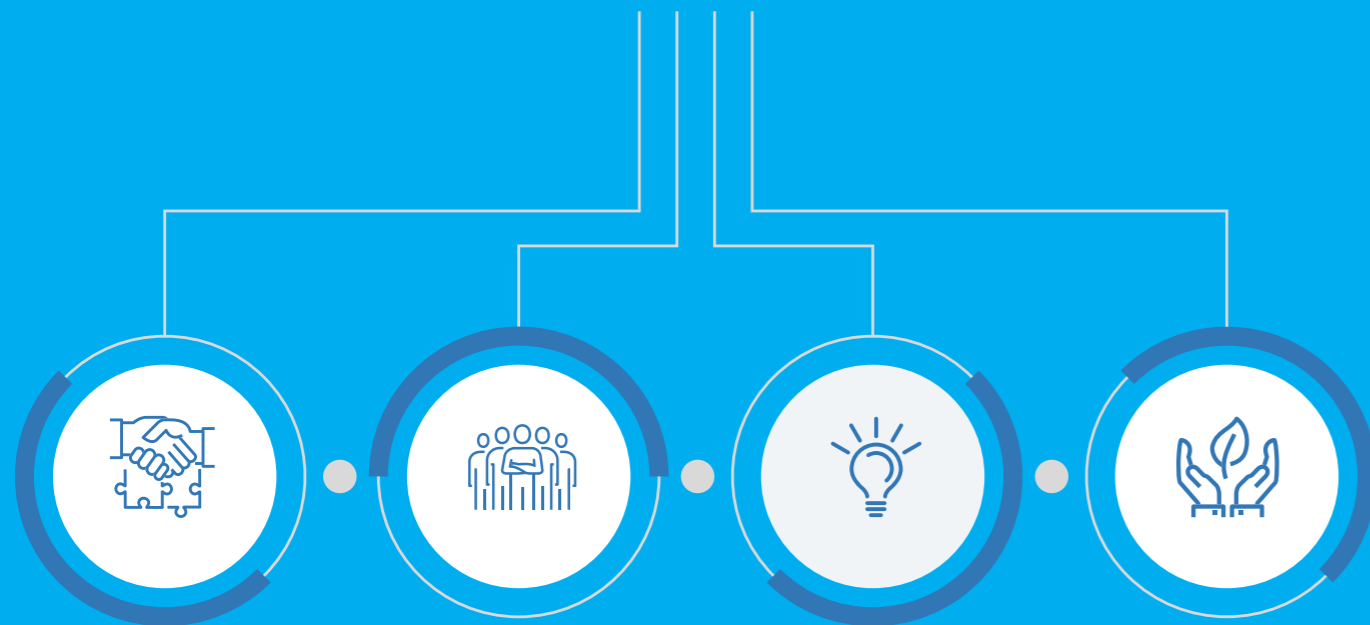
WHO WE ARE

National Bank of Fujairah has, over the years, established a consistent track record for excellence in its chosen areas of focus. This ongoing high performance is underpinned by the bank's commitment to build an open and transparent relationship with its stakeholders, shareholders, customers, staff and suppliers alike, through an unstinting effort to engage with the market and the local community. Such engagement not only allows us to showcase our progress, but it also provides us with the insight to better understand the needs and aspirations of our key stakeholder groups. As the UAE's bank of choice for nearly 40 years, NBF has established a reputation as a bespoke financial services provider for businesses and individuals.

We are well-regarded for our expertise and experience in areas of corporate banking, business banking, trade finance, energy & marine, precious metals, and treasury. We have also expanded our range of services to include not just a growing suite of personal banking options including priority banking and Shari'a compliant products, but also specialised solutions such as equipment finance and global transaction services. Being the national bank for the Emirate of Fujairah, we maintain a focus on facilitating the aspirations of our home emirate, while committing ourselves to supporting the growth of the UAE economy as a whole.



WHAT WE DO



Aid long-term sustained returns for our **SHAREHOLDERS**.

Take responsibility to offer banking services in line with governing **REGULATORS**.

Support an ideal work environment to benefit **EMPLOYEES**.

Take action towards sustainable, socio-economic and environmental causes, ultimately leading towards the betterment of **SOCIETY**.

WHAT WE BELIEVE IN

NBF's vision, mission and values underscore the bank's commitment to the development of the UAE and the emirate of Fujairah.



VISION

The financial partner for business, focused on your personal and professional needs.



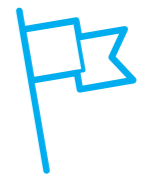
MISSION

To provide our partners with exceptional financial services.

To develop a strong sense of partnership through service and innovation.

To offer a stimulating environment where individuals can tap their potential to achieve new heights.

To operate to the highest standards of professionalism, while contributing to the growth and advancement of the communities in which we work.



VALUES

Passion & Commitment
Respect
Integrity
Dedicated to Teamwork
Excellence in Service

THE ROLE OF OUR COMMITTEES

The Sustainability Steering Committee's (SSC) core responsibility is to guide the Corporate Social Responsibility (CSR) Committee.

The SSC plans to develop the Bank's internal capacity to achieve sustainable finance and risk management in line with the Dubai Declaration of financial institutions in the United Arab Emirates on Sustainable Finance.

The Sustainability Steering Committee

- Chief Risk Officer - Chairman
- Head of Corporate & Institutional Banking
- Chief Financial Officer
- Chief Operations Officer
- Head of Credit
- Head of Strategic Marketing and Communications

The CSR Committee focuses on building the Bank's ability to play a positive role in building the sustainability of the communities in which it operates and to develop activities in line with the Dubai Declaration of financial institutions in the United Arab Emirates:

The CSR Committee

- Hassan Ibrahim Saadi Al Rais, Head of Govt. & Liability Management, Wholesale Banking Group (Chairman)
- Mohd Ayman Al Atassi, Head of Strategic Marketing and Communications (Alternate Chairman)
- Azzah Alshujaa, Manager - Quality Assurance, Retail Banking (Secretary)
- Zaibun Khan, Sr. Manager Operational Risk Framework, Risk Management
- Erwin Abrantes, Officer - Trade Services
- Babikir Yousif, Manager - Remedial Credit
- Chandra Chalasani, Senior Officer - Property & Services

OUR KEY PILLARS OF SUSTAINABILITY

Our corporate social
responsibility strategy is based
on these core areas.



PARTNERING AND
EMPOWERING
COMMUNITIES



ENVIRONMENTAL
CONSERVATION



HEALTH &
WELLBEING



INVESTING IN EDUCATION
AND TECHNOLOGICAL
ADVANCEMENTS



NURTURING
OUR PEOPLE



DUBAI CHAMBER CSR LABEL

For the fifth year in a row, NBF is awarded the Dubai Chamber CSR Label, in recognition for our outstanding Corporate Social Responsibility strategy. This award acknowledges our efforts in taking practical measures to ensure that CSR is an integral part of our operations.

