

**CORPORATE SOCIAL  
RESPONSIBILITY  
AND SUSTAINABILITY  
REPORT**

**2020**

**EMBRACING  
SUSTAINABILITY**





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## CEO'S MESSAGE



### Sustainability at the heart of our COVID-19 recovery.

There is no question, this has been a unique and unprecedented time for the entire world. The pandemic has sent shockwaves through the global economy and has caused people to have grave concerns about their lives and livelihoods. Policymakers all over the world are looking for ways to contain the spread of the virus while limiting the economic fallout. If we have learnt anything from this pandemic, it is to treat nature with the respect it deserves.

At NBF, even during these challenging times, we have continued to create a positive impact on our community. As in years past, our CSR initiatives took shape based on five pillars: Partnering and Empowering Communities, Environmental Conservation, Health & Wellbeing, Investing in Education and Technological Advancements and, last but not the least, Nurturing our People.

This year provided a real opportunity to reflect on more important things in life, particularly health and wellbeing. As a bank committed to health and wellbeing, stringent measures and protocols were taken to ensure the safety of our employees and customers. Some of these actions include: installing hand sanitizers at various common areas and offices, providing disposable gloves and masks to all customers coming in contact with any documentation and our ATM/CDM network, enhanced cleaning and regular disinfection of high touch points across all our branches and many more. We also launched a comprehensive communication and

awareness campaign for COVID-19 precautions to keep our staff and customers aware of the current regulations and how to safeguard themselves.

We continued to contribute towards Emirates Nature-WWF and other social causes like our Ramadan Drive, which offered care and support to the community. We further leveraged our partnership with Fujairah Welfare Association and conducted various wellbeing programmes for staff and customers to combat the spread of COVID-19. We also continued to raise awareness for financial inclusion and the avoidance of financial cyber-based fraud, as a stimulant for growth and sustainable development - which are building blocks for UAE's knowledge-based economy. These examples represent only a glimpse of the multiple activities that the bank has led in 2020.

As we will 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 you and your loved ones a healthy and prosperous year ahead.

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, it also provides

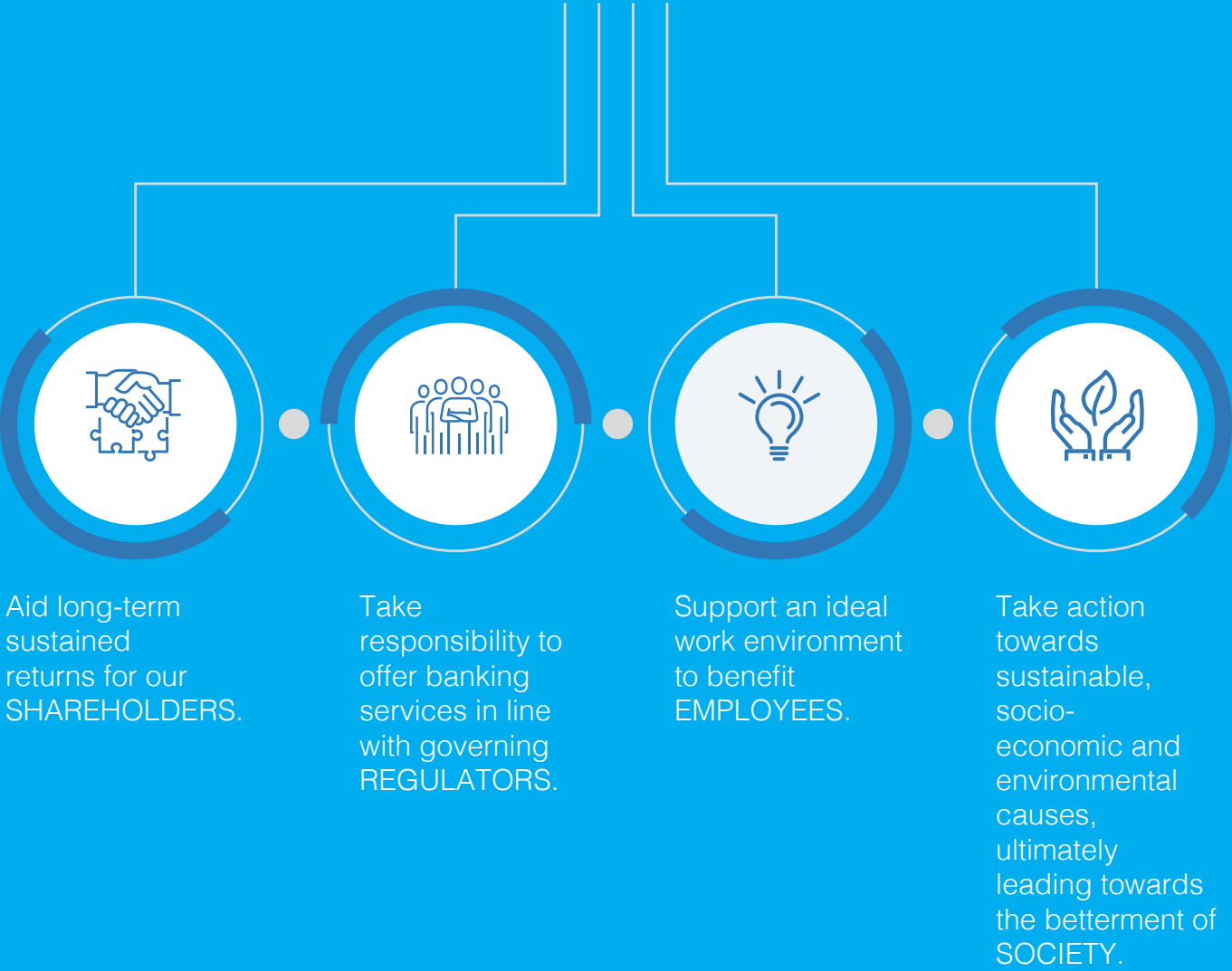
us with the insight to better understand the needs and aspirations of our key stakeholder groups. As the UAE's bank of choice for over 30 years, NBF has established a reputation as a bespoke financial services provider for businesses.

