

Our Sustainability Approach

ABOUT THIS STATEMENT

This 2021 Sustainability Statement presents topics that are material to Kenanga Investment Bank Berhad (“**Kenanga**” or “**Group**”) and its stakeholders. The Sustainability Statement is prepared in accordance with the requirements of the Bursa Malaysia Securities Berhad (“**Bursa Malaysia**”) Main Market Listing Requirements on Sustainability Reporting (“**Bursa Malaysia Sustainability Reporting Guide**”) and is to be read together with our inaugural standalone Sustainability Report 2021, which contains more comprehensive disclosures on our Environmental, Social and Governance (“**ESG**”) commitments, strategies and initiatives.

The Statement describes our sustainability strategy, approach and performance for the Financial Year Ended 31 December 2021, referred to as (“**2021**” or “**FY2021**”), covering our operations in Malaysia. We are continuously refining our data collection processes to enhance comprehensive disclosures in our future reporting.



Towards A Sustainable Future

Our commitment lies in embracing sustainability in all we do and we endeavour to create shared value for our stakeholders. Sustainability, as a driver of risks and opportunities, is continuously being incorporated into our business practices and decision-making processes.

SUPPORTING THE UNITED NATIONS GLOBAL COMPACT AND SUSTAINABLE DEVELOPMENT GOALS

In 2021, we marked a milestone by becoming the first Malaysian investment bank to join the United Nations (“**UN**”) Global Compact, supporting its Ten Principles which articulate the core tenets of four landmark UN documents including the Universal Declaration of Human Rights, the International Labour Organization’s Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the UN Convention against Corruption.

Human Rights

Principle 1



Businesses should support and respect the protection of internationally proclaimed human rights

Principle 2



Make sure that they are not complicit in human rights abuses

Labour

Principle 3



Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining

Principle 4



Elimination of all forms of forced and compulsory labour

Principle 5



Effective abolition of child labour

Principle 6



Elimination of discrimination in respect of employment and occupation

Environment

Principle 7



Businesses should support a precautionary approach to environmental challenges

Principle 8



Undertake initiatives to promote greater environmental responsibility

Principle 9



Encourage the development and diffusion of environmentally friendly technologies

Anti-Corruption

Principle 10



Businesses should work against corruption in all its forms, including extortion and bribery

In tandem with our participation in the UN Global Compact and the introduction of our ESG Framework, which will guide our sustainability strategy moving forward, we have expanded our commitment and contribution towards 11 UN Sustainable Development Goals (“**UN SDGs**”).

UN SDGs	Alignment with SDG Targets	Our Focus
	1.4 Equal rights for all to ownership, basic services, technology and economic resources	<ul style="list-style-type: none"> Extending support to our local communities through philanthropic contributions and social investments.
	4.4 Increase the number of people with relevant skills for financial success	<ul style="list-style-type: none"> Promoting financial literacy across the industry through our community programmes and industry financial literacy initiatives.
	5.5 Women’s full and effective participation and equal opportunities for leadership	<ul style="list-style-type: none"> Supporting the empowerment and representation of women in our workforce.
	7.2 Increase global percentage of renewable energy 7.3 Double the global rate of improvement in energy efficiency	<ul style="list-style-type: none"> Investing in green energy companies and increasing the share of renewable energy in our operations.
	8.3 Encourage the growth of micro-, small- and medium-sized enterprises 8.5 Full and productive employment and decent work for all 8.10 Expand access to banking, insurance and financial services for all	<ul style="list-style-type: none"> Supporting social enterprises through our community investment efforts. Ensuring a safe, conducive and thriving workplace for all our employees. Expanding client base, particularly the unserved/underserved retail segment via online platforms for investing and trading.
	10.2 Social, economic and political inclusion of all	<ul style="list-style-type: none"> Uplifting our communities through philanthropic contributions and employee volunteerism, while promoting diversity and non-discriminatory practices across our employment practices and product.

UN SDGs	Alignment with SDG Targets	Our Focus
	11.6 Reduce the environmental impact of cities	<ul style="list-style-type: none"> Increasing environmental awareness through programmes that encourage employees to practice a zero-waste lifestyle at home. Raising awareness across industries through knowledge sharing sessions to drive the transition towards a more sustainable business landscape.
	12.5 Significantly reduce waste generation 12.6 Encourage companies to adopt sustainable practices and sustainable reporting	<ul style="list-style-type: none"> Reducing our resource consumption through responsible energy, water and waste management.
	13.2 Integrate climate change measures into policies and planning 13.3 Improve human and institutional capacity on climate change	<ul style="list-style-type: none"> Embarking on a climate action pathway to address our climate-related risks and opportunities, while reducing our direct operational carbon footprint.
	16.4 Combat organised crime and illicit financial and arms flow 16.5 Reducing all forms of corruption and bribery 16.7 Responsive, inclusive, participatory and representative decision-making at all levels	<ul style="list-style-type: none"> Strengthening our framework and compliance culture to prevent financial crimes.
	17.16 Enhance partnership to mobilise technology and financial resources 17.17 Encourage and promote effective public, public-private and civil society partnerships	<ul style="list-style-type: none"> Building partnerships with community-based organisations to create positive social impacts.

OUR ESG FRAMEWORK

Our ESG framework guides us in our efforts to address ESG matters that are material to our business and help align our strategies and targets accordingly.

OUR SUSTAINABILITY VISION

As a leading independent investment bank, Kenanga is committed to promoting and adopting business-relevant sustainable practices by embedding ESG in our core business strategy and operations while considering the ESG risks and opportunities in shaping up sustainable investment products and services towards contributing to the best interests of our stakeholders.

OUR PILLARS



Sustainable Economic Growth

Integrate ESG factors into our business decisions and value chain, and manage ESG risks and opportunities as we innovate to build a sustainable future.



