

CSR Report – Full Year 2021

Corporate Communications & CSR

Public

Key Initiatives of the Past Four Quarters

First Quarter – Internal Focus [Workplace + Environment]

- **Vaccination Awareness Communications**

Our focus was largely been towards pushing towards vaccination by regularly providing educative information about the vaccine, factual Q & A about vaccine development, quell misbeliefs about the COVID vaccine and encourage employees to get vaccinated in collaboration in line with the UAE’s vaccination targets for the year 2021.

- **Women’s Day:**

A presentation detailing the historic significance of this day was shared with employees, why it was started, its values, and its goals. We also shared the UAE’s top achievements with regard to gender equality and shared the Gender Balance Guide. On this day, female employees were distributed flowers, chocolates and were allowed to leave the office at 2:00 PM

- **Amlak Going Green: Paperless Initiative**

E-memos for CEO submission was created, which was an important step towards going green and now with DocuSign, Amlak Finance has completely stopped all paper signatures to reduce our carbon footprint.

- **Shukran Recognition**

A simple **rewards and recognition tool** is included on the Intranet portal that enables employees to say thank you to a colleague. This was launched in our efforts foster a positive culture of recognition and appreciation. With this rewards & recognition system we can recognize and thank peers, line managers, subordinates, head of departments – any Amlak employee that has demonstrated professionalism and given support. We can also track the recognitions that you give and receive on the PMS page.



Amlak launched a **permanent remote work policy** for eligible employees. Our aim is to promote employee well-being, leverage the use of technology and automation and provide work/life balance.

Earth Hour UAE pledge was shared to all employees to sign



Key Initiatives of the Past Four Quarters

Second Quarter – Community & Collaboration & Remote Volunteering. [Community + Marketplace] Employee Volunteering

Our focus shifted towards collaborating with other companies and business entities and community partners through internal employee engagement and remote volunteering.

Dubai Chamber's Give & Gain 2021

We have collaborated with Abu Dhabi University, Emaar Industries & Investments for Clothes Donation Drive, NEFSY + Taharrum (Ramadan Campaign) Education 4 All for Rice Campaign via the Dubai Chamber. Amlak received a certificate of appreciation from the Dubai Chamber for its efforts in the Give and Gain campaign 2021.

- Rice 10kg
- Sugar 2kg
- Red lentil 3kg
- cooking oil 1.8l
- Tomato paste 800gm
- Tuna 6 pack
- Macaroni 400gm
- Vermicelli 400gm
- Oats
- 100 Tea bags 100 sachets
- 1 Custard
- Dry milk 900gm
- Salt 2 bags

AMLAK SUPPORTS FEEDING 50,000 PEOPLE



Amlak Supports Feeding 50,000 People

★★★★★
10.00AED

IN STOCK
Amlak Finance supports Nefsy's Ramadan Infinite Giving initiative to feed 50,000 people in need, in accordance with the year of the 50th. This initiative is in collaboration with Tarahum Organization, under IACAD permit no 3720

Nefsy is on a mission to eradicate hunger and empower struggling families to feed themselves.

<https://www.amlakfinance.com/>

Ask a Question

SHARE



Amlak Supports Feeding 50,000 People

★★★★★
200.00AED

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Ask a Question

SHARE

AED 10 Iftar Meal to provide one cooked meal to families financially struggling to feed themselves

AED 200 food box which is a dry essential food box, to feed a family (approximately 5 people) for up to 30 days

Key Initiatives of the Past Four Quarters

Second Quarter – Community & Collaboration & Remote Volunteering. [Community + Marketplace]

Dubai Chamber's Give & Gain 2021

Employee Volunteering



Give & Gain 2021
"Feed People This Ramadan"



Let's Participate in "Joyful Giving"
 Education4all.info is organizing



Rice Collection Drive
 To fight food insecurity and feed families

Donate Packed Rice Bags of 1kg, 2kg or 5kg

Total Target 5000 Kg of Rice
 Collection Drive starting 4th April till 6th May



Donation Delivery- Day, Time & Location
 6th May, 10:00 AM TO 2:00 PM at Emirates Red Crescent office, Garhoud Street, Garhoud, Dubai

For registration and more details please contact
 050 6568549, email id: venkatca@education4all.info

This Collection is undertaken under the umbrella of Emirates Red Crescent - License No 3700 of Islamic Affairs & Charity Department



With the support and generosity of Amlak employees, we were able to donate 134 Kilograms of rice bags to the Emirates Red Crescent