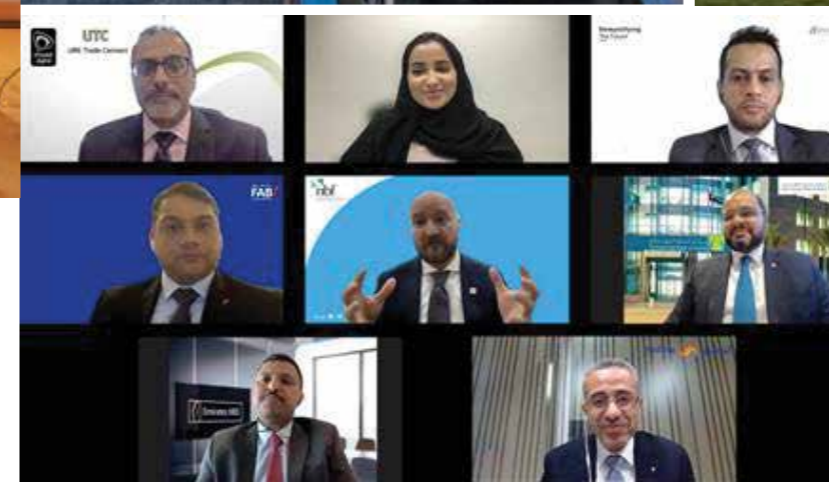
Every year, the Bank works exceptionally hard towards giving back to the community as part of our ongoing Corporate Social Responsibility efforts. Moving forward, we will continue to reinforce our commitment to CSR for a sustainable and better tomorrow!



2021 CSR INITIATIVES HIGHLIGHTS

Looking back at all the activities in 2021, it is safe to say that NBF completed numerous initiatives towards supporting the local community, particularly health & wellbeing. From various annual campaigns such as the Ramadan

Drive to Breast Cancer Awareness, the bank also committed to stringent measures and protocols for the safety of our employees and customers. We also continued to raise awareness for financial inclusion and cyber security.





PARTNERING AND EMPOWERING COMMUNITIES

ONGOING PARTNERSHIP WITH FUJAIRAH CHARITY ASSOCIATION FOR UPLIFTING COMMUNITIES IN FUJAIRAH REGION

Every Dirham Counts!

NBF supported a year-long campaign of Fujairah Charity Association, encouraging customers and staff to donate, supporting needy families and

underprivileged students in our home emirate and those in need of medical amenities. The project was promoted across all the NBF branches.



MISSION TO SEAFARERS

NBF is proud to support the Mission to Seafarers year after year, thus reinforcing the spirit of solidarity amongst all the community members in Fujairah and beyond.



Since the year 2012, NBF has been actively supporting Mission to Seafarers (MTS), a charitable institution that aids the welfare of seafarers across the UAE. This year, NBF maintained its association with the cause by donating AED 75,000 towards MTS. Making a positive difference to those working at sea reflects our belief in giving back to the community. Our partnership with the institution over the years is a testament to our commitment and demonstrates that community building is etched in the heart of our business.

RAMADAN DONATION DRIVE



During the month of giving NBF launched two CSR projects. The first campaign **#myramadanmemory** was published on all our social media channels. We encouraged staff, clients, and general public to share their Ramadan memory over the years. For every memory we received on our social media page, NBF donated AED 5. At the end of the campaign the bank summed up the total contribution and donated AED 10,000 to Fujairah

Charity Association for helping the community who follow the the spirit of Ramadan.

To support the community in our home emirate while adhering to the precautions of COVID-19 pandemic, this year instead of a group activity, an online donation collection campaign was conducted during the month of Ramadan. The NBF staff contribution was donated to the Mission to Seafarers (MTS) - a

charitable initiative that cares for seafarers off the coast in the UAE. Merchant sailors faced months of isolation at sea as the coronavirus crisis blocked ships from docking at the UAE ports. The seafarers were left in limbo as ports closed and their supplies ran out. The MTS facilitated us by buying basic necessities for the seafarers and handing it over to them.



PARTNERSHIP WITH ROYAL HEALTH GROUP IN FUNDING AED 50 MILLION TO HELP STOP THE SPREAD OF COVID-19

National Bank of Fujairah partnered with Royal Health Group, a healthcare group based in Abu Dhabi, funding them with AED 50 million to curb the spread of the COVID-19 pandemic.

Royal Health Group has various healthcare provisions under its network, including specialised clinics, pharmacies, day surgeries, home care, and rehabilitation services. The funding was used to manage the operations of two emergency COVID-19 hospitals, support mobile teams for regular PCR tests at various sites in the UAE, and assist the national vaccination campaign.



OUR COMMITMENT TO BOOST THE SME ECOSYSTEM

NBF signed an MoU with Emirates Development Bank (EDB) on credit guarantee and co-lending for SMEs in the UAE.



As part of the MoU, EDB will provide credit guarantee or co-lending programme to NBF's SME customers. Within the scope of the MoU, NBF will offer up to AED 10 million financing to a SME, and 50% of the facility amount will be either guaranteed or co-lent by EDB. The programme also aims to support UAE citizens in the startup journey by offering financing facilities of up to AED 1 million, wherein 60% is guaranteed or co-lent by EDB.

The credit guarantee and co-lending programme will lead to increase the financial lending for the SME segment's priority industrial sectors — namely manufacturing, healthcare, infrastructure, food security and technology.

Our partnership with Emirates Development Bank reflects our long-term commitment to the UAE's vibrant SME ecosystem, extending financing solutions to our customers and to support the Government's growth aspirations for this sector.



UAE TRADE CONNECT

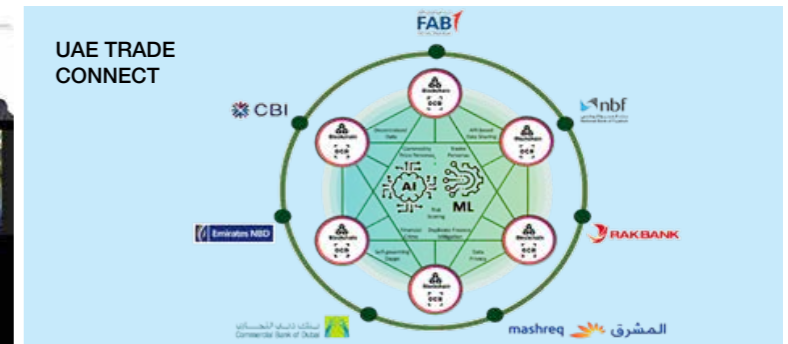
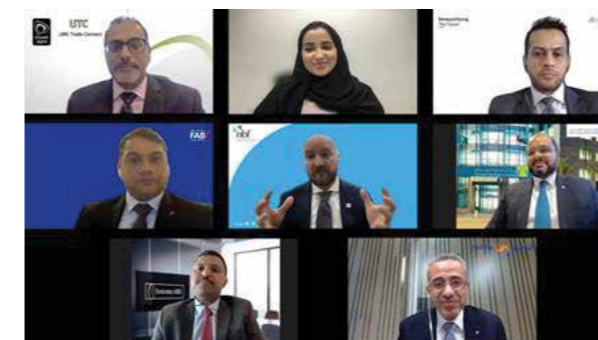
NBF was one of the partner banks, that worked on the launch of UAE Trade Connect (UTC) – a unique platform built on blockchain technology that will create an ecosystem for multiple trade-related entities and solve various issues in trade finance.