Environmental Stewardship

Promote climate positive culture within the organisation and relevant external stakeholders to attain a low carbon economy.



Empowering People and Communities

Create a positive impact on our employees, clients, business associates, as well as communities in need.



Good Governance

Lead a responsible business underpinned by a robust compliance culture and high levels of ethical standards.

OUR KEY FOCUS AREAS

Responsible Investment

Incorporate ESG factors into our investment processes, offer and promote sustainable products and solutions and take an active stewardship role in the companies in which we invest.

Digitalisation

Leverage technological advancements to develop secure, meaningful and innovative products and solutions that will help shape the future of investing.

Climate Impact

Take ownership of climate risks and opportunities of our operations through monitoring environmental performance, identifying and practising behaviours to promote climate positive action and outcomes.

Diversity, Inclusion and Wellbeing

Inculcate an equitable workplace culture that recognises the unique needs and contributions of employees, and where employee rights, safety, health and wellness are promoted.

Community Investment

Enhance financial literacy for investors and the community through education. Reaching out to communities in need through targeted social investments and employee volunteerism.

Good Business Conduct

Promote and embed good business conduct and high standards of integrity throughout the organisation, operate ethically and transparently, and in compliance with applicable laws and regulations.

ALIGNMENT WITH UN SDGs



STAKEHOLDER-DRIVEN SUSTAINABILITY

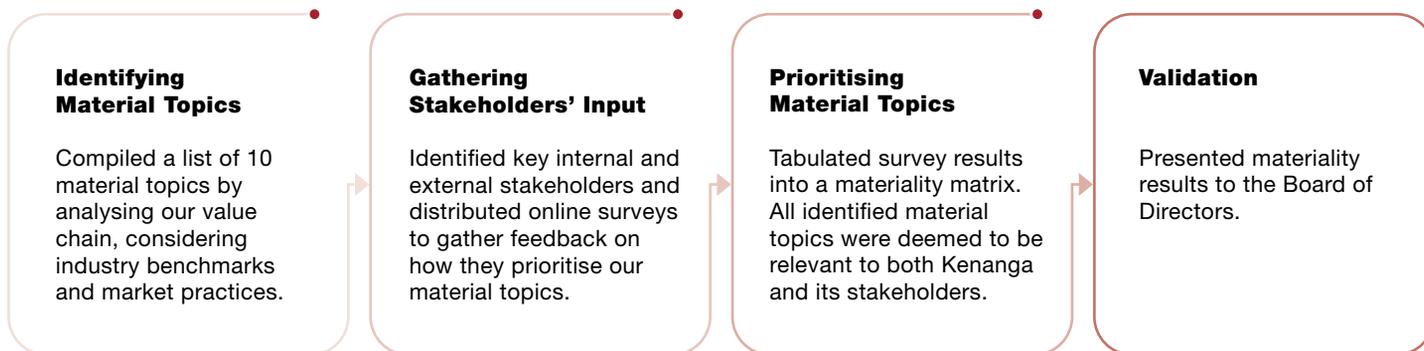
Stakeholder engagement, assessment and feedback are integral to our organisation. We continuously improve our engagement approaches through various communication channels to ensure we meaningfully engage with our stakeholders, gather feedback relevant to current trends and understand their changing priorities.

Our Stakeholder Groups	Our Commitment	How We Engage	Areas of Interest
<p>Those Whom We Are Accountable</p> 	<ul style="list-style-type: none"> Ensure our investors and shareholders are kept abreast on how we embed ESG in our business strategy and operations Incorporate feedback to create long-term, sustainable value for our stakeholders Leverage innovation and technology to enhance the client experience 	<p>Shareholders</p> <ul style="list-style-type: none"> Provide updates and gather feedback through meetings, reports and disclosures <p>Clients</p> <ul style="list-style-type: none"> Provide products, tools, education and insights through our trading platforms, mass media channels, events, emails, websites and social media channels Respond to queries, as well as gather input and feedback via social media channels, helplines and emails 	<ul style="list-style-type: none"> Cyber security and data protection Portfolio performance Financial inclusion Financial literacy Digitalisation Responsible investing New products and services Market outlook Enhanced client experience
<p>Those Who We Collaborate With</p> 	<ul style="list-style-type: none"> Create a safe, inclusive and high-performing work environment Embed our values of ethics, integrity and compliance throughout the organisation, to lead a responsible business operation 	<p>Regulators</p> <ul style="list-style-type: none"> Participate in industry discourse and enforce adherence to regulations and policies <p>Employees</p> <ul style="list-style-type: none"> Engage through internal policies, meetings, emails, dialogues, training programmes, special events and performance appraisals <p>Remisiers and Agents</p> <ul style="list-style-type: none"> Engage through policies and procedures, training programmes and special events <p>Vendors</p> <ul style="list-style-type: none"> Collaborate through meetings, policies and procedures 	<ul style="list-style-type: none"> Compliance culture Cyber security and operational resilience Training and development Product training Certifications, examinations and tutorials ESG and climate awareness
<p>Those Whose Lives We Enrich</p> 	<ul style="list-style-type: none"> Create positive impact for communities in need through targeted social investments and employee volunteerism Enhance the financial literacy of our communities to empower them to make decisions on their investments and financial resources 	<p>Community Partners</p> <ul style="list-style-type: none"> Contribute to various social causes, in particular towards enterprises Activate employee volunteerism and philanthropy <p>Public</p> <ul style="list-style-type: none"> Disseminate investing knowledge via roadshows, social media channels and webinars 	<ul style="list-style-type: none"> Community empowerment Financial literacy

OUR MATERIALITY

In 2020, we conducted our materiality assessment to identify key sustainability topics that are material to both Kenanga and its stakeholders. The biennial assessment ensures that we have a clear understanding of the material topics which are significant to our business and stakeholders. In 2021, we expanded our materiality survey to include institutional investors, to ensure that we capture a more representative view of our stakeholders' priorities.

