

# Sustainability Report



This report demonstrates how Invest Bank brings its commitment to sustainability to life through action and implementation. It provides information on our achievements through December 31, 2023, and is structured to focus on our sustainability commitment to key stakeholders. These commitments include supporting the ambitions of our customers, working for a sustainable future, and supporting our people and community, all built from a foundation of trust.

## Supporting our people and community:

We strive to create an environment where our employees can align their efforts with the bank's values and vision to deliver our promise to our customers, shareholders and the community. We do this by creating a diverse and inclusive environment for our employees, where they can find the opportunities for personal and professional growth that allows them to release their potential. We believe that building and maintaining an inclusive and diverse workplace is essential for creating a sustainable, future-ready organization.

## Corporate Social Responsibility (CSR):

### Making a positive impact

We play a crucial role in ensuring that all CSR and sustainability activities align with the Bank's policy and strategy. The Corporate Affairs and Marketing team ensures a transparent monitoring mechanism to effectively implement the projects undertaken by the bank.

The ultimate purpose of Corporate Social Responsibility (CSR) is to embrace responsibility for the Bank's actions, which includes making a positive impact on customers, employees, communities and stakeholders. Invest Bank is committed to Corporate Social Responsibility and demonstrates this by contributing to the economic and social development of communities and the environment.



### Giving back to the community:

We are committed to promoting and fostering a culture of volunteerism among our staff, as well as being dedicated to sustainability programs. Therefore, Invest Bank employees participated in the Iftar campaign organized by the Sharjah City Municipality. In total, around 18,000 Iftar Meals were distributed throughout the campaign to fasting blue-collar workers at their labor camps with an average of 610 meals distributed per day. Together, we stand stronger!



### Educational Volunteering Program

#### Partnership with the University of Sharjah

Invest Bank and the University of Sharjah have joined forces to launch an innovative Education Volunteering Program, aimed at enhancing students' learning experience and equipping them with the skills needed to success in today's competitive job market. The program includes various joint workshops, awareness sessions, and seminars on cutting-edge topics such as financial inclusion, and financial literacy.



The graphic is a promotional poster for a podcast episode. At the top left, it features the logos of the University of Sharjah and the College of Business Administration. The main title is "Lift Your Success to New Heights!". Below this, it identifies the guest as Mr. Ahmad Abu Eideh, Chief Executive Officer of Invest Bank – UAE, and the moderator as Prof. Dima Jamali, Dean of the College of Business Administration. The central image shows a man in a suit (Mr. Abu Eideh) and a woman in a black top (Prof. Jamali) in circular frames. At the bottom, there are icons for social media and a "PODCAST EXCLUSIVE" label. The slogan "MAKING A DIFFERENCE TOGETHER" is at the very bottom.

جامعة الشارقة  
UNIVERSITY OF SHARJAH

كلية إدارة الأعمال  
COLLEGE OF BUSINESS  
ADMINISTRATION

**Lift Your  
Success to  
New Heights!**

**Guest: Mr. Ahmad Abu Eideh**  
Chief Executive Officer, Invest Bank – UAE

**Moderator: Prof. Dima Jamali**  
Dean of College of Business Administration,  
University of Sharjah.

PODCAST EXCLUSIVE

MAKING A DIFFERENCE TOGETHER

### The University of Sharjah – Podcast:

Our CEO participated in a podcast episode organized by the University of Sharjah, where he shared his insights on pursuing passion and effecting transformative changes, highlighting his journey and remarkable outcomes it produced. During the episode, he generously offered invaluable advice to the students, guiding them on navigating life's challenges and achieving success.

### Ensuring Our Employees' Wellbeing

Our priority is to strengthen connections with our key stakeholders through investments in our employees and collaborations with our customers and community. We are dedicated to engaging with our team members to offer a dynamic, inclusive, and diverse work environment that fosters their professional growth. Additionally, we are committed to promoting a healthy work-life balance that prioritizing their overall health and well-being.





### Activities:

#### **2023 Training Plan:**

In partnership with the Emirates Institute for Banking and Financial Studies, the bank has coordinated customized and comprehensive training program aimed at enhancing the skills and competencies of our staff. These initiatives are designed to support them in achieving their strategic career objectives.



#### **Breast Cancer Awareness Event:**

In collaboration with Medcare, the bank organized a specialized session focused on breast cancer awareness and prevention for its female staff members. This session aimed to educate and empower participants about the importance of early detection, screening methods, risk factors, and lifestyle choices to reduce the risk of breast cancer.

## Emiratizations

We, at Invest Bank place a significant focus in supporting the nation's Emiratization agenda that has a goal to increase UAE Nationals working in the public and private sector. In addition, we strive to drive, promote and enhance that UAE National's journey in the Bank through several development programs, which mainly include HR initiatives, our seamless effort reaffirm our commitment to the National Strategy.

Last year, the bank was proud to highlight its exceptional performance at the 25th National Career Exhibition held in October. During the event, we received a remarkable total of over 200 applications from talented UAE National candidates, representing a diverse range of educational backgrounds and professional experience levels.





The Bank was honored to participate in the third edition of Ethraa Career Fair, organized by the Emirates Institute of Finance at the Sharjah Chamber of Commerce and Industry. Our participation in this career fair allowed us to showcase the bank's dedication to empowering the next generation of Emirati talents.



Rayya Tareq  
Credit Evaluator (Credit)



Alya Omar Abdalla  
Junior Auditor (Audit)

### Al Khaleej Times - Interview:

Our Chief Human Resources Officer was featured in an article published by Al Khaleej Times. The article highlights Invest Bank's unwavering commitment to fostering the growth of fresh graduates and promoting Emiratization.