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 financing and global transaction services. We have also been outperforming banks in the UAE with our superior

customer service. 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



# 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.



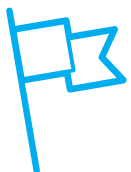
## MISSION

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

**P**assion & Commitment

**R**espect

**I**ntegrity

**D**edicated to Teamwork

**E**xcellence 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.

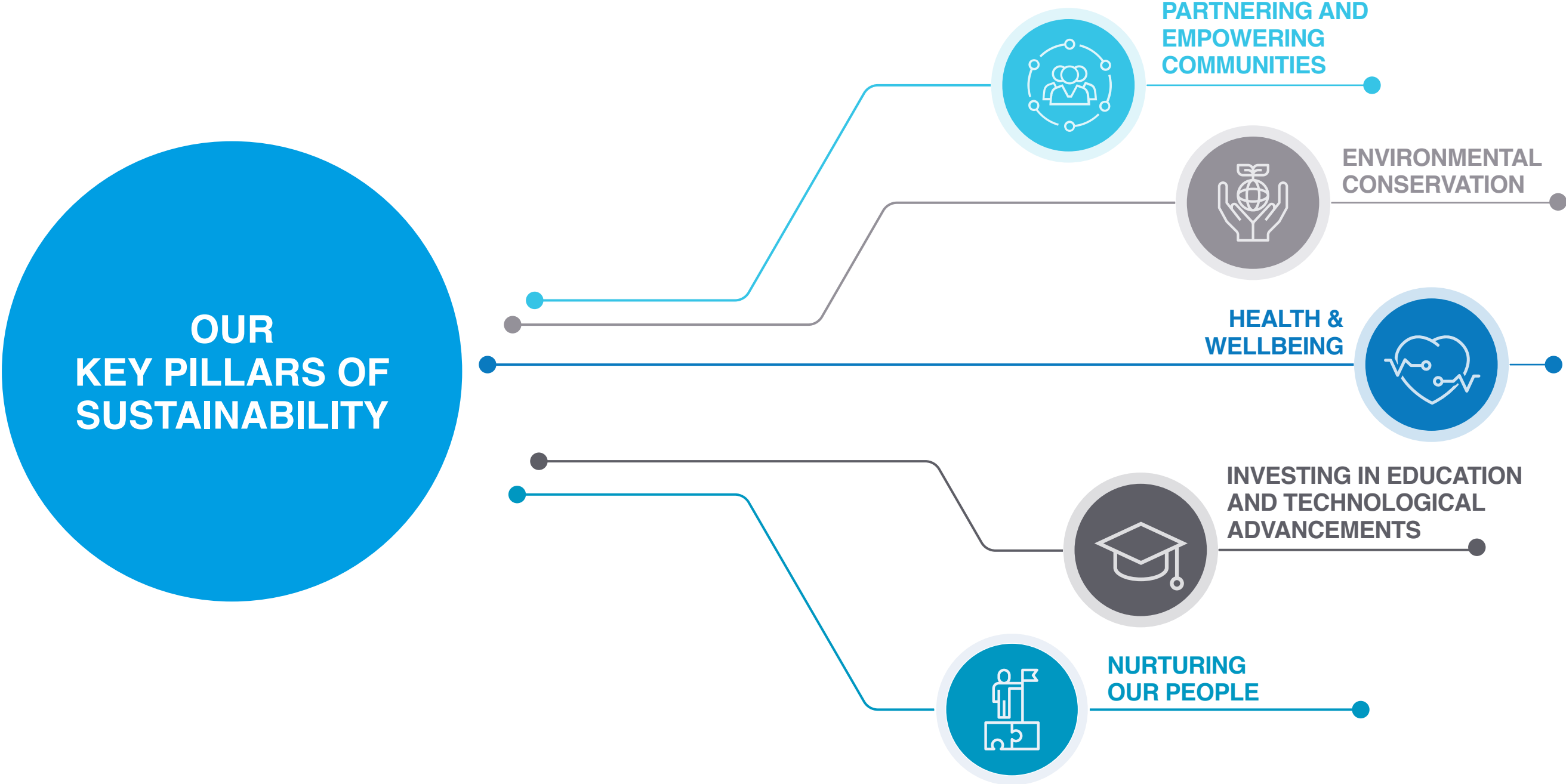
### The Sustainability Steering Committee