Our Materiality Assessment Process



Based on the updated results of the survey in 2021, the materiality matrix mostly remained consistent with the materiality matrix obtained from the previous year. Diversity, inclusion and wellbeing was the only material topic to have shifted to a slightly higher priority for our stakeholders.



Material Topic	Description
 Good Governance	
 Good Business Conduct	Operating transparently, with integrity and accountability in compliance with applicable laws and regulations. Adopting the highest standards of professionalism, honesty and ethics.
 Regulatory Compliance	Identifying, managing and responding to compliance risk across the Group. Cultivating a transparent ethical culture and educating employees to reflect the compliance behaviours of the organisation.
 Sustainable Economic Growth	
 Responsible Investing	Collaborating with asset owners, regulators and a wide range of market participants on ESG matters and ensuring that it takes place at the heart of the investment process and promote the sustainability agenda.
 Digitalisation	Leveraging technological advancements to develop innovative products and services; enhance and reinforce advisory operations and offer seamless service solutions that meet clients' needs.
 Cyber Security	Implementing robust cyber security solutions through strategic partnerships to protect corporate and client information and enhance cyber security posture. Equipping employees with the knowledge and skills to recognise and prevent malicious activity from cyber threat actors.
 Client Experience	Delivering positive client experience through customer service excellence and delivering innovative products and services.
 Environmental Stewardship	
 Climate Impact	Taking ownership of the climate impacts of our operations through monitoring environmental performance, identifying and practising behaviours promoting climate positive outcomes and raising awareness of climate change and sustainability with internal stakeholders.
 Empowering People and Communities	
 Diversity, Inclusion and Wellbeing	Inculcating a diverse and inclusive workplace culture where employee rights, safety, health and wellness are promoted.
 Talent Attraction and Management	Designing the Group's training and development initiatives to respond to business needs, regulatory requirements, industry standards and people development principles.
 Community Investment	Enhancing financial literacy and inclusion for clients and the community through education. Reaching out to communities in need through targeted social investments and employee volunteerism.

Managing Our Sustainability Risks

OUR APPROACH

Our Group Board Risk Committee (“**GBRC**”), supported by the Group Risk Committee (“**GRC**”) and overseen by the Board of Directors, seeks to develop a robust risk management system that systematically manages and mitigates all risks including ESG-related risks.

In 2021, ESG risks, including climate-related risks, were identified as emerging risks for Kenanga. Guided by the Bank Negara Malaysia (“**BNM**”) Climate Change & Principle-based Taxonomy (“**CCPT**”) guidance paper and industry best practices, a Climate Change Risk Management Framework (“**CCRMF**”) was developed during the year to embed climate-related risks into our governance process, business operations and our Group risk management system. The CCRMF will be operationalised in 2022.

➤ To learn more about our Risk Management Framework and Governance, please refer to page **119** of this Annual Report.