### Invest Bank's goal is to equip UAE Nationals with the necessary training and relevant experience to excel in crucial roles across the banking sector, from entry-level to senior management

Invest Bank places a strong emphasis on supporting Emiratization and nurturing recent graduates in the banking and finance sector, aligning with its commitment to the development of the UAE. According to Rehab Khalaf, Chief Human Resources Officer at Invest Bank, UAE Nationals possess the talent, skills, and contemporary knowledge necessary to navigate day-to-day banking tasks and address customer challenges. The bank is actively recruiting fresh graduates and providing on-the-job training, aiming to provide them with diverse experiences across various banking departments to foster comprehensive expertise. Rehab Khalaf elaborated that there's a prevalent perception that UAE Nationals tend to favour retail or teller positions, overlooking segments like risk, credit,

and compliance. Invest Bank's goal is to equip UAE Nationals with the necessary training and relevant experience to excel in crucial roles across the banking sector, from entry-level to senior management. By supporting Emiratization in obtaining positions that align with their training, Invest Bank contributes to the development of the UAE's banking industry. Furthermore, Invest Bank's commitment extends beyond recruitment and training. The bank actively collaborates with the Emirates Institute of Finance (EIF) to offer a nine-month learning and training programme that prepares candidates for roles within Invest Bank. This strategic partnership enhances the UAE's talent pool and contributes to the broader growth of the banking and financial sector.



Rehab Khalaf  
Chief Human Resources Officer, Invest Bank

**INVEST BANK'S SHIFT TOWARDS DIGITAL BANKING WITH A HUMAN TOUCH**  
In response to the digital transformation sweeping the banking industry, Invest Bank is strategically transitioning its focus from traditional banking to digital platforms. Rehab Khalaf emphasises the importance of providing the best products and services to customers through digital means. However, she also recognises the significance of maintaining a human connection in a tech-driven landscape. While some banks may opt for full digitalisation, Invest Bank intends to strike a balance, leveraging technology while preserving personal interaction. Rehab Khalaf highlights the customer preference for engaging with human staff, particularly for discussing issues rather than relying solely on machines. By embracing digitalisation with a human touch, Invest Bank aims to harmonise modern convenience with personalised support, ensuring that customer needs and concerns remain at the forefront of their approach.

**CHALLENGES AND FOCUS AREAS**  
In the face of industry challenges, Rehab Khalaf outlines Invest Bank's proactive approach to overcoming them. The rise of technological disruption, regulatory changes, cybersecurity threats, evolving customer expectations, and competition from non-banking financial institutions are key concerns. Invest Bank strives to stay ahead by embracing new technologies, strengthening cybersecurity measures, and delivering exceptional customer experiences. By doing so, the Bank remains resilient and responsive within a dynamic banking landscape.

### EIF Ethraa Program:

UAE Nationals from Invest Bank attended the ETHRAA program's kickoff event at the EIF Dubai Campus, marking the beginning of their immersive learning journey. They were introduced to program's structure, objectives, and available resources, fostering connections among participants.



### UAE National Focus Group:

In line with its Emiratization objectives and its ongoing efforts to provide a thriving workplace, Invest Bank's Human Resources Department successfully conducted the UAE Nationals focus group meeting for all Emirati employees. During the meeting, attendees met with our Chief Human Resources Officer, who shared valuable insights into the bank's objectives and responded to employees' concerns, feedback, and suggestions for improvement.



The Bank participated in the ETHRAA Second Career Fair at the Emirates Institute of Finance. We had the privilege of interacting with more than 90 enthusiastic applicants who expressed interest in joining our team, resulting in the shortlisting of candidates who align with our Bank's value and requirements. Our presence at the career fair provided an excellent opportunity to showcase our culture and exciting opportunities we offer at the Bank, as well as our commitment to empowering the next generation of Emiratis.

Invest Bank participated in the International Women's Day event organized by the General Women's Union & UN Women GCC Liaison Office, focused on innovation, technological change, and education in the digital age for achieving gender equality and empowering all women and girls. Our Chief Human Resources Officer, spoke about the critical role of the private sector in driving innovation and technology for gender equality. At Invest Bank, we remain committed to supporting these efforts and empowering women in the workplace and beyond.



## Supporting the Ambition of our customers

We are committed to providing our customers with the best service possible, as they are cornerstone of our business. Without these partnerships, our business would not thrive. A key involves promptly addressing their needs, listening to their concerns, and ensuring their satisfaction.

Our goal is to drive positive change through innovative banking solutions that promote financial inclusion and improve lifestyle.

The bank has made the strategic decision to transition its digital and core banking operations to the cloud. As part of this initiative, the bank will implement an end-to-end Retail and Wholesale Banking solution on the Temenos Banking Cloud, positioning itself as one of the first in the UAE to embrace a full Software as a Service «SAAS» model for its digital and core banking platform. The comprehensive front-to-back capabilities provided by infinity and transact, delivered as SAAS on Temenos' open platform for composable banking, will empower the bank to modernize its legacy platform, accelerate the introduction of new products and services to the market, enhance customer experiences through innovation, and boost operational efficiency through heightened automation and digitized workflows. This will help us to deliver digital experiences to meet our customers' evolving needs faster and at a lower cost.

## Our Role to Play in Governance

- Effective governance extends beyond merely establishing the appropriate policies and procedures. It involves integrating compliance into our daily operations. Whether it's timely compliance training or actively comprehending the impact of regulations on our work, good governance begins with individuals acting ethically.
- Foundational to our business and integral to sustainability in all aspects, compliance is paramount. Without diligent attention to our compliance obligations, thriving becomes a challenge. Our business strives to transcend mere box-ticking, embedding compliance deep within the core our operations.