- Chief Risk Officer - Chairman
- Head of Corporate & Institutional Banking - Alternate Chairman
- 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, Senior Officer - Quality Assurance, Retail Banking (Secretary)
- Zaibun Khan, Sr. Manager Operational Risk Framework, Risk Management
- Erwin Abrantes, Officer – Trade Services
- Babikir Yousif, Manager- Remedial Credit
- Moza Alkaabi, Branch Manager - Retail Banking
- Chandra Chalasani, Senior Officer - Property & Services
- Ashish Madan, Senior Relationship Manager, C&IB



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





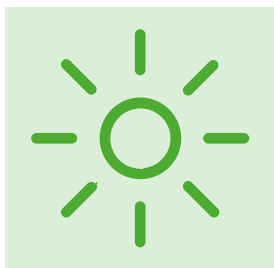
## DUBAI CHAMBER CSR LABEL

For the fourth 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!







## 2020 CSR INITIATIVES HIGHLIGHTS

Looking back at all the activities in 2020, 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.





A full-page background image showing four people in white traditional Arab clothing (thobes and ghutras) standing on a sand dune, looking towards a large flag of the United Arab Emirates. The flag is flying on a tall pole against a dramatic sky with orange and blue clouds, suggesting a sunset or sunrise. The sand dune in the foreground has distinct ripples.

## PARTNERING AND EMPOWERING COMMUNITIES





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.

## RAMADAN DONATION DRIVE

NBF staff contribution was donated to the Mission to Seafarers (MTS) - a charitable initiative that cares for seafarers off the coast of the UAE. Merchant sailors faced months of isolation at sea as the coronavirus crisis blocked ships from docking at UAE ports.

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 FUJAIRAH WELFARE ASSOCIATION

### Every Dirham counts!

NBF supported a year-long campaign of Fujairah Welfare Association encouraging customers and alike 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.





# COVID-19 MEASURES

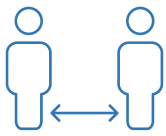


COVID-19 outbreak created a major health situation around the world. NBF has been adhering to the UAE government guidelines and operating our branches and offices with appropriate sanitisation guidelines and hygiene measures in place.

## SAFE WORK ENVIRONMENT

While the UAE government and health authorities encouraged citizens to practice social distancing, we're doing our part in ensuring that employees are self-isolating and staying home if they're unwell. Here are the protocols that are followed in lieu of the pandemic.

### SOCIAL DISTANCING

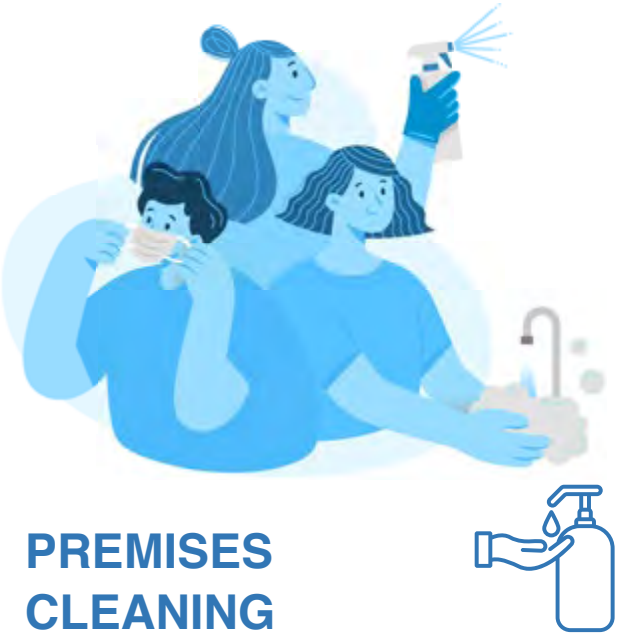


Our employees strictly follow social distancing norms, including no handshake policy and no social gatherings.

### MEETING RESTRICTIONS



Official meetings are reduced. Unavoidable meetings are conducted via video/telephone and if necessary to meet physically, social distancing norms are practiced.



### PREMISES CLEANING

We have taken numerous precautions to keep our branches clean, including deep cleaning and providing additional sanitizers at every location.