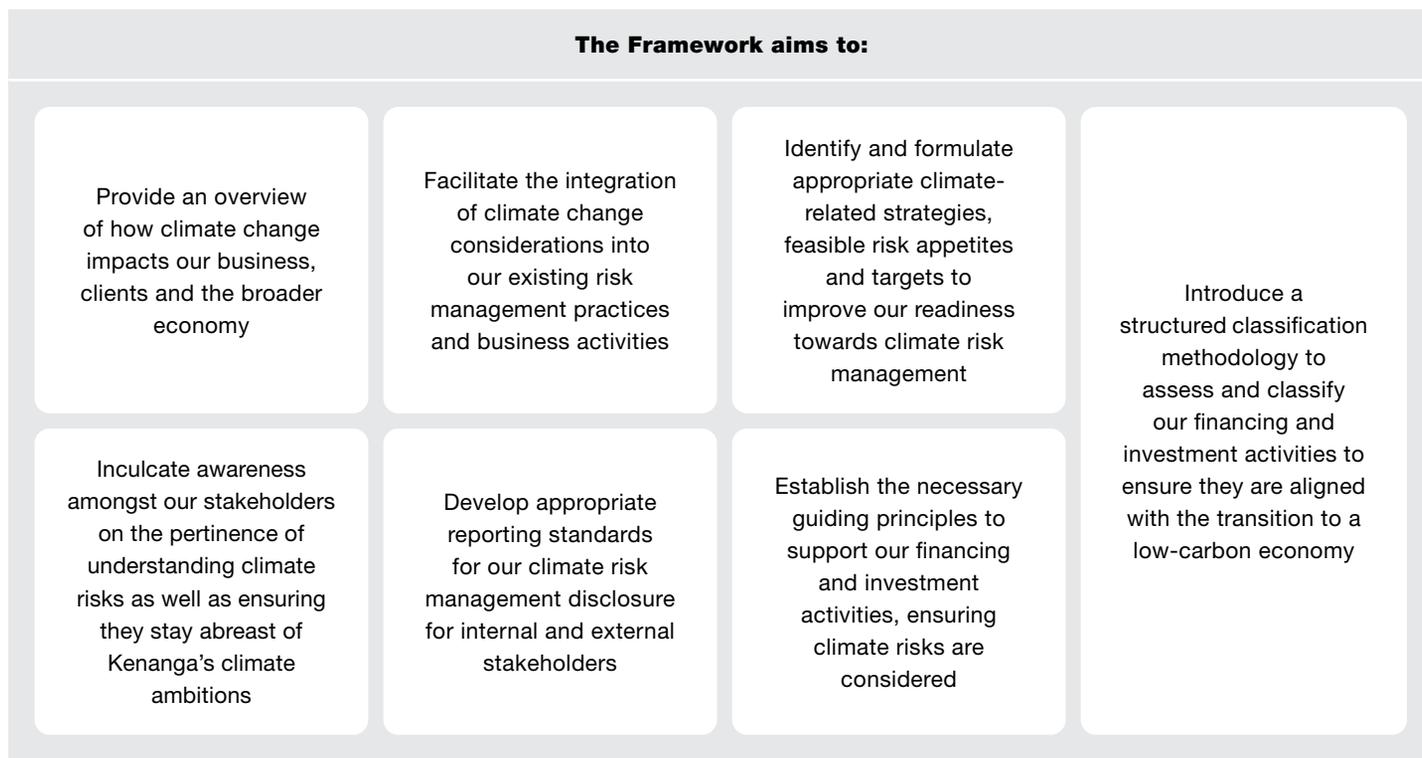
OUR CLIMATE-RELATED DISCLOSURES

We are conscious of our climate responsibility, and we are progressively expanding our climate-related disclosures, as guided by the Task Force on Climate-Related Financial Disclosures (“**TCFD**”) recommendations. Our key updates are as below:

 <p>Governance</p> <ul style="list-style-type: none"> Integrated climate risk governance into the existing risk management governance structure in 2021. 	 <p>Strategy</p> <ul style="list-style-type: none"> Established targets and enhanced our Responsible Investing strategy. 	 <p>Risk Management</p> <ul style="list-style-type: none"> Developed a Group Climate Change Risk Management Framework to better manage climate risks across our investment activities. 	 <p>Metrics and Targets</p> <ul style="list-style-type: none"> Measure and monitor our direct environmental footprint. In 2021, we expanded our scope of greenhouse gas (“GHG”) emissions tracking to account for our Scope 1 emissions, in addition to Scope 2 emissions.
<p>Moving Forward</p>			
<p>To enhance our climate risk governance by rolling out climate-related meetings at the governance level, thus ensuring that our Board stays abreast of the internal progress of climate-related initiatives.</p>	<p>To identify specific climate-related risks and opportunities relevant to our business for each time horizon (short, medium and long-term), and further integrate them across our investment and financing activities.</p>	<p>To operationalise Climate Change Risk Management Framework throughout our business operations.</p>	<p>To expand our GHG emission monitoring to Scope 3 emissions; establish a baseline and set emission reduction targets.</p>

OUR CLIMATE CHANGE RISK MANAGEMENT FRAMEWORK

The CCRMF plays an integral role in supporting the Group as it embarks upon a phased approach towards addressing climate change-related risks and opportunities.



Aligned with our CCRMF, we have also introduced a Climate Change Risk Assessment Checklist ("**Climate Change RAC**"). The Climate Change RAC is developed based on the guiding principles outlined in BNM's CCPT as well as other criteria as per industry best practices to support the classification assessment.

In addition to the framework which focuses on the climate risks, the business divisions are also encouraged to place emphasis on Social and Governance risk aspects in lending or financing and investment activities. Following the approval of the CCRMF in 2021, we will also be integrating ESG risks more holistically into our enterprise risk management framework in 2022.

In 2021, a total of 182 employees attended courses covering topics on ESG and climate-related risks, clocking a total of 627.8 training hours. We look forward to increase these numbers in the coming years as we expedite our ESG journey.

➤ For more information on our CCRMF, TCFD disclosures and how we manage our key emerging risks, please refer to pages **14** to **20** of our Sustainability Report 2021.

MANAGING OUR SUPPLY CHAIN RISK

Our Group Code of Conduct for Vendors and Group Procurement Policy provide employees and vendors with a guiding framework to achieve and maintain high standards of professionalism, transparency and accountability in our procurement decisions. Our robust Know Your Vendor Assessment requires vendors to undergo an extensive due diligence process that reviews risk indicators which culminates in a score that serves as a guide for Kenanga to manage its front-end risk.

In line with our digitalisation efforts across our business operations, we have fully digitalised our procurement process. Moving forward, we are enhancing our vendor assessment framework to integrate environmental and social risks for potential and existing suppliers.

In 2021, we purchased products and services worth RM67.18 million from local suppliers, accounting for 79% of our total procurement expenditure. As part of our community investment initiatives, we also endorse procurements from social enterprises that we support.

➤ For more information on our supplier evaluation criteria, please refer pages **20** and **21** of our Sustainability Report 2021.

Good Governance



At Kenanga, we are committed to lead a responsible and transparent business, reinforced by robust corporate governance with high levels of ethics, compliance and integrity. We have consistently reiterated our position in embedding good business conduct within the organisation and uphold ourselves to the highest ethical standards in our business practices throughout the value chain.

Material Topics

GOOD BUSINESS CONDUCT

REGULATORY COMPLIANCE

UN SDGs



GOOD BUSINESS CONDUCT

Good governance, ethics, integrity and regulatory compliance remain as high priority areas across the industry. The prevalence of financial crimes has necessitated the strengthening of governance within organisations and the inculcation of a strong ethics culture amongst internal stakeholders.

Our Corporate Governance

The Board understands that the responsibility for good corporate governance rests with it. Therefore, the Board strives to adopt the principles and best practices of corporate governance and ensures that Kenanga complies with the various guidelines issued by BNM, Securities Commission Malaysia (“**SC**”), and Bursa Malaysia.

In line with the recently revised Malaysian Code on Corporate Governance (“**MCCG**”) issued by the SC on 28 April 2021, the Board is committed to continuously undertake the appropriate actions to embed the principles and recommendations into Kenanga’s existing policies and procedures, which primarily focused on the enhancement of Board policies and practices, strengthening Board and senior management’s oversight in the integration of sustainability matters including climate-related risks in the Group’s business strategy and operations, as well as adoption of best practices in all aspects including ethics and compliance.

➤ For more detailed information on our Corporate Governance Chart, Framework, Board Diversity, please refer to the Corporate Governance Overview Statement on page **78** of this Annual Report.