The launch of the UTC Digital Trade

Platform is one of the key steps towards minimising the risks of fraud inherent in the existing paper-based system in trade finance. The platform will help to find duplicates and close matches of trade invoices, from within millions of invoices being handled by UAE banks. The new platform will also enhance international collaboration

and improve the trade finance industry globally.

This nationwide platform is now open for all UAE banks to join and safeguard themselves from potential fraud losses and extend additional financing to their corporate and SME clients.



BRITISH BUSINESS GROUP GOLF DAYS 2021

NBF's long-term commitment to UAE's vibrant business ecosystem.

NBF partnered with the business councils for organising two Golf Day events during the year 2021 organised by the British Business Group.

This was yet another effort towards

positioning NBF's long-term commitment to UAE's vibrant business ecosystem, empowering business owners and entrepreneurs with bespoke solutions and unique services that helps them drive their growth-journey forward.

The corporate tournament saw players enjoy an 18-hole round at the breathtaking Jumeirah Golf Estates Earth Course. The event also featured prizes and activations across the course.



CDM LAUNCHED AT FUJAIRAH MALL, SUPPORTING PEOPLE OF DETERMINATION

As part of its continuous efforts to support the people of determination, NBF completed one more successful project. A Cash Deposit Machine (CDM) covering all the related facilities to support the smooth services of delivery. The newly installed ATM facilitates the following:



Voice-enabled transaction flow for cash withdrawal & balance enquiry.



POD flows for the ONUs and OFFUS card transactions.



Encrypting Pin Pad (EPP) with Braille in English (Special assistant keypad for the POD customers).



DISTRIBUTING SANITISATION KITS TO THE CUSTOMERS

With the emergence of latest COVID-19 variants and its impact on our daily lives, the bank continued its fight against the pandemic by maintaining the safety and sanitisation protocols for clients and staff alike. As part of these efforts and initiatives, the bank launched an initiative to give a sanitisation kit to walk-in customers across the region.



CUSTOMER EXPERIENCE AND PARTNERSHIP

At National Bank of Fujairah, we've always had customer partnership at the forefront of all our functionalities and offerings.

providing knowledgeable advice they can trust, while covering their business and personal banking needs.

We believe in building relations with our customers as 'their financial partner' adding value and

This year, a number of initiatives were launched in line with this aim.



Customer Relations

National Bank of Fujairah with its customer-centric approach has been developing its products and services around their needs. As a people's bank, we've deployed adequate measures to ensure that our clients' needs are met with responsibility. Following are few of the many examples that are successfully in practice.

Customer Care Unit

In today's world, it is highly important to be continuously aware of the growing and evolving clients' needs. The Customer Care Unit is responsible for gathering and analysing clients' feedback, identifying service gaps and initiating process improvements.

Customer Service Group – BSG

A dedicated group for its premier customers to address all their needs on priority and further fast track service delivery and seek their valuable feedback.

Service Quality Champions

A very focused committee where skilled champions within the bank are driving customer service improvement on a continuous basis, assessing every step along the way accompanied by quality research and analysis.

Customer Experience Team

With accelerated digital transformation, there comes the need to always stand by and educate partners and clients. This team's main responsibility is to help and make the transition easier for the clients to use NBF online applications.

NBF's Customer Satisfaction Survey

NBF conducted this survey annually with an independent research consultancy, which continues to reaffirm the bank's strong focus on service. The results display a healthy relationship showcased by the NBF clients.



CUSTOMER RETENTION

Our customer satisfaction index in 2021 has been very healthy and we are delivering on our brand promise.

Corporate banking has a healthy NPS of **38** and TRIM index of **103**. Retail banking NPS has increased by **6** points to **55** and a healthy TRIM index of **110**.



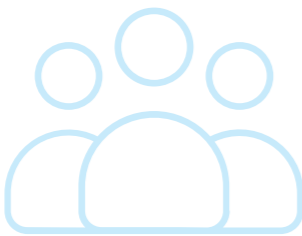
EXECUTION CAPABILITIES

We score well on our execution capabilities, however there is scope of improvement in timeliness of the service, for both retail & corporate banking and accuracy of service processing for corporate banking.



RELATIONSHIP MANAGERS

Our Relationship Managers continue to provide right solutions in a timely manner. However, prompt response & proactiveness needs improvement.



PEER GROUP

We continue to score better than competition in most cases (within our own customer base).

In corporate banking, our TRIM index is **103** Vs. competitor banks at **93**.



TECHNOLOGY-DRIVEN SOLUTIONS

We continue to support banking relationships with technology service excellence though look/feel of the website and mobile app needs to be improved. The preference for internet banking has shot up heavily to **83%**.



ENVIRONMENTAL CONSERVATION



TOTALENERGIES SIGNED A US\$34M NON-RECOURSE FINANCING WITH APICORP AND NBF FOR A 50 MW SOLAR PORTFOLIO IN DUBAI

TotalEnergies, APICORP and NBF, committed to supporting the growth of renewable energy in the Middle East.

TotalEnergies has secured a US\$34 million debt from the Arab Petroleum Investments Corporation (APICORP) and the National Bank of Fujairah (NBF) to finance the construction of a 50 MegaWatts (MW) portfolio. With the completion of this major milestone, TotalEnergies is supporting 30 Industrial & Commercial (I&C)

customers in Dubai, United Arab Emirates, through turnkey solutions that significantly reduce the overall energy bill and carbon footprint, with up to 95% of clients' energy needs covered with renewable energy. In total, the solar portfolio will represent an annual production of 83 GWh and 36,600 tons of CO2 emissions avoided per

year. Committed to supporting its customers in their energy transition, TotalEnergies targets a total solar portfolio of 250 MW in the Middle East under development for I&C customers throughout the next five years, including 100 MW already in operation or awarded.



PARTNERSHIP WITH EMIRATES NATURE-WWF

We strongly believe in making a positive impact in the communities where we do business and are extremely proud to continue building on our association with Emirates Nature-WWF.

We extended our partnership with Emirates Nature-WWF for the eighth consecutive year. This partnership is in line with NBF's ongoing contribution towards environmental sustainability & governance practices. Our association will focus on conservation work in Wadi of Hajar Mountains, ranging from terrestrial conservation to supporting the survey of nocturnal species. We continued using our branch network to encourage customers to donate for this worthwhile cause.



REDUCING CARBON FOOTPRINT

Movement towards digitisation was a major focus for the bank well before the pandemic, which helped us in being well-equipped to sustain the transition during the COVID-19 phase in an effective manner.