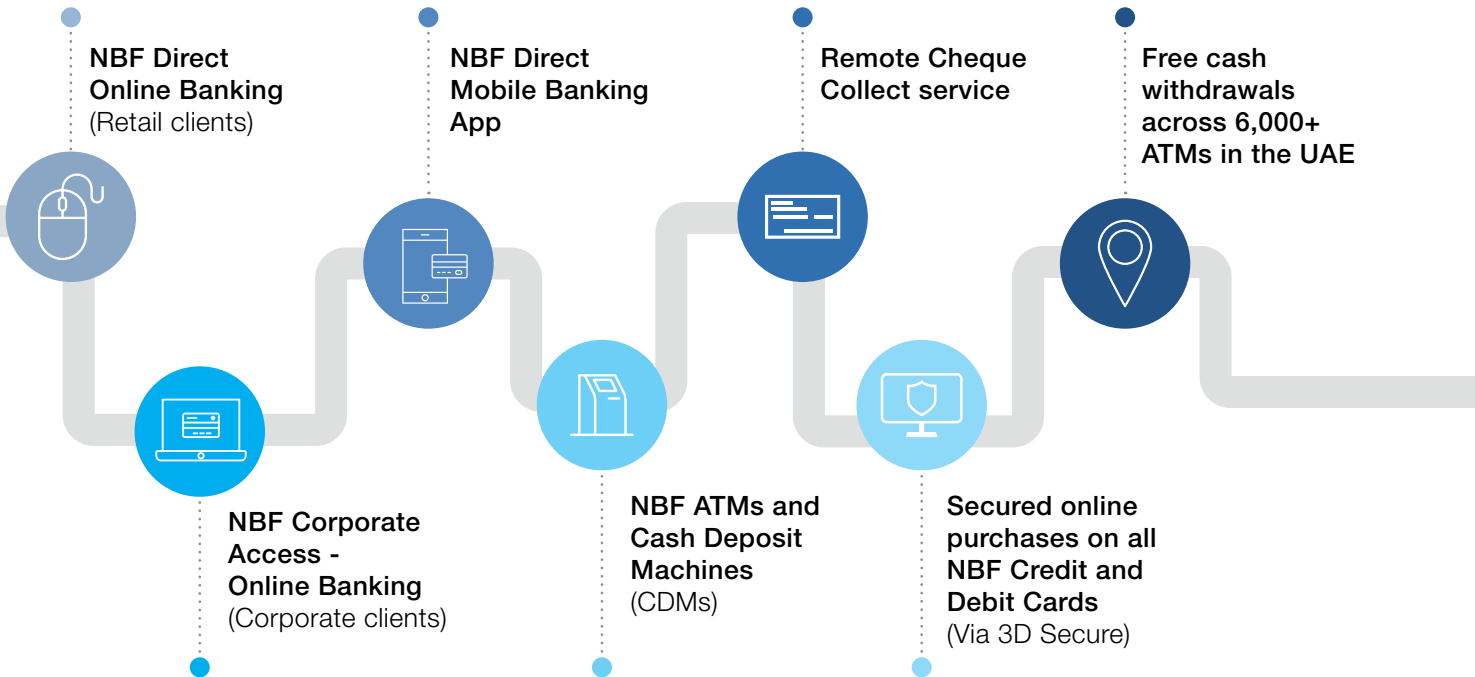
TOGETHER WE WILL  
COME OUT STRONGER





# EASY AND SAFE BANKING

We strongly encouraged all our customers to use our digital platforms to get remote access to banking services, limiting their visit to our branches:



# LOAN DEFERMENTS

To ease the pressure on the personal financial condition or business cash flows, we considered deferring loan installments up to a maximum six months on a case-by-case basis.



We deferred liability payments, as well as interest and reduced interest rates to help the SMEs to reduce their overall financial expenses. We also extended incremental facilities to clients who needed to kick-start their business and offered financial support by paying their employees' salaries, utility bills, as well as rent through short-term bridge facilities.

## CORPORATE AND RETAIL SME

Medium-Term Loans and Working Capital maximum of six months deferrals without any fees\* (case-to-case basis)