Our Sustainability Governance

Our Board is the highest governing body that drives sustainability leadership, strategic direction and oversight of the Group’s approach to sustainability. The Board is supported by a sustainability governance structure represented by the Group Governance, Nomination & Compensation Committee (“**GNC**”), Group Board Risk Committee (“**GBRC**”), Group Risk Committee (“**GRC**”) and Group Sustainability Management Committee (“**GSMC**”).

Sustainability Governance at Kenanga

Board and Management Committees



Board of Directors

- Highest approval authority and oversees the implementation of sustainability initiatives, including providing stewardship, guidance and direction of the sustainability agenda for the Group.
- Promotes sustainability through appropriate integration of ESG considerations in the Group's business strategies.



Group Governance, Nomination and Compensation Committee

- An independent Board Committee that supports the Board in providing oversight on the progress of sustainability, in particular in ensuring the governance of sustainability within Kenanga, as well as, the necessary alignment and compliance with applicable statutory and regulatory requirements.



Group Board Risk Committee

- An independent Board Committee that assists the Board in its supervisory role on the risk management of the Group while overseeing all aspects of risk management in the Group, including climate change risk management.



Group Risk Committee

- Highest senior management committee assisting the Board through its supervisory role on risk management of the Group while overseeing all aspects of risk management in the Group, including climate change risk management.



Group Sustainability Management Committee

- Highest senior management committee assisting the Board in the governance of sustainability including establishing sustainability direction, strategies and targets for the Group.
- Ensures the Group addresses sustainability risks and opportunities in an integrated and strategic manner to support its long-term strategies and success by integrating sustainability considerations in the day-to-day operations of the Group.
- Ensures the effective implementation of the Group's sustainability strategies and plans.

Delivery



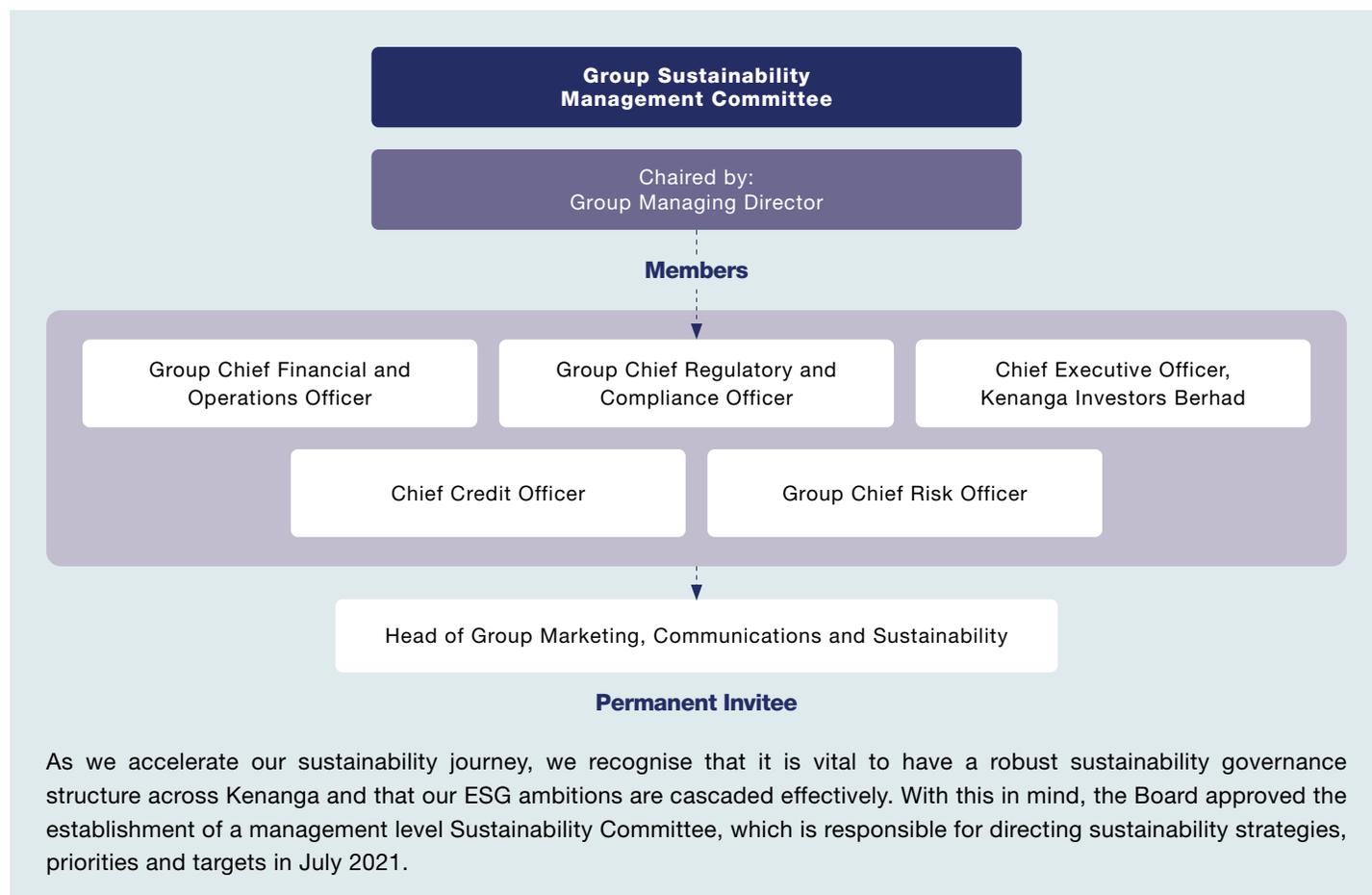
Group Marketing, Communications and Sustainability Division

- Provides management-level leadership in sustainability planning, implementation, as well as, monitoring and evaluation of sustainability initiatives and performance.
- Actively engage with external stakeholders as well as, internal business divisions and subsidiaries to identify sustainability risks and opportunities.