In 2021, NBF invested in new products and services as it looked to increase efficiency, help businesses overcome COVID-19 related constraints, and broaden its customer base. Our tech overhaul

resulted in lowering transaction costs, improved operational efficiency through automation and a substantial increase in remote banking.

Our new branches are increasingly becoming more digitised with the use of Virtual Teller Machine (VTM) allowing customers to connect one-to-one with a live teller through real-time video and virtually complete any transaction that can be made

within a branch.

While automation and technology are at the forefront of NBF's business structure, NBF will continue to take pride in being the bank of choice that has always been at the heart of our differentiated customer service, providing customers with personal experiences.

SUSTAINABLE ENERGY CONSUMPTION

Sustainability is one of the most vital pillars at NBF. Aligning to our vision for sustainable development, we focus on numerous green initiatives that will help us save the planet by using sustainable means of energy.

As part of our initiatives, we installed solar water heaters across our branches - Dubai HQ, Fujairah HO, Taiwan, Dibba, Qidfa, Fujairah Free Zone and Masafi. This has led to energy saving of 960,000 KWH and reducing CO2 emission by 800,000 Kgs.

Other numerous initiatives include solar power solutions for signages,

sensor-activated LED lights, use of VOC-free material to reduce indoor air contamination and reduced use of artificial lighting.

Our participation in 'Earth Hour' is an extension of our efforts to raise awareness on sustainable energy consumption amongst the bank staff and customers.



SMALL STEPS TOWARDS A SUSTAINABLE TOMORROW

Waste Management

NBF takes several collective measures to reduce hazardous and non-hazardous waste to propagate waste management.

To name a few initiatives, NBF introduced and is managing a recycling centre in its Dubai Head Office, welcomed environment-friendly A4 papers, made from wheat straw, and has participated in several recycling and reusing campaigns together with Emirates Environmental Group (EEG) and Dubai Chamber Sustainability Network.

Sustainable Products and Services

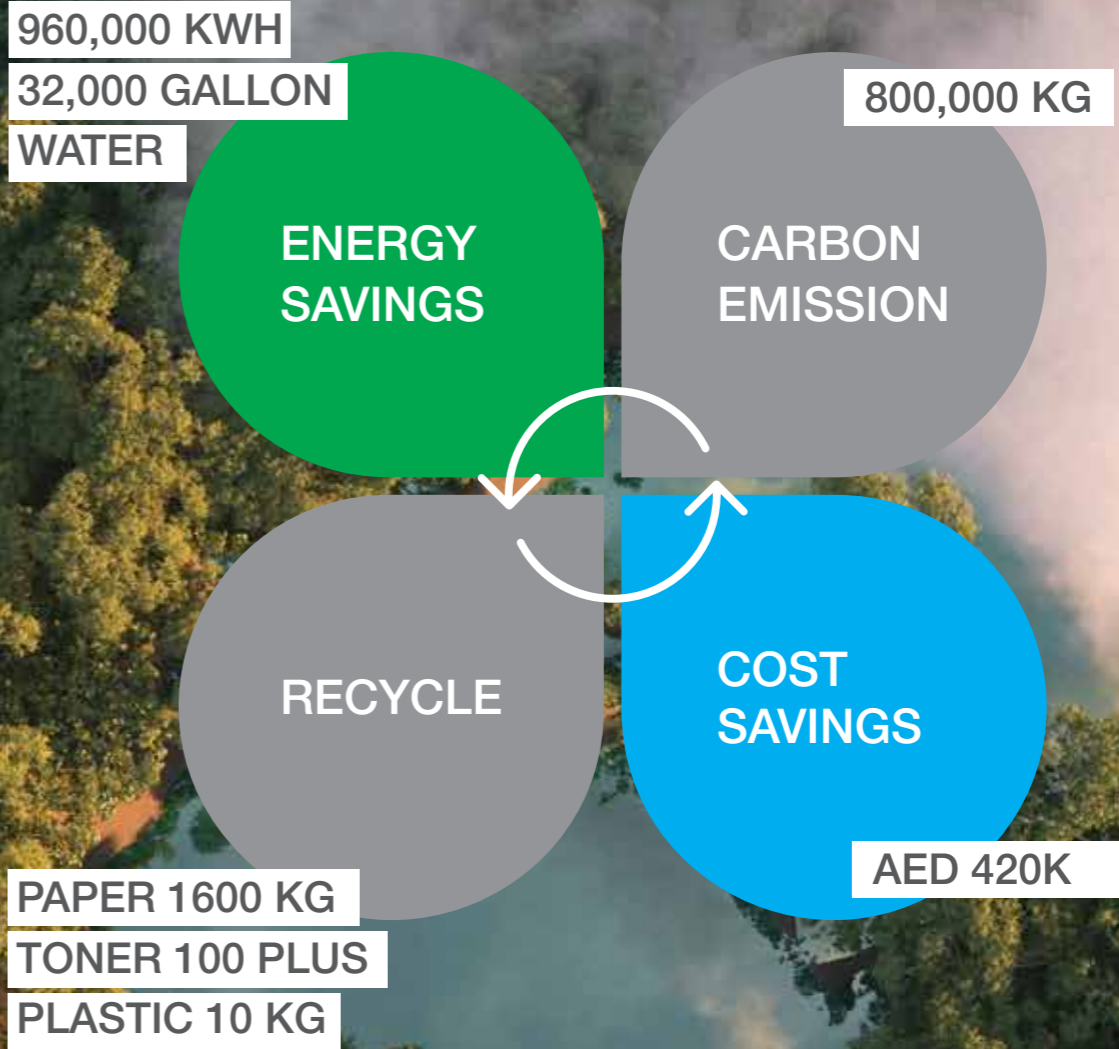
NBF aligns its sustainability pillars with the Ministry of Climate Change and Environment and aims to develop more innovative and sustainable products and services. NBF has already deployed green personal loans as well as auto loans for fuel-efficient and eco-friendly car owners.

Online Banking

With a common goal of achieving sustainability within the organisation and to educate clients further, NBF strongly encouraged all its customers to use our digital platforms to get remote access to banking services, limiting their visit to our branches.

A year-long campaign was launched on all touchpoints encouraging the use of digital channels and online banking. Multiple initiatives and projects were completed and launched to enhance the security and speed of online banking together with increasing platforms for digital services such NBFX, a treasury platform.

GREEN INITIATIVES AND CSR - HIGHLIGHTS OF 2021



- GMG reduction (MTCO2E) -6.2
- Energy savings (Million BTU) 36.5
- Volume of landfill saved 5.5 m3
- Trees saved - 27



Wheat straw papers used at NBF covers 32% of the Bank's overall stationery. Yearly cost saving - AED 30,000/- plus

ELECTRIC CAR PARKING AND CHARGING STATION

At NBF, we are acutely aware of our responsibility to support conservation efforts and are diligently working towards reducing our collective institutional carbon footprint. We have implemented numerous green initiatives across our operations to reduce our energy consumption. These measures include the most

recent initiatives towards promoting sustainable energy - the addition of a green parking space including a charging station for the electric cars in our Bur Dubai office.