NBF Prime Rate - revised and reduced

## RETAIL

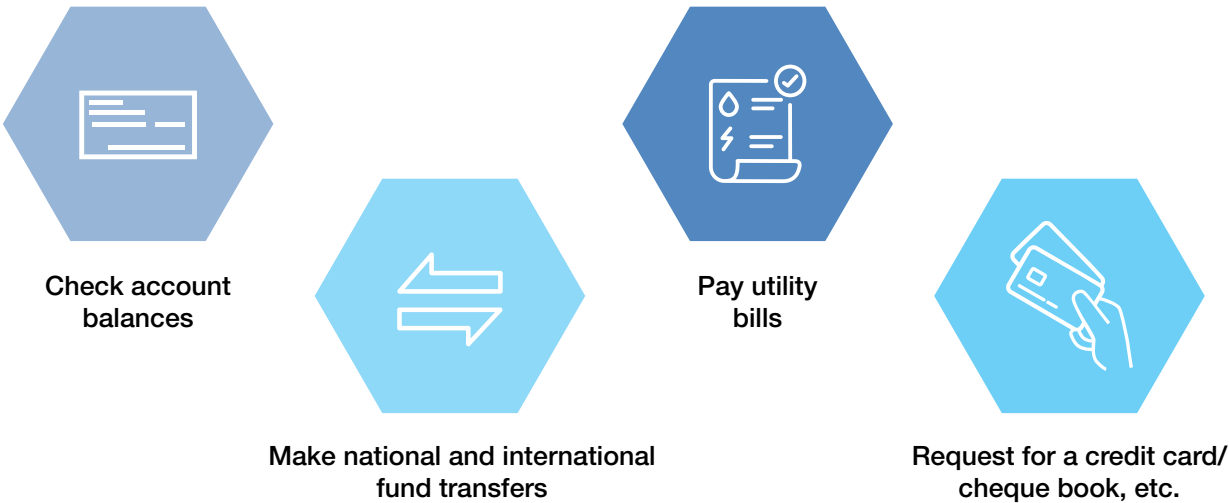
Two-months deferrals without any fees\*:

Personal & Auto Finance

Personal & Vehicle Loan

# REMOTE SERVICES

We urged customers to switch to banking through a range of digital options, including online and mobile banking:





# CUSTOMER PARTNERSHIP AND SUPPORT



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

We believe in building relations with our customers as 'their financial partner' adding value and providing knowledgeable advice they can trust, while covering their business and personal banking needs.

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.

## LIBOR TRANSITION

The UK Financial Conduct Authority, which regulates LIBOR, does not intend to compel panel banks to submit LIBOR for calculations beyond the end of 2021. For this reason, LIBOR is expected to be discontinued/ become non-representative. Regulators and public and private sector working groups across various jurisdictions are considering a transition from LIBOR to alternative "risk-free rates" ("RFRs")

NBF is preparing for LIBOR discontinuation by monitoring developments from the regulators and the industry, while communicating with its customers/counterparties regarding LIBOR discontinuation.





# CUSTOMER PRODUCTS & CAMPAIGNS

To support client’s growing needs, NBF came up with various campaigns to match their lifestyle needs.



## Shukran Campaign

National Bank of Fujairah expressed its gratitude towards our nation’s front-line heroes, during these unprecedented times. As a thank you gesture, we offered a host of banking services designed for our customers and their loved ones.

### Convenience:

- Free online/mobile banking
- Fast track service

### Free banking for your family members:

- Free savings account
- Free supplementary cards

### Benefits:

- Free-for-life Infinite/Platinum Credit Card
- Personal loan with preferential rates starting from 4.99%\*
- Fee-free banking\*\*
- Free cash withdrawals at over 6,000 ATMs in the UAE
- Free international fund transfers
- Exclusive dining, lifestyle, and movie discounts
- Unlimited cashback offer on all your credit card spends
- Up to AED 1,000\*\*\* cash joining bonus to a new customer\*\*\*\*
- Referral rewards worth up to AED 1,000\*\*\*\*\*



## EMI Campaign

At NBF, we understand that instant financial decisions are not easy when planning the repayment, hence we came up with a campaign wherein our customers can apply for National Bank of Fujairah personal or auto loan and start paying their first EMI after 5\* months. They will also enjoy a host of exclusive benefits and preferential interest rates.

### Convenience:

- 24x7 access via online/mobile banking
- Fast track service

### Banking for your family members:

- Free savings account
- Free supplementary cards
- Children’s savings/deposit account with NBF Baraem

### Benefits for the account holder:

- Fee-free banking\*\*
- Dedicated relationship manager
- Free-for-life Infinite Credit Card
- Exclusive dining, lifestyle, and movie discounts
- Unlimited cashback offer on all your credit card spends
- Up to AED 1,000\*\*\* cash joining bonus to a new customer\*\*\*\*
- Referral rewards worth up to AED 1,000\*\*\*\*\*
- Free cash withdrawals at over 6,000 ATMs in the UAE
- Tailored investment products



## Fee-Free Banking for NBF Priority

We focus on building sustainable long-term relationships that go beyond the expected to help our customers in growing their wealth, making their dreams a reality.

### Over 40 fee-free banking services for our NBF Priority clients

- Free international remittances and local payments
- Unlimited cheque books
- Free standing instructions
- Free local & international ATM withdrawals
- Free duplicate statements
- No account maintenance charges

### They will also enjoy a suite of personalised services that complement their lifestyle:

- Dedicated relationship manager
- Preferential pricing
- Fast track service
- Tailored investment products
- Free-for-life NBF Infinite Credit Card
- Airport lounge access for the whole family





# ENVIRONMENTAL CONSERVATION





# FALAJ IRRIGATION SYSTEM RESTORATION DONATION DRIVE

We encouraged people to donate and contribute towards conservation of Wadi Wurayah National Park.