Business Divisions and Operations

- Champions the implementation of sustainability initiatives and provides input for holistic sustainability management.
- Acts as key sustainability data owners and drives the sustainability integration in respective divisions.



Embedding Ethics and Integrity

We apply a multi-pronged approach to ensure employees are well versed with the Group Code of Ethics and Conduct for Employees. This includes the roll-out of introductory and refresher training for new and current employees. In 2021, a total of 1,397 employees attended these training programmes. We have also successfully completed the final phase of our Ethics Blueprint this year.

The Group Business Ethics and Integrity Department (“**GBEI**”), a unit within the oversight of Group Regulatory and Corporate Services (“**GRCS**”), continuously monitors the implementation of policies and practices, to ensure that Kenanga adequately and effectively promotes ethical business practices. GBEI also designs measures and initiatives to assist our business and operations accede to the highest ethical standards.

In 2021, GBEI reviewed and enhanced the Group Code of Ethics and Conduct for Employees, the Group Conflict Management Policy, and the Group Anti-Fraud, Bribery and Corruption (“**AFBC**”) Reporting Procedure as part of initiatives to ensure that policies are up to date and relevant to our business values.

Our 5th Fraud Awareness Week

Our annual flagship Fraud Awareness Week (“**FAW**”) campaign is a testament to our commitment to uniting employees and industry stakeholders to combat financial crimes. Themed ‘Reinforcing Ethical Values through Regulatory Dynamism’, our virtual 5th FAW campaign this year saw the participation of over 500 individuals, including representatives from various regulatory bodies, professional bodies, industry peers, as well as, Kenanga employees. The month-long campaign consisted of interactive activities such as games, quizzes and seminars which aimed to promote anti-fraud, bribery and corruption awareness.



➤ Scan to learn more about our FAW campaign

Key Policies, Frameworks and Commitment Statements

We have implemented a suite of policies and frameworks to instil sound business practices and high levels of integrity. These efforts, as described below, are in compliance with all applicable laws, regulations and industry best practices.



Good Governance

- Group Code of Ethics and Conduct for Employees
- Group Code of Conduct for Vendors
- Group Procurement Policy
- E-Procurement Procedure
- Business Continuity Management Framework Policy
- Enterprise Risk Management Framework



Cyber Security

- Cyber Security Policy
- Data Loss Prevention Framework
- Group Confidential Information Policy
- Retention, Archiving and Destruction Policy



Regulatory Compliance

- Group Anti-Money Laundering, Countering Financing of Terrorism and Targeted Financial Sanctions Policy and Procedure
- Group Anti-Fraud, Bribery and Corruption Policy
- Group Conflict Management Policy
- Group Chinese Wall Policy
- Group Whistleblowing Policy and Guidance Note
- Group Gifts, Entertainment and Hospitality Policy
- Group Competition Act Compliance Policy
- Anti-Fraud, Bribery and Corruption Reporting Procedure



Client Experience

- Advertising Policy
- Social Media Policy
- Media Relations Policy
- Group Complaint Handling Policy



Digitalisation

- iLeap Applications Governance Procedure
- Technology Services Policy



Responsible Investing

- ESG Blueprint and ESG Integration Framework
- Climate Change Risk Management Framework
- Statement on Application of the Principles of the Malaysian Code for Institutional Investors



Diversity, Inclusion and Wellbeing

- Preventing and Eradicating Sexual Harassment in the Workplace Procedure
- Committed to promoting gender diversity in the workforce and aligning our Board's representation in accordance with the updated Malaysian Code on Corporate Governance 2021 requirement
- Zero tolerance of any violation of human rights, including forced and compulsory labour, child labour, as well as, discrimination with respect to employment in our operations in compliance with the applicable employment and labour laws and regulations



Talent Attraction and Management

- Group Code of Ethics and Conduct for Employees
- Group Performance Management Policy
- Group Disciplinary Policy
- Learning and Development Policy
- Flexible Work Arrangements Policy
- Group Procedure on Recruitment and Staffing Management
- Compensation and Benefits Policy
- Group Policy on Performance Management System
- A non-discriminatory approach for all HR practices throughout the Group, including processes related to recruitment, redundancy, training and development allocations as well as remuneration packages



Community Investment

- Sponsorship Policy
- Empower and uplift local communities by supporting social enterprises, including improving outreach through employee volunteerism



Climate Impact

- Climate Change Risk Management Framework
- Committed to reduce our operational environmental footprint of our business activities by optimising our energy and resource consumption, adopting responsible waste management practices and empowering our employees, as well as, our vendors, to be environmental stewards

REGULATORY COMPLIANCE

We recognise that regulatory compliance is pivotal in driving the Group's overall operational integrity and in preventing financial crimes throughout our business operations. It reinforces our internal risk control mechanisms and provides greater reliability for our stakeholders. Constant update of regulatory developments and regular communication with our regulators are key to keeping ourselves abreast with regulatory and compliance updates, while continuous learning and training help ensure our employees uphold the highest integrity and standards across the Group.

Building A Robust Compliance Culture

A key component of our strategy to build a compliance culture includes designing training programmes and awareness initiatives to embed our principles of ethics and integrity so that they are integrated throughout every level of our workforce. Our Group Prudential Supervision & Regulatory Affairs Department is responsible for ensuring that our employees are aware of all regulations, standards and best practices that apply to the Group. Some of the key measures we implement include:

01

All regulatory issuances and updates are compiled and communicated to employees every week as and when they are updated by the regulators.

02

All new employees are required to complete training on ethics and regulatory compliance-related matters, including code of ethics, AFBC, AML/CFT/TFS and conflicts of interest upon joining the Group while all existing employees are required to complete training and refresher courses on an annual basis.

03

Organise an Annual Regulatory Seminar through which we reinforce our standards of conduct on matters such as conflicts of interest, fraud, bribery and corruption, AML/CFT/TFS and whistleblowing.