We are wholly committed to sustainable energy solutions and are constantly striving to improve ourselves on this front.



DEMONSTRATING OUR COMMITMENT TO EXCELLENCE

ISO 45001: 2018 Certification

The bank was awarded the coveted ISO 45001: 2018 Certification for Occupational Health and Safety Management System.

We were awarded this accreditation after a rigorous audit of our HSE policy, processes, controls, and their conformity to the ISO 45001 standards. The ISO auditors physically inspected our premises and signed off with no 'Non-Conformity' of any of the checkpoints of the certification except for minor improvements.

The bank also received the ISO 9001:2015 Quality Management System (QMS) Certification ensuring our Internal Audit team's ability to conform to regulatory and industry requirements in addition to effective application of audit methodologies and processes.

We also achieved an acknowledgment for our top-quality IT & Security functions for the completion of ISO 27001:2013 ISMS Certification, a major achievement for the credibility of our information security practices and systems.

Such endorsements not just help us benchmark against the industry standards and best practices, but also in improving processes and customer satisfaction.

ISO 9001: 2015 Quality Management System (QMS) Certification

ISO 45001: 2018 Certification



HEALTH & WELLBEING



BREAST CANCER AWARENESS CAMPAIGN

With an effort to raise awareness about the disease and reduce the stigma of breast cancer through education on symptoms and timely treatment, NBF organised an exclusive virtual event in partnership with Prime Medical Center, together with awareness messages on its social handles and intended communication touchpoints.

Staff, clients, and the greater public was invited to join an educative online session to spread the awareness.



DUBAI 30X30 CHALLENGE



At NBF, we encourage each other to stay healthy and fit every day. Participating in Dubai 30x30 Challenge was an extension of our commitment towards a richer life. Dubai Fitness Challenge is an annual celebration of fitness and wellness, and we were glad to become a part of this 30-day, 30-mins campaign. At our convenience, each of us accomplished our fitness bit to meet a bigger goal – Fit Dubai.

NBF FUJAIRAH VIRTUAL RUN 2021

The NBF Fujairah Virtual Run – for all age groups – aimed at bringing together fitness enthusiasts from all levels and abilities, making use of the indoor and outdoor space in and around their home and community.

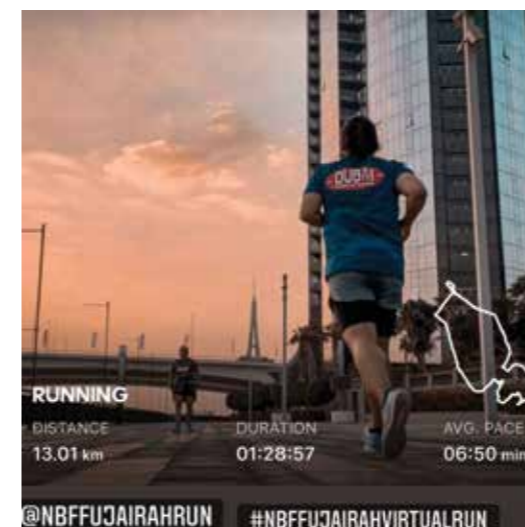
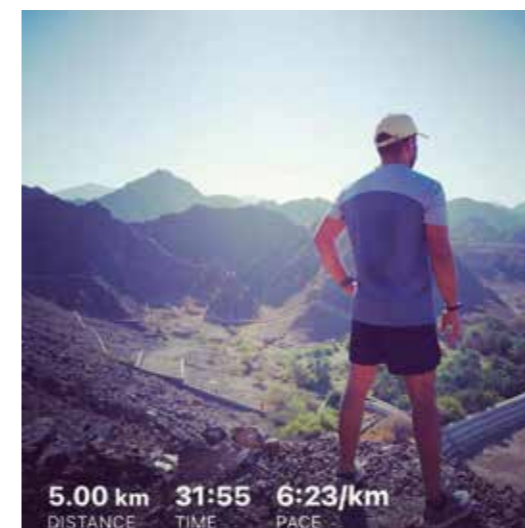
This year, the fourth edition of NBF Fujairah Run was a series of two virtual runs, featuring three categories: 3km, 5km and 10km races.

The series was successfully completed with nearly 1,000 runners participating. NBF maintained its commitment to host this annual event while adapting to the ongoing health and safety regulations issued by the government and health

authorities for the COVID-19 pandemic, while underlining the ever-growing importance of adopting a healthy and active lifestyle.

The event attracted high attendance from residents across the UAE of all ages and fitness abilities. Participants had the opportunity to win collectable t-shirts and medals together with AED 6,000 cash prizes giveaways (AED 1,000/ winner). All runs took place on weekends, where runners participated from a variety of venues like neighbourhood, indoor treadmill, and gardens to complete the respective distance of the race category that they have selected, while

using tracking apps or devices to track and monitor their run. With such a great success of its second Virtual Run, the bank will be looking into this space in the future to launch many more such activities to engage with the running community, so keep a watch to participate and win!



HEALTH & SAFETY FOR EMPLOYEES

The bank launched a number of ongoing staff trainings, processes and policies in place for the health and safety of our employees.

Following are some examples and successful projects we completed in the year 2021.

1.

Hazard Investigation and Risk Assessment (HIRA) guidelines.

2.

Health, Safety and Environment (HSE) policy.

3.

A dedicated core task force with over 100 HSE Champions across the bank with a specific set of responsibilities.

4.

HSE Champions' trainings.

5.

Fire and First-aid wardens training.

6.

Display of HSE Policy statement across the regular evacuation drills for all staffs intranet and websites.

7.

Display of HSE Policy statement across the bank & its availability across digital platforms and websites.

8.

Emergency Response Procedure & Procedure Manual regular updates.

9.

HSE e-learning module completion by the entire group of NBF employees.





INVESTING IN EDUCATION AND TECHNOLOGICAL ADVANCEMENTS

CYBER SECURITY AND CSR FRAUD CAMPAIGN

Together, we have witnessed a massive shift from the physical world to the online space. The COVID -19 outbreak has expedited the digitisation movement at an unprecedented pace, and the past few months have similarly accelerated the digital transformation in the banking sector ushering in a new age of banking. And while digital banking offers customers convenience and faster processing of financial transactions, it heightens vulnerabilities that banks spend years pre-empting and preparing for.

At NBF, we have built a robust cyber security strategy that focuses on three main pillars: identity protection, data protection and culture.

To protect the identity of our customers, we have deployed the most advanced authentication methods such as biometrics and facial recognition and will continue to evolve our techniques to maximise security.

Our approach to data protection is steered by a cross-functional data governance forum, which is designed to ensure we manage data security, privacy, quality, and overall performance in an effective way.

