CBD'S CSR ACTIVITIES IN 2014 (Initiatives championed / sponsored / participated in by CBD)



Culture & Arts		Sports, Health & Fitness		
1	Ajman Arabian Horse	19	International Bowling Competition	
2	Dubai Festival for Youth	20	CBD Youth Athletic Competition	
3	Dubai International Racing Carnival	21	Health Awareness Month- May	
4	Dubai International Arabian Horse Championship	Supp	pport for Under-Privileged	
5	Jebel Ali Horse racing	22	Al Ihsan Charity	
6	Qubai Centre for Cultural and Islamic Sciences	23	Al Thiqah Club for Handicapped	
7	Sheikh Mohammed for Cultural and Social Understanding	24	Beit Al Khair Society	
Education & Women		25	Charity Society - Umm Al Quwain	
8	Dubai Women's Association	26	Dar Al Bir Society	
9	Education Sponsorship-Asma Bint Al Noman Model School for Secondary Education	27	Donation-National Charity School	
10	Education Sponsorship- Dubai International School	28	Dubai Autism Centre	
11	Trip to Japan- HCT DMC	29	Dubai Centre for Special Needs	
12	American University of Dubai	30	Dubai Club for Special Sports	
Emiratisation		31	Emirates Association for Blind	
13	Sharjah Career Fair	32	Emirates Thalasmiah	
14	UAE Career Fair	33	Emirates Volunteers Association	
15	Impact HUB-Emirati Launch pad	34	Human Appeal International - Ajman	
Environment		35	Khorfakkan Club for Handicapped	
16	World Green Summit	36	Red Crescent for UAE	
17	Emirates Wildlife Society	37	Sharjah City for Humanitarian Needs	
18	Emirates Environmental Marine	38	Support to Palestinian Children	
		39	Welfare Association Fujairah	

CORPORATE SOCIAL RESPONSIBILITY @ COMMERCIAL BANK OF DUBAI

EXTRACTS FROM CBD NEWSLETTER (Attijari Al Youm) – 2014/2015 EDITIONS

CBD prioritizes community service

With growth comes social responsibility. And Commercial Bank of Dubai knows it well. Giving back to the community has always been its priority. It has partnered with several key cause-oriented, non-profit communitybased around to assist them morally and financially in their various humanitatian projects

The donation is part of CBD's Corporate Social Responsibility program, which recognizes and supports the idea

Page 2 of 2

that businesses should have the Humanitatian Needs, Emirates conscience to care for the community and Thalasmiah, and Belt Al Kheir Society. the environment. Through these social activities, the The groups that received donation CBD seeks to build the capacity of from CBD this year include Red Crescent, non-profits by assisting them in Zayed Higher Organization for developing, engaging, and retaining Humanitation Core & Special Needs community members as whenteens C8D, through these cause-based Future Centre for Special Needs, Mohammed Bin Rashid Foundation for non-profit organizations wants to serve Chattable & Hamanitarian Establishment few key areas, including education, Al Thigah Club for Handicapped, Dubai sustainable livelihood, public health, an

medical relief.

His Highmens Shelid Makkum bir

Michaersened him Danitish Al Maintenamy Dana

Ruler of Dubai, paid a visit to the CBD pave

at the "Careers UAE 2014", which was held at Debai laternational Convention and Exhibit

The Basic, as a silver sponsor for this a

e-cultives met future employees. Through this participation, CBD showcar the career opprotenties available to UAE nationals and provided the students relevant

igrams and the career path they can h

HH Shallth Makkoum, who met local employees of the bank, was briefed on the efforts made by CED in Exmatteng jobs and Its Maneplans in this regard. Praising the Bank's Ennate allon drive, He Should Mactourn unged the locar employee to dedicate theneselves to work for the nation's pilde and dignity. Careers UAE to a leading recruitment and training event in the country that serves as a key platform for qualified Emirals graduates and experienced professionals. Shorouk Al Recha, Head of Human

Resources said "CBD is provid to be part of this initiative and we fully support the missization march. We encourage and in Eminati graduates to join the banking sector eneral and CBO is particular

information about the voltous training

went, had a booth in which HR staff and CBA



Bank sponsors Emiratization drive at Careers UAE 2014





Bank sponsors Dubai Tour 2015



Commercial Bank of Dubai will be the main sponsor of Dubai Tour 2015 and its blue jersey, which is worn by the general dassification leader. The 2015 edition of the Dubai Tour, the UAE's premier cycling event, was launched on November 10, 2014. This second edition of the tour is cheduled from February 4 to 7, 2015. Peter Baltussen, Chief Executive Office of CBD, said: "Commercial Bank of Dubai s thrilled to sponsor the 2nd Cycle of Dubai Tour. This event contributes significantly to elevating the UAE's sports sector and embodies the vision of our nent to develop and promote sports in the UAE, led by His Highness heikh Mohammed bin Rashid Al Maktourn, Vice President and Prime

Minister of the UAE and Ruler of Dubai. This initiative supports the bank's Corporate Social Responsibility objectives of promoting a healthy West-te-

CBC/s sponsorship is in line with the bubai touris objectives which are to spread the cycling culture in the UAI and encourage residents to practise it, as well Council (DSC) in partnership with RCS Sport, UCI, cycling's governing body, has upgraded Dubai Tour from 2.1 to 2.HC, as promoting the tourism, construction and urban planning that the UAE has witnessed particularly in Dubal.