04

Our key ethics and regulatory compliance policies have been made available online to all employees via the Policy & Procedure Governance System, an internal repository platform containing our policies and procedures.

05

As part of our Awareness and Understanding Programme, we conduct annual e-tests to reinforce our employees' grasp and knowledge of good governance and business practices. In 2021, over 90% of our employees completed these e-tests, of which more than 95% of them achieved a score of 80% and above in these tests.

Zero-Tolerance of Financial Crime

Kenanga takes a zero-tolerance approach to all forms of financial crime including bribery, fraud, corruption, the direct or indirect financing of terrorism, money laundering, proliferation financing and any other forms of illicit activity connected to unethical business practices. In 2021, we recorded zero reported or confirmed incidents of bribery and corruption.

➤ For more information on our measures on preventing financial crimes and our Annual FAW, please refer to the Ethics and Compliance Statement, on page **108** of this Annual Report.



Sustainable Economic Growth

At Kenanga, we strive to consistently deliver value through products and services that benefit our clients, while ensuring that our business grows sustainably. We aim to achieve this through accelerating our integration of ESG factors into our business decisions and across our value chain, whilst leveraging digital innovation to enhance our client experience and organisational efficiency.

Material Topics

RESPONSIBLE INVESTING

DIGITALISATION

CYBER SECURITY

CLIENT EXPERIENCE

UN SDGs



RESPONSIBLE INVESTING

A key aspect of our sustainability agenda lies in how we incorporate ESG factors into our core businesses, as well as, our investment and decision-making processes.

ESG Focus in Asset Management

Kenanga Investors Group (“**KIG**”), our Group’s asset and wealth management division, is committed to working with asset owners, regulators and a broad spectrum of market participants to embed ESG into the heart of our investment process. KIG is a signatory to the Malaysian Code for Institutional Investors (“**Code**”) since 2017 and a member of the Institutional Investors Council (“**IIC**”).

KIG developed an ESG Blueprint and ESG Integration Framework to embed ESG factors into our investment process throughout the investment life cycle. Our ESG integration strategies are underpinned by effective screening mechanisms while practising active stewardship by engaging with stakeholders and exercising our voting rights in investee companies. Moving forward, we aim to increase Sustainable and Responsible Investment (“**SRI**”) products and services, in line with the ESG Blueprint to reflect our commitment towards responsible investing.

➤ For more information on our ESG Integration Strategy, please refer to page **33** of our Sustainability Report 2021.

Expanding Sustainable Investment Products

In line with our commitment to increase SRI-linked funds, KIG launched two SRI products in 2021:



Kenanga Waqf Al-Ihsan Fund

Launched in April 2021, the Kenanga Waqf Al-Ihsan Fund is a philanthropic-based vehicle that invests in a diversified portfolio of Shariah-compliant investments.



Kenanga Sustainability Series: Frontier Fund

Launched in October 2021, the fund aims to invest primarily in equity securities of global cutting-edge, innovative companies with long-term sustainable growth potential.

Fostering Partnership for Islamic Social Financing

In November 2021, KIG was appointed as the Fund Manager for the Dana Wakaf Bencana ("**Emergency Waqf Fund**"), an emergency relief fund launched to channel resources to those affected by climate change-related disasters as well as pandemics.

A strategic collaboration between government-linked agencies and the private sector, the initiative is aligned with the SC's Islamic Fund and Wealth Management Blueprint introduced in 2017, and the Waqf-Featured Fund Framework established in 2020, which aim to support the development of the Islamic social finance segment.

We believe that with this partnership, we will be able to drive impact investing through Islamic finance to greater heights in the country.

Supporting Green Economy

We actively participate in green financing to support the growing needs of companies whose core business functions are related to green economy such as Next Green Global Berhad, a non-wood green pulp and paper producer using zero-waste technology and renewable energy. As of 31 December 2021, Corporate Banking holds 5% of its total lending/financing portfolio in green lending and financing related to renewable energy, green technologies and climate change mitigation efforts. As of 2021, Kenanga Private Equity's ("**KPE**") green investments make up approximately 28% of its total portfolio. To further extend its support towards green investments, KPE will be incorporating the Climate Change RAC into its investment evaluation in 2022.

➤ For more information on our responsible investment strategies, initiatives and progress, please refer to pages **33** to **37** of our Sustainability Report 2021.

Our Internal Stock Scoring Methodology & Industry Engagement

Our Equity Broking Research Department (“**Kenanga Research**”) introduced an internal scoring methodology that applies a simplified materiality lens, based on the main ESG themes of the Sustainability Accounting Standards Board (“**SASB**”) and Global Reporting Initiative (“**GRI**”) standards.

Kenanga Research analyses companies’ sustainability performances based on this scoring methodology and produces reports to share insights from the analysis. To further understand companies’ sustainability performances, Kenanga Research also reaches out to these companies to understand their sustainability plans and initiatives. Moving forward, we aim to equip our stakeholders with an ESG-lensed acuity on the sustainable performances of companies to further guide investment and trading decisions.

Kenanga Research conducted two knowledge-sharing engagement sessions in 2021 with industry leaders as well as clients across different industries to raise awareness and drive the transition towards more sustainable business practices in the local landscape, focusing on sustainable agriculture and renewable energy.

➤ For more information on our ESG Scoring Methodology and industry engagement activities, please refer to page **36** of our Sustainability Report 2021.

DIGITALISATION

In Kenanga, our digitalisation efforts are governed by the Group Board Digital Innovation & Technology Committee (“**GBDITC**”) which aims to support the Board and its subsidiaries in providing direction and oversight over technology-related matters, including risks, in line with internal, as well as relevant regulatory requirements. As a business, we aim to build a digital ecosystem that offers a spectrum of products and services that addresses client needs and expectations, as well as enhances our operational efficiency.