Besides, we have made relentless efforts to foster a culture whereby employees, partners and customers are fully aware and equipped to deal with potential cybersecurity threats. As part of bank's cyber resiliency programme, we conduct various types of cyberattack simulations like the Red Team exercise, Tabletop Cyberattack Simulations, Phishing Simulations, among others to measure our cyber resiliency capabilities with the help of specialists. We use the learnings from these simulations

to improve our cyber resiliency as well as inform and evolve the bank's cyber security strategy.

We also have specific KPI's for some of these simulations and we can proudly say that for the phishing simulations we have observed a significant improvement in the user's culture change towards cyber security.

Moreover, as digital solutions disrupt the banking industry, fraudsters have become increasingly sophisticated resulting in a surge in the number of fraud cases worldwide. The global banking landscape has indeed transformed rapidly, with physical branch networks shrinking and volume of digital payments increasing.

In support to addressing the above issue & highlighting our commitment towards the global fight against fraud, NBF has joined the UAE Banks Federation (UBF) with all banks in the UAE to support its efforts to minimise the impact of fraud by promoting anti-fraud awareness and education.

Under the theme #TogetherAgainstFraud, the initiative, was aimed to educate

customers to protect themselves from financial cybercrime and fraud, particularly in light of the increased use of digital banking services during COVID-19 pandemic, that had extended for a period of one year, till the end of 2021.

To spread the awareness messages to all the people in the UAE, we deployed multiple channels including our website, social media platforms, contact centre and branches to spread the campaign and increase awareness amongst individuals and business alike to help prevent fraud and cyber crime activities.

Overall, we not only aim to equip the public with the knowledge and resources they need to protect themselves from fraud. We will also focus our efforts on strengthening our three cyber security pillars by frequently updating our proactive and reactive security controls and overseeing digital channel fraud management to safeguard new technologies that continue to evolve.



Increased Phishing Campaign

Year-long campaign.



Frequent External Scan

Daily and monthly.



Increased Security Awareness Security Tips

Weekly.



Mandatory Two-Factor Authentication

Access to systems using VASCO token.



Security Assessments

Assessments on remote working tools, VDI, etc.



SOC Monitoring 24x7

Close monitoring on our SOC.



Stop. Think. Protect.

Fraudsters will find new ways to trick you into revealing your personal information. Be smart and protect yourself from various banking frauds.

- Email Fraud
- Phone fraud
- Business Email Compromise
- Social Engineering
- Advance Fee Scam

Please report fraud to your bank, in addition, please report on www.uaebf.ae/en/against-fraud



DIGITAL TRANSFORMATION

NBF CONNECT

For SMEs, by SMEs

NBF CONNECT is a unique digital platform to empower, connect and help SMEs with their business challenges and unlock potential opportunities.

Co-created with SMEs, the platform provides a host of features including


an easy access to the SME community, business banking and digital services with the aim to bring together business owners from all walks of life, giving them the opportunity to connect, share insights, exchange ideas and discover avenues of growth.


NBF CONNECT is an exclusive digital space in the comprehend and address the needs and aspirations of businesses in the region. Be it about


knowing other service providers or about non-banking services and gaining access to beneficial resources on various policies and procedures relating to the sector, we extend our unwavering support to the SMEs. This platform embodies our long-term commitment to elevate this sector to the next level.

Platform highlights

 **Community Platform**

 **SME Bank Account**

 **Business Services**

 **Latest Trends and Updates**

 **Online Banking**

Benefits

- Hassle-free and quick digital account opening
- Real-time online banking anytime, anywhere



Your digital account opening journey in just a few steps:

STEP 1

Complete the digital form online

STEP 2

Upload required documents

STEP 3

Submit the application to receive the acceptance confirmation

eDirham

A cardless mode of payment

As an extension to our services to meet our clients' banking needs in an enhanced way, we partnered with Ministry of Finance to become one of the few banks in the region to offer eDirham services to our clients. eDirham, an ecosystem of digital payment innovations, empowers one to seamlessly perform convenient and secure transactions towards federal government services. In 2021, the retail clients module was launched in addition to the corporate clients.

الدرهم
الإلكتروني
eDirham



THOUGHT LEADERSHIP AND WEBINARS



At NBF, we organised numerous webinars focusing on the key issues, challenges and opportunities for our clients, staff, and greater public.



NBF successfully conducted several webinars for clients and staff and greater public covering a variety of topics, discussing challenges, and exploring potential opportunities.

Through these webinars, we engaged virtually using polls, chats, and also call-to-actions with an opportunity to share and discuss common concerns. We also partnered with a number of brands within the country and internationally, few examples can be Dubai Business Women Council, Etisalat, EngageMe and many more. Through these thought leadership efforts, the bank successfully engaged with a variety of audience ranging from

SMEs, Corporates, Retail clients to young Emiratis.

These webinars covered topics such as Investment Management, Cyber Security awareness, API and Artificial Intelligence, Online Banking, Banking Services, Employee Wellbeing, Breast Cancer Awareness and many more. These emerging virtual events are not only replacing face-to-face interactions, but also expanding the reach to the audience far beyond what might not be possible with traditional events.



NBF TECHNOLOGY ACADEMY

National Bank of Fujairah launched an exclusive 'NBF Technology Academy' in collaboration with the Fujairah e-Government. Given the increasing impact that digitisation continues to have on the financial

sector and beyond, the academy focuses on nurturing the leaders of tomorrow across the UAE in the evolving digital space. Targeting Emirati young graduates, the initiative is a part of the bank's ongoing efforts

to develop UAE national talents and equip them with the knowledge and skills they need to achieve their career goals while contributing to the country's economic growth.



A WORLD OF NEW OPPORTUNITIES WITH EXPO 2020 DUBAI

To witness an unforgettable experience at the Expo 2020 Dubai - the first World Expo in the Middle East, Africa and South Asia (MEASA) region, the bank joined the team and arranged tickets for staff and customers to experience this extraordinary event.



His Highness Sheikh Ahmed bin Saeed Al Maktoum recognises more than 45 UAE-based entities who have gifted Expo tickets to their employees and families. We collectively look forward to delivering an exceptional World Expo. #Expo2020 #Dubai

NAJAH CAREER FAIR

National Bank of Fujairah underscores its commitment to nurturing the next generation of Emirati banking professionals.

National Bank of Fujairah marked its participation for the third year at Najah, the region's leading higher education and career fair event. The event ran from October 26th and November 1st 2021 in Abu Dhabi and Dubai respectively. NBF

engaged the youth in discussions focused on growth plans and career aspirations. These sessions enabled NBF to shed the light on its programmes such as 'Ajyal', a bespoke digital banking service for young Emiratis and NBF Technology

Academy which was launched earlier this year aimed at training talented IT graduates and growing the pipeline of Emirati technology leaders.



NBF ART COMPETITION

National Bank of Fujairah held its first inaugural Art Competition to mark the UAE's 50th National Day. The competition received over 200+ entries from emerging and established artists across the UAE. The theme of the artworks focused on the UAE's 50-year legacy and portrayed how the artists foresee

the country's next 50 years. NBF announced the top 3 winning artists during an event held at the DIFC. This was preceded by a judging session in November, hosted by a prominent committee comprising leading figures of the UAE's art community to select the winners.