U.A.E 50 YEARS OF UNITED ARAB EMIRATES
UAE FOOD BANK
DUBAI POLICE

Invitation
WE CORDIALLY INVITE YOU

GUINNESS WORLD RECORDS | **OFFICIAL ATTEMPT**
Most community meals delivered in 8 hours

50,000 MEALS 50,000 PEOPLE 5 HOURS

Location:
At Jabel Ali, Gate 7

Date: 5/5/ 2021 **Time:** 2pm

Permit from IACAD number 3720

دائرة الشؤون الإسلامية
Islamic Affairs & Charitable Activities Department

حكومة دبي
GOVERNMENT OF DUBAI

مؤسسة تراحم الخيرية
TARAHM CHARITY FOUNDATION

BRAND SPONSOR
CHALHOBS GROUP, pwc, Coca-Cola

GOLD SPONSORS
Em Ex, AHSAMIA Mall, PETROBRAS

SILVER SPONSORS
L'ORÉAL PARIS, LACOSTE, MUSE, FILA, L'OCCITANE BY PIERRE FABRE, Bird & Bird, DULSCO, FFI, AMLAK, 中遠中東實業有限公司

Very pleased to announce that the initiative that Amlak participated in with Nefsy in support of their attempt to make a Guinness World record for 50,000 meals distributed to 50,000 people in 5 hours, they have achieved it, and Amlak's logo will be printed on the official certificate in the Guinness World Record Book!



CERTIFICATE

**The most community meals delivered in 8
hours is 50,744 meals
and was achieved by
Nefsy Portal, Tarahum Organization
and UAE Food Bank in association with
Amlak Finance PJSC. (all UAE),
in Dubai, UAE
on 5 May 2021**

OFFICIALLY AMAZING™



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شهادة تقدير
Certificate of Appreciation

يتقدم مركز أخلاقيات الأعمال بالشكر إلى
The Dubai Chamber Center for Responsible Business would like to thank

Amlak Finance

للمساهمة الفعالة في فعالية اعط واحصد 2021
For contributing to Give and Gain in 2021



غرفة تجارة وصناعة دبي
Dubai Chamber of Commerce & Industry

Valid one year from date

Shared with customers
and employees

شبابنا أمانة
وزكاتها حصانة

Our Youth
Our Responsibility
Our Zakat
Our Immunity

الحملة الرمضانية لصندوق الزكاة بالتعاون مع جامعة أبوظبي

بشرفنا نحن صندوق الزكاة و جامعة أبوظبي بدعوتكم للمشاركة في الحملة الرمضانية السنوية المتجددة، والخاصة بأبنائنا الطلبة الجامعيين بعنوان **'شبابنا أمانة و زكاتها حصانة'** نهدف في حملتنا هذه لمساعدة 500 طالب مواطن ومقيم ممن يستوفون شروط الزكاة حسب اللائحة المعتمدة بصندوق الزكاة طوال مدة دراستهم بالجامعة بمبلغ تقديري **60 ألف درهم** لكل طالب للسنة الدراسية الواحدة.

مساهمتم عون للطلبة المستحقين في بناء حياة مستقرة من خلال تحصيلهم لتعليم أفضل.

لتقديم تبرعاتكم في الحملة:

للتبرع				نرسل إلى الرقم	رسائل نصية اتصالات، يرسل الرمز (ج / ن)
8200	8100	8050	8010		
200 درهم	100 درهم	50 درهم	10 درهم	مبلغ التبرع	تحويل بنكي إلى حساب الحملة
16420661		رقم الحساب		مصرف أبوظبي الإسلامي	
AE300500000000016420661		رقم الايدان			

للمزيد من المعلومات، يرجى التواصل مع:

صندوق الزكاة - الأخت مشى النىادى
هاتف: 050-1123065، البريد الإلكتروني: mona.alneyadi@zakatfund.gov.ae

جامعة أبوظبي - الأخت: شارة الهاشمى
هاتف: 050-6165416، البريد الإلكتروني: sarah.al-hashimi@adu.ac.ae

Ramadan Campaign for Zakat Fund in Cooperation with Abu Dhabi University

The Zakat Fund and Abu Dhabi University are honored to invite you to participate in our yearly Ramadan Campaign for university students entitled **"Our Youth Our Responsibility, Our Zakat Our Immunity"**. Our Campaign aims at supporting 500 National and Non-National deserving students who meet Zakat Fund's criteria with an amount of **AED 60,000** for each student per year.

Your contribution will assist the qualified students in building more stable life, through receiving higher education.