## 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 seventh 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.







## SUSTAINABLE ENERGY CONSUMPTION

As part of our ongoing projects and initiatives to save the planet by using sustainable means of energy, NBF focuses on numerous green initiatives.

We have introduced solar water heaters in various branches - Dubai HO, Fujairah HO, Tawian, Dibba, Qidfa, Fujairah Free Zone and Masafi, that has contributed to 22,000 kWh of energy saving and reduction of CO2 emission by 60,000 Kgs.

Other sustainable efforts are sensor-activated LED lights, solar power solution for external signage, reduced use of artificial lighting and using VOC free material to reduce indoor air contamination.

To raise awareness on sustainable energy consumption amongst staff and customers, the bank participates every year in the 'Earth Hour' worldwide movement.



## WORLD ENVIRONMENT DAY

It is more important now than ever to educate ourselves on responsible consumerism in order to sustain resources, protect the planet and achieve a good quality lifestyle for ourselves and the future generations.

Therefore, on the occasion of **World Environment Day, 5th June**, NBF conducted a communication campaign internally and on its communication, touch points, sharing simple ideas to reduce the carbon footprint:

**Use energy saving light bulbs**  
LEDs use around 80% less energy and last much longer than conventional bulbs.

**Set your room to a comfortable 23°C**  
Each degree you turn down, your air-conditioning saves up to 9% in energy consumption.

**Take reusable shopping bags**  
Disposable bags take up to 800 years to decompose, kill wildlife, and pollute our food and water.

**Recycle your waste and keep your office and home green**  
Visit the Sustainability page on the Intranet to learn more.



**Switch off lights and air-conditioning in all rooms not being used**  
This will save you lots of money and help the environment too.

**Turn off appliances and chargers when not in use**  
The little power display light on your appliances consume up to 85% of the total energy used over their lifetime.

**Walk or cycle short distances**  
You will reduce your weight, stay fit, save money and help the environment.



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 has 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.

Digital Account  
Opening

With a common goal of achieving sustainability within the organisation, and to educate clients further on the digital onboarding, NBF launched account opening using in-branch tablets, thereby reducing the requirement of paper forms. What began as a pilot project for selected customers in 2019, is today widely used method to open customer account digitally.







## HEALTH & WELLBEING





# BREAST CANCER AWARENESS

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 webinar in partnership with Prime Medical Center together with awareness messages on its social handles.

**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 each 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 RUN

### A virtual run series

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 three virtual runs, featuring three categories: 3km, 5km and 10km races.

The series was successfully completed from Sep to Nov 2020 with over 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.

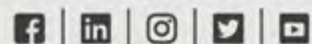
The event attracted high attendance from residents across the UAE of all ages and fitness abilities. Participants had the opportunity to win prizes valued at over AED 2,500 per run as well as collectable t-shirts and medals together with AED 6,000 cash prizes giveaways (AED 1,000/winner).

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 app or devices to track and monitor their run. With such a great success of its first 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!



**YOUR PACE.  
YOUR TRACK.**  
Running Together Apart.

#NBFFujairahVirtualRun







**INVESTING IN  
EDUCATION AND  
TECHNOLOGICAL  
ADVANCEMENTS**



# CYBER SECURITY



With the rise in digital transformations across a variety of channels and touch points, National Bank of Fujairah took the onus of running an awareness campaign on cyber security to help our customers with resources at their fingertips that allows them to not just operate in an always transforming climate, but truly grow and develop even further in a safe and secure environment.

NBF further enhanced digital security features on its online banking platforms to mitigate fraud, including the most advanced multi-factor authentication systems, such as biometrics and facial recognition system.

Since October is known as the Cyber Security awareness month, the bank conducted a month-long communication and awareness campaign where a comprehensive booklet was shared with all clients and public on handling cyber security and fraud, focused messages across its social platforms alarming everyone to work from home with vigilance. Within the NBF offices, several awareness measures were taken like email communications, screen savers, posters and many other initiatives to inform audience of the potential threat and risks.

In addition, the bank organised a host of knowledge-sharing webinars on cyber security for corporates and retail customers. Recently NBF has cleared the stage-2 audit of the “Information Security Management System (ISMS)” certification for the Information Security Risk and IS&T departments. This certification will give assurance to our customers on protection of their data. This will also increase our ESG (Sustainability) as a responsible bank.

We’ve shared all possible information with businesses across the UAE to stay alert and further build their cyber security strength.

## UBF CAMPAIGN AGAINST FRAUD

Highlighting our commitment to 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.

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 messages and increase awareness amongst individuals and business alike to help prevent fraud and cybercrime activities.