The art competition is a part of NBF's corporate social responsibility strategy that focuses on supporting local communities and is in line with the UAE's leadership vision to promote and grow the art and cultural sectors.

Judges



Dr. Hamed Al Suwaidi
Founder,
Abu Dhabi Arts
Society (ADAS)



Ahmad Al Rashid
Founder &
Director, TALK
Curated Creative
Events



Sultana Kazim
Senior Emirati
Artist & Fashion
Designer



Peter Gressman
Founder, Art Forum
UAE, Curator &
Art Critic



Slava Noor
Founder and
Editor, Art
Magazine,
Arte & Lusso



Anna Seaman
Curator, Morrow
Collective



NURTURING OUR PEOPLE



ENGAGING AND EMPOWERING TALENT

NBF is well known for its satisfied workforce. At NBF, we recognise and value the importance of our employees for the success and sustainability of our business.

We strive to ensure that our staff works in an environment where they are able to fully express their talent, and where they feel valued and listened to. We were named as Outstanding Employer – Middle East by the Korn Ferry Group in 2017 and received three titles, namely the “Overall Experience”, “Employee Engagement & Happiness” and “Employee Insight & HR Metrics” at the Gulf Employee Experience Awards 2018. We are committed to providing our staff with ongoing professional development in order to maximise their professional potential.

We regularly capture their feedback through surveys to understand what is important to our employees, creating a positive culture that includes a number of reward systems to recongnise their contributions.

NBF Staff Satisfaction Survey 2021

OVERALL CLIMATE INDEX	EMPLOYEE ENGAGEMENT	WORK LIFE BALANCE	COLLABORATION	DIVERSITY & INCLUSION
The Bank's overall climate index stands at 68%	NBF 68% Global Best Employers 83% GCC Organisations 53%	NBF 73% Global Best Employers 81% GCC Organisations 70%	NBF 71% Global Best Employers 83% GCC Organisations 70%	NBF 71% Global Best Employers 88% GCC Organisations 65%

Diversity

We work hard to build a workforce that reflects the communities we operate in and the diversity of our customers, while creating a safe and inclusive environment that is based on collaboration, respect and fairness:

Number of nationalities we cover currently:

33 Different Nationalities

Women staff as part of total workforce:

43.01%

Learning and Development



Total number of training hours:

12,759 HOURS

5,786 HOURS

6,973 HOURS

Average training per employee

2.97 DAYS

Recognitions

17 Spot Awards

NBF recognises individual employees who have demonstrated exceptional commitment and performance above and beyond their normal line of duty. The cash award is given at any time throughout the year and nominations are evaluated by the HR and Management Committee on merit and awarded accordingly.

110 Appreciation Awards
247 Token of Appreciation

Certification of Appreciation - A certificate recommended by the line manager to employees to recognise and appreciate their exceptional work by completing or exceeding expectations on completing their work duty beyond the required standards.



EMPLOYEE WELLBEING

Having a robust mental health and wellbeing in today's environment of rapid change is vital. Employee wellbeing is always a long-term key factor at NBF, more so now when businesses and society are witnessing a time of significant challenge due to the COVID-19 pandemic.

As part of these efforts, NBF conducted several sessions and online events for the staff this year to share insights and recommendations on how to create a safe, social, healthy and more flexible environment in the wake of COVID-19 and in adopting these strategies, how we can play a big role not only in the immediate future but preparing for the way-forward.

Emotional Intelligence

As part of our EWP series of webinars, we organised an insightful session on 'Emotional Intelligence' – an important element in today's modern times. This session explored the differences between IQ and EQ, and the importance of developing our emotional intelligence. We explored the 4 domains of emotional intelligence and tips on developing these foundational competencies.

Career Development

Career development is a lifelong process of acquiring knowledge, exploration, improving skills and advancing along your career path. At NBF we are always on the lookout for ways to help our employees grow and develop and as part of this process, online events were conducted this year to help build awareness on the various career development opportunities available at NBF and how they can access them.



NBF VIRTUAL AWARD CEREMONY

On Monday, 21st June 2021, the very first Virtual Award Ceremony was held to recognise the contribution of the bank's front line staff members, appreciating, and thanking their dedication, can-do attitude, and teamwork.

While we were restricted to organise our annual staff gatherings, this Virtual Award Ceremony was to thank our last year's front-line employees, who attended office

during the first lockdown period (March - July 2020).

The ceremony included certificates and awards to encourage staff members for their unwavering dedication towards NBF and helping the bank to come out successfully from a particularly difficult time.

To end the evening on a high note, a raffle draw was incorporated to add a fun element for the group.



EMIRATISATION AND YOUTH DEVELOPMENT

NBF's commitment to Emiratisation is effectively demonstrated with the proportion of UAE national employees, currently at 46.52% of the workplace, a figure that is well-above the industry average.

We are serious about developing the next generation of Emirati professionals, which is why we have a number of initiatives in place, from supporting students after graduation and helping them fast track their career development to ensuring their wellbeing at work.

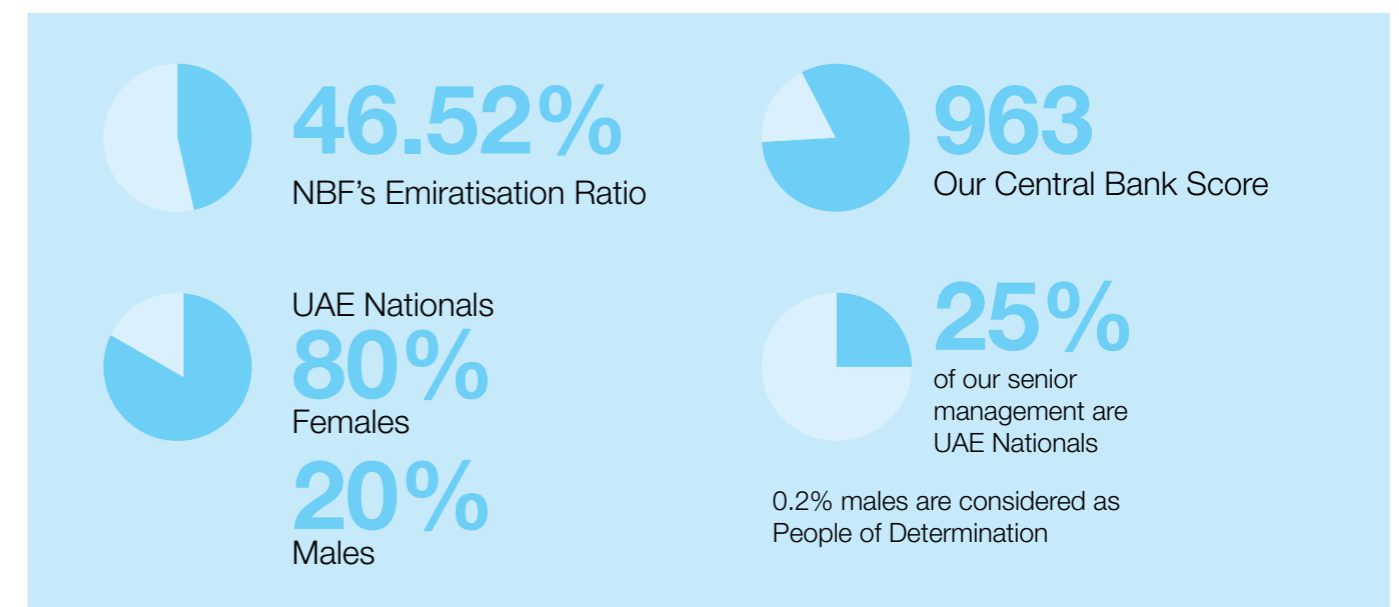
Through platforms such as the Management Trainee Programme for fresh graduates and the Career Advancement Programme for existing staff, NBF has developed