You can donate to our campaign through:

To donate					
Through SMS Insert "U"	Send it to	8010	8050	8100	8200
	The Amount	AED 10	AED 50	AED 100	AED 200
Transfer amount to Zakat Fund account	Abu Dhabi Islamic Bank	Account Number		16420661	
		IBAN Number		AE300500000000016420661	

For more information, please contact:

Zakat Fund - Mona Al Neyadi
Mobile: 050-1123065, Email: mona.alneyadi@zakatfund.gov.ae

Abu Dhabi University - Sarah Al Hashimi
Mobile: 050-6165416, Email: sarah.al-hashimi@adu.ac.ae

Key Initiatives of the Past Four Quarters

Third Quarter – Internal Focus

[Workplace + Community]

Gathering restrictions started to ease



Workplace



Community



Marketplace



Environment

Diversity Day

Amlak Finance is proudly a diverse organization and representative of multiple regions, to represent this employees were encouraged to wear their national dress for one day on 30 September 2021. There was finger food as well.



Stationary Drive

In Collaboration with Education 4 All, an entity registered with the Dubai Chamber, we ran a stationary drive. We collected pens, books, colour pencils, drawing books, notebooks, etc for drop off to Emirates Red Crescent.



Dialogue with Al Zahra Hospital Barsha

As part of marketplace relations, we held CSR Dialogue with Al Zahra Hospital Barsha to collaborate on their upcoming CSR initiatives, particularly for Breast Cancer Awareness Month in October.



As a health and safety precaution, we have dropped our plastic-free Weeks to lessen the risk of cross contamination

Key Initiatives of the Past Four Quarters

Fourth Quarter – Workplace + Community

National Events

Workplace Happiness

Al Noor Center for Children with Special Needs

- **Dubai Fitness Challenge 30 x30.**

This is where all members representing Amlak Finance commit to a minimum of 30 minutes of walking or running for 30 days straight. Like previous years, there was tough competition. The Champion (Rony Verghese) managed to lose 5 kilos in that timeframe. He received internal recognition through an all-staff email about his progress and achievement.



- **UAE Flag Day**

We distributed chocolates for UAE Flag Day, and shared information on the significance of the day and about the UAE Flag, and other information regarding this day.

- **UAE National Day Celebration**

We included breakfast from Al Noor Center – with the proceeds going to benefit the center. The office was decorated and the day was largely spent celebrating UAE’s 50th National Day – over delicious Emirati food.



- **International Day & other informational Emails**

The Day of Tolerance, International Arabic Language Day, Expo 2020

- **Staff Initiative**

Employees started this initiative to pool together small amounts of money to buy lunch for office boys on a weekly Basis.



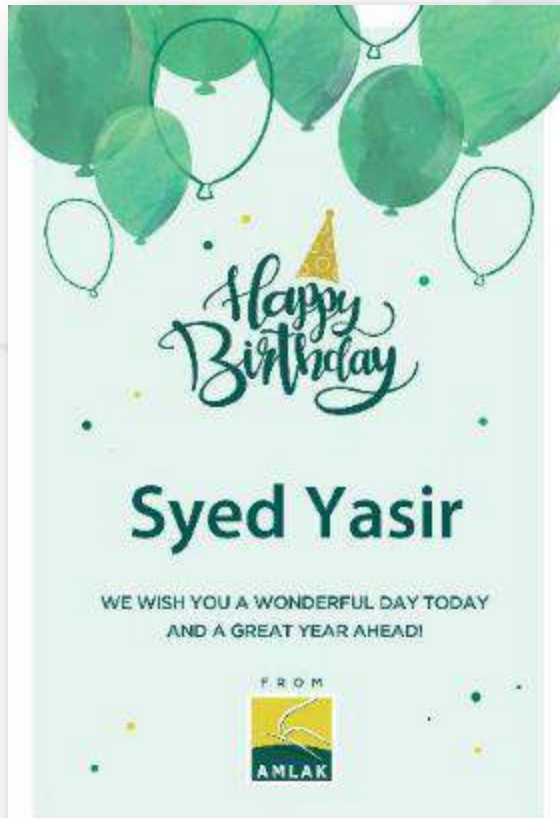
Key Initiatives of the Past Four Quarters



Fourth Quarter – Workplace

- **Milestone Cards**

By end of year we started sending personalized e-cards to employees, on their birthdays and work anniversaries. It is seemingly a small gesture but it does play a big positive role in making our colleagues feel that they are not just another cog in a wheel but someone who is valued and appreciated



For more information, please contact:

Komal Zehra Naqvi

Corporate Communications & CSR

knaqvi@amlakfinance.com

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