**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.





# A THOUGHT LEADERSHIP SERIES (WEBINARS)

At NBF, we organised around 40 webinars focusing on the key issues, challenges and opportunities for our clients, staff, and greater public.



As with COVID-19 the world adopted many new virtual ways of doing business, one transformation is the increase in virtual events. NBF successfully conducted a number of 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 through the use of polls, chats, and also calls 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 event.



**Secured banking in times of disruption**



**The future of digital payments**



**Financial wellbeing  
and many more ...**

## PARTNERING WITH ABU DHABI UNIVERSITY AND ZAKAT FUND

NBF partnered with Abu Dhabi University and Zakat Fund as part of their Zakat Fund campaign during Ramadan. Titled as 'Our Youth Our Responsibility, Our Zakat Our Immunity' the initiative was run with an objective to raise funds for 500 deserving students with limited financial resources. The campaign was extended throughout the Holy Month of Ramadan and was promoted through NBF's ATM network calling for monetary donations supporting youth gaining knowledge and education.





# DIGITAL TRANSFORMATION

## NBF CONNECT

For SMEs, by SMEs

Being amongst the first few banks in the UAE to have dedicated SME banking services, National Bank of Fujairah successfully launched 'NBF CONNECT', 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 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



## NBF KLIP

National Bank of Fujairah takes pride in being one of the integral partners to launch 'klip', aligning to UAE's vision to become a cashless society. klip is just like cash in your pocket but on your smartphone. It's as easy as physical cash but it's safer and tuned in with your lifestyle.



Accessible via NBF klip



Send & receive



Shop in stores and online



Store cash safely

## 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.

الدرهم  
الإلكتروني  
eDirham





A man in a white thobe and ghutra stands on a balcony at sunset, looking out over a city skyline. The sun is low on the horizon, creating a strong backlight effect and lens flare. The city buildings are visible in the background, some with lights on. The man is leaning on a dark metal railing.

**NURTURING  
OUR PEOPLE**



## 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 a number of 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 of the various career development opportunities available at NBF and how they can access them.

## SAVE MONEY EFFICIENTLY

To increase awareness about savings and investment and to educate staff to better prepare for future, a three-month long campaign was conducted by NBF together with live events.

Our Investment Management team have started a great initiative aimed at helping everyone at NBF understand the best practices to manage savings.

Save before you spend by systematically setting money aside at the beginning of each month to avoid overspending. Some people tend to spend first and save only what is left at the end. Typically, this results in little or no savings.

To set money aside for emergencies, future purchases, child education, and retirement.





## NBF INNOV8

Innovation is at the heart of NBF. Hence, NBF launched 'NBF Innov8', an innovation-driven competition that translates challenges into solutions and concepts to actions. The aim of the competition was to encourage a culture of innovation within the bank in an effort to solve business problems and improve processes and products.

The bank identified four themes and individual teams were formed focusing on respective themes. The teams went through an orientation and ample research time prior to the Hackathon Day.

On the Hackathon Day, the teams finalised their prototypes and business plan and presented their ideas to the judging panel. Each team was allowed a five-minute presentation, followed by five minutes for answering questions.

The team with the most promising ideas won a prize and also saw their innovative ideas come to life.



## EMIRATISATION AND YOUTH DEVELOPMENT

NBF's commitment to Emiratisation is effectively demonstrated with the proportion of UAE national employees, currently at 40% 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. However, this time all the country-wide career fair are postponed to 2021 due to the pandemic.

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 19 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.





APPENDIX  
ENVIRONMENTAL,  
SOCIAL AND  
GOVERNANCE (ESG)  
METRICS

NBF demonstrates its commitment to the UAE vision and the Sustainable Development Goals (SDGs) by reporting sustainability indicators against its key priorities and objectives.

ENVIRONMENT



Energy Usage

As part of our ongoing projects and initiatives to save the planet by using sustainable means of energy, NBF focuses on numerous green initiatives. We have introduced solar water heaters and panels in various branches - that has contributed to produce 100,000 KWH of renewable energy per year.



Water Usage

A total of 2,328,275 Litres of water was consumed last year. Currently water Reclamation Facility is not available, but are in plans for future.



Environmental Operations

NBF introduced solar water heaters in various branches that has contributed to 22,000 kWh of energy saving and reduction of CO2 emission by 60,000 Kgs.

Other sustainable efforts are sensor-activated LED lights, solar power solution for external signage, reduced use of artificial lighting and using VOC free material to reduce indoor air contamination.

To raise awareness on sustainable energy consumption amongst staff and customers, the bank participates every year in the 'Earth Hour' worldwide movement.

As part of sustainable practices reuse of furniture, recycling of paper, toner cartridges and cans are ongoing. 5,000 Kgs of paper, 100 Kgs of toner, 15Kgs of cans and 50 Kgs of plastics was recycled last year. A4 paper used in NBF is made up of wheat straw which covers 32% of the bank's overall stationery.