industry leading initiatives to nurture the professional growth of UAE nationals. The programmes accelerate their careers by enabling them to take on more challenging jobs and succeed at them, resulting in a marked improvement in the quality and overall performance of these individuals. We also have a National Development Programme for existing Emirati staff to further support them in their career skills.

At the same time, the bank has

also sought to play a greater role in promoting Emirati women in the workforce and now a third of our 15 branches are overseen by Emirati female managers.

NBF continues to constantly meet the Emiratisation point system well ahead of other institutions in the region to support the national Emiratisation strategy by undertaking regular initiatives aimed at ensuring a sustainable pipeline of UAE banking professionals.



PRIDE CAMPAIGN 2021

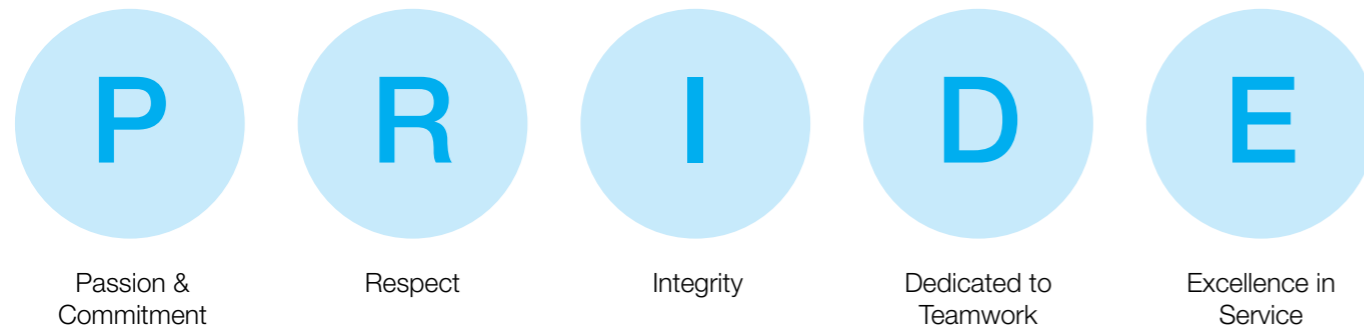
The NBF PRIDE Campaign celebrates the values we endeavour to apply to our work every day. They are also a reminder that our 'employees' are the most crucial element to the continued progress of the bank.

Remembering our bank's DNA - dedication to the highest standards

of service, an eagerness to go the extra mile and to work towards common goals with teammates, that we are willing to trust and be honest with – lies at the heart of our success. To celebrate NBF's commitment to these values, the 2021 NBF PRIDE Campaign was successfully launched recognising 50 NBF "ambassadors," who have

been endorsed for their dedication.

The new edition of the campaign contained a fresh set of PRIDE posters installed across the bank, multiple videos and one-of-a-kind 'NBF PRIDE Ambassador' certificate.



UAE 50TH YEAR CAMPAIGN

The UAE celebrated its 50th anniversary in 2021, bringing a close to five decades of exceptional growth and achievements. To mark the occasion, His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, declared 2021 to be the 'Year of the 50th'. The theme acknowledges the achievements and values of the country's founding fathers; while introducing long-term initiatives and effective policies that encourage residents and citizens to do their part including empowering and inspiring youth.

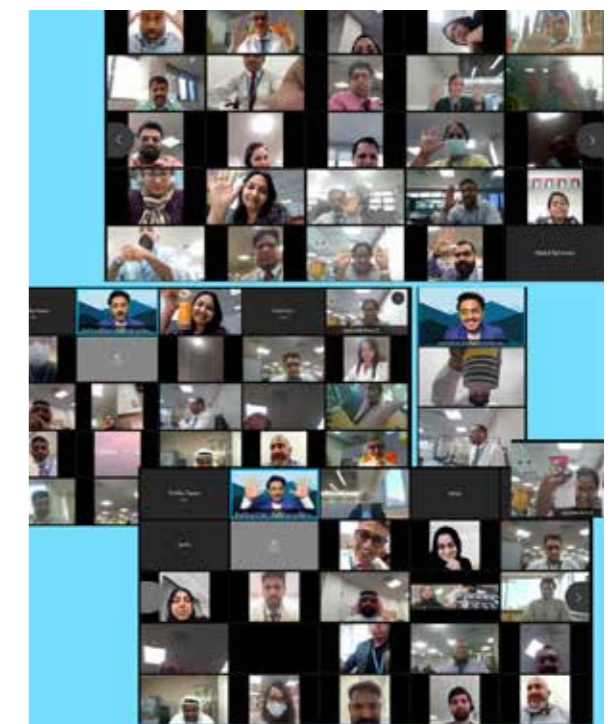
As part of these arrangements, NBF offices were clad in the UAE National Flag colours. Specially designed giveaways were gifted with ceremonies celebrating the success. This also included campaigns, projects and activities to bring together and connect our communities and groups such as 'NBF Art Competition', 50th anniversary video shoot activity, and social media engagement campaigns.



VIRTUAL ENGAGEMENT EVENTS

Reliving our values through creative execution of games and activities in a fun and rewarding way...

While 2021 was still a year of 'together but being apart', following the safety measures, it was not possible to conduct various annual staff engagement activities. This called for a new level of virtual engagement, and in addition to webinars and town halls, fun activities and team building events were organised with great participation from NBF groups across the regions.



A group of hands, belonging to people of different ages and ethnicities, are cupped together, holding a small green seedling with three leaves growing out of a mound of dark brown soil. The hands are positioned in a circle, with the palms facing upwards. The background is a warm, out-of-focus wooden surface. The overall image conveys a sense of collective responsibility and care for the environment.

TOWARDS AN ECOLOGICAL TOMORROW

Small steps result in big changes and that is exactly our approach towards embracing sustainability. Measures like choosing eco-friendly stationery, lighting and water heating sources contribute towards an outcome that is better for the environment. As technology continues to develop ever-new efficient ways to achieve things, we find new applications that will reduce our environmental impact. With more initiatives such as these, we will continue to extend the concept of sustainability in everything we do.