Reigning Tour de Prance champion Vincenzo Nibali has committed to beginning his 2015 season with the Dubai Tour, which was won in 2014 by American Taylor Phinney, of the BMC team.

New batch of MTP graduates to become new managers



The Commercial Bank of Dubais (CBD) imiratisation program has achieved notable success with 40 percent of its total number of employees now composed of ULE citizens and trusted with key without

A new batch of UAE citizens also ecently graduated from the financial natitution's intensive year-long an agement training program to ecome new managers themselves. "As part of its role as a loading national istitution, CBD pays great attention to attracting, qualifying and training UAE nationals to work in the banking sector," Peter Baltussen, CBD Chief Executive Officer, said during the graduation ceremony attended by senior

management members. Baltussen, along with Mr. Yaqoob Yousuf, the bank's DCE, handed the graduates their certificates of appreciation during the event. Designed by CBD to help develop the potential and capabilities of UAE's youth and prepare them for leadership positions within the bank, the program aims to

strengthen and accelerate the process of Emiratisation to complement the growth and development of the bank's activities and operations Yousuf said since its inception, CBD

has set Emiratisation as a top priority within the context of a thoughtful strategic approach that depends on the provision of training, qualification and

career development opportunities to UAE citizens. This strategy has achieved notable success, embodied by an increased Emiratisation rate, with 40 percent of our total workforce-comprised of UAE citizen and many holding trusted key positions.

nicknamed 'The Shark,' will return with his Astana team-mates to Dubai to

compete in the second edition of the

affair on the roads in Dubar, Nibali's

event. It promises to be a hoty-contested

articipation is considered a boost for the

Dubai Tour organizers. The event is organized by Dubai Sports

putting it in the second highest category.

All four stages will start from the Dubai

International Marine Club (DIMC) before

finishing at an iconic location in Dubai -

Union House, Atlantis, The Paim, Hatla

Dare and But Baza in Downtown.

Developed by CBD's Center for Training and Development, the management training program is one of the most effective and leading bankers' training and qualifying programs in the UAE, tailored for outstanding new Emirati graduates. The training program combines

theoretical lessons and practical train in the various departments and branche of the beak

inal Barris of Dallost (CBC) is 13 with Dallost Specific Course South College (CBC)

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and of this balancement ht as a Loops, to support the

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ett and Events, Dubai Educ

sports in Dates. It contributes to the

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Commercial Bank of Dubai recognized for outstanding

significant contributions to localization

in the GCC. The ceremony was held in

Kawait during the 31st meeting of GCC

This reafirms CBD/s achievements in

attracting and retaining local talent. The

bank holds an Emeratization ratio of 41

percent, with UAE nationals holding the

We are delighted to receive this

Social Allairs and Labor Ministers.

Emiratization achievements

The outstanding localization efforts and

achievements of Commercial Bank of

Dubai (CBD) have been appreciated and

recognized by the GCC Social Alfairs and

Labor Ministers Council CED received a

certificate of recognition from H.E. Had

Subah Barrak Al-Subah, Kuwat's Minister

of Social Affairs and Laboc and Minister of

State for Planning and Development at a

ceremony beld to recognize private and

efforts across the UAE and GCC banking sector. Under the guidance of our board of deectors. Emerate ation has been made a fundamental priority for the bank and we have successfully implemented programs and strategies to attract, recruit, and develop nationals. Our programs have also focused on enhancing their abilities and sidls as well as developing them to take on leadening positions in our organization," said Shoroek Al Redha, CED's Head of Human Resources.



inspires us to strengthen CBD's localization mainthy of leadership positions in the bank.

بــنك دبــي التجــــاري <u>Commercial Bank of D</u>ubai

distinguished recognition as it further public sector companies who have made An Albert for the Albert of th

Highness Shekh Khalifa bin Zaved Al Nahyan, President of the UAE, and His Highness Shekh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minder and Ruler of Dubai, for the crowth and development for our nation" cha-Earlier this year, CBD also won the Dubai Haman Development Award 2013 from the

Department of Economic Development in Dubai as well as the Human Resources. Development Award from the Emirates. Institute for Banking and Financial Studies (3333)