Environmental Oversight

The Bank maintains a formal Sustainability Committee at a senior management level to oversee, prioritise and manage all sustainability issues including consideration of suggestions raised by our staff.



Environmental Oversight

NBF Board of Directors are committed to cover sustainability issues in the Board meetings.



Climate Risk Mitigation

The Bank is developing methodologies for assessing transitional and physical risks associated with climate change to incorporate these into our investment and financing activities.





SOCIAL



Employee Turnover

NBF Group's employee turnover during the year 2020 was 2.09%.



Gender Diversity

As at 31 December 2020, NBF had 42% female workforce with strong representation at management grades which underpins the Bank's focus on gender diversity.



Temporary Worker Ratio

Part time work force at NBF is 0.13% of overall headcount as at 31 December 2020.



Non Discrimination

As part of NBF's Code of Conduct and Human Resource (HR) practices, all employees of NBF have a responsibility to treat others with dignity and respect at all times. All employees are expected to exhibit conduct that reflects inclusion during work, at work functions on or off the work site, and at all other company-sponsored and participative events.

Employees who believe they have been subjected to any kind of discrimination that conflicts with the company's diversity policy and initiatives are encouraged to seek Management's assistance.



Injury Rate

Bank follows Health and Safety policy guidelines in line with ISO 45001 standards. No workplace injuries reported in the year 2020.



Global Health & Safety

NBF's CSR team along with the Employee Welfare Programme educates staff about various global health and safety issues through periodic training sessions, emails, webinars, etc.



Emiratization

The Bank has a proud history of supporting the employment of Emirati Nationals and has a number of programmes in place to ensure skill and career development once they become part of our family. NBF's Emiratization Ratio stands at 45%, considerably higher than many others in our industry.



Child & Forced Labor

The bank does not knowingly contract for goods and services from suppliers that engage child and forced labour. The bank does not directly hire individuals under the age of 18.



GOVERNANCE



Board Diversity

Female participation in NBF Board of Directors is 11%.

NBF is proud to have Dr. Raja Easa Al Gurg as our Deputy Chairperson.

The Board has recently appointed Raheema Ahmed Al Rayssi as the Board Secretary to further strengthen diversity.



Board Independence

All NBF Board members are Non-Executives. Independent members include Sheikh Hamad Bin Saleh Bin Mohammed Al Sharqi and Mr. Ahmed Saeed Al Raqhani.



Incentivized pay

The Board members are not paid any incentivized pay.



Supplier Code of Conduct

NBF's procurement policy covers ethical behaviour related to procurement activity.



Ethics & prevention of Corruption

NBF has a well-defined Code of Conduct, Conflict of Interest, Gift Policy and Whistleblowing Policy. NBF also actively manages conduct risk, including implementing Compliance Policies to supplement the Code of Conduct and ensures that positive customer outcomes are at the core of our client engagement. This involves conducting awareness programs and the annual mandatory reading of the Code of Conduct, Anti Bribery and Corruption policy, Gift Policy and Conflict of Interest policy.

In addition, annually each staff electronically submit the Annual Attestations which are reviewed independently by Compliance department.



Data Privacy

NBF's cybersecurity strategy sits at the centre of the bank's digitalisation model and it has worked tirelessly towards strengthening its layered security controls, beefing up its cyber resilient capabilities and educating its workforce and customers about cyberattacks on a regular and ongoing basis.

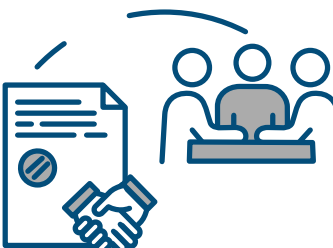
To protect the identity of the bank's customers, NBF has deployed the most advanced authentication methods, such as biometrics and facial recognition, and will continue to evolve its techniques to maximise security. The bank's approach to data protection is steered by a cross functional data governance forum, which is designed to ensure NBF manages data security, privacy, quality and overall performance in an effective way. Highlighting the bank's commitment to the fight against fraud, NBF joined the UAE Banks Federation to support its efforts to minimise the impact of fraud by promoting anti-fraud awareness and education.

NBF continues to maintain and improve the controls to protect its customer information, these efforts are regularly acknowledged externally, including this year's annual review of NESA, where the bank maintained the compliance ratio of 99% together with securing the "ISO 27001:2013" security certification.



Sustainability Reporting

NBF publishes its Sustainability Report every year.





A young boy with dark hair, wearing a blue and white striped shirt, is holding a small sapling. He is looking up at the tree with a hopeful expression. An adult, wearing a red and blue plaid shirt and blue jeans, is kneeling next to him, with their hands near the base of the sapling, possibly helping to plant it. The background is a lush green park with many trees and a grassy area. The overall scene is bright and sunny, suggesting a pleasant day outdoors.

## TOWARDS A BETTER 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.