Kenanga Digital Workflows (“**iLeap**”) is a project that was initiated in 2019 with the objective of establishing a platform that allows digital applications to be rapidly developed for digitalisation of internal manual forms and workflows.

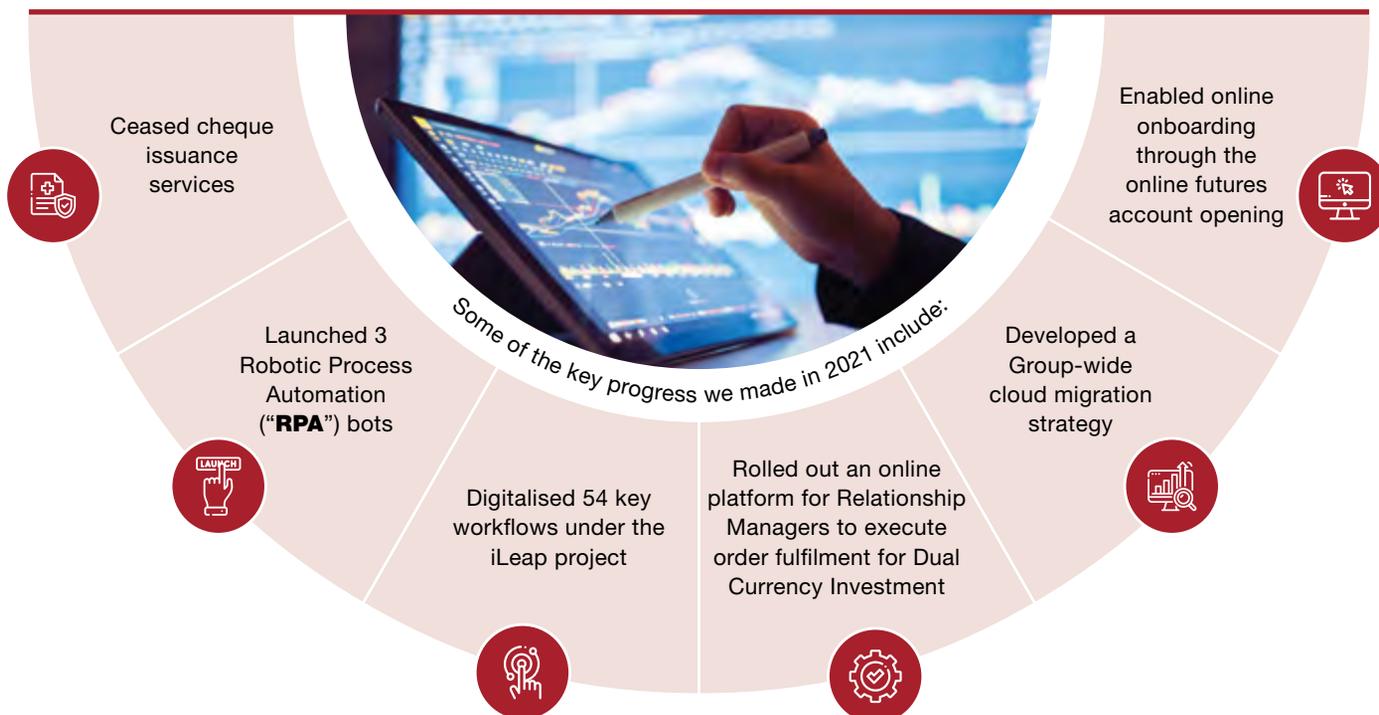
Increase Investing Accessibility Through Technology

 <p>Remisiers' Portal</p>	<ul style="list-style-type: none"> • 100% of our remisiers have been onboarded on our Remisiers’ Portal in FY2021. • 213,292 eDeposits transactions were made via the Portal in FY2021, marking a 130.62% increase from FY2020 • 643,545 eSettlement transactions were made via the Portal in FY2021, an increase of 115.96% from FY2020
 <p>Rakuten Trade</p>	<ul style="list-style-type: none"> • 236,387 Rakuten Trade accounts were opened in FY2021, with an increase of 42.57% from FY2020 • RM9.6 billion worth of stocks were transacted since its launch • 4,907 RakuMargin accounts as at FY2021, with an increase of 37.8% from FY2020
 <p>Digital Factoring Solution for SMEs</p>	<ul style="list-style-type: none"> • 47 active clients have benefitted from the platform and RM66.98 million has been disbursed through the platform

In early 2022, Kenanga launched Kenanga Digital Investing (“**KDI**”), a fully A.I.-driven digital investment platform designed to simplify how Malaysians save and invest. This is another step towards making investing accessible to everyone.

Operational Efficiency Through Technology

Internally, we continued to digitalise our operations to enhance operational efficiency.



Cloud Migration Programme

A three-year cloud migration strategy has been developed as a guide towards cloud adoption that will provide the Group with enhanced scalability, performance, physical security and long-term cost-effectiveness. The implementation of the programme is currently being conducted via a phased approach consisting of several initiatives. One of our first few cloud-native systems to be deployed in 2022 for the Group includes a digital client on-boarding facility that offers Electronic Know Your Customer ("**e-KYC**") capabilities.

As we move forward, we progressively equip our IT personnel with relevant skills to implement this cloud migration programme. The capacity building initiative is expected to run until 2023.

#ThinkDigital Series

In 2021, we initiated #ThinkDigital, an hour-long virtual sharing session every month with our employees which centred around the theme of technology and digital innovation. Some of the topics covered included an introduction to cryptocurrencies, how A.I. is shaping the future of financial services, as well as the future of non-fungible tokens ("**NFT**"). Over the year, we conducted over nine (9) virtual sessions, which gained over 2,365 views.

➤ For more information on how we drive our digitalisation agenda at Kenanga, please refer to pages **38** to **45** of our Sustainability Report 2021.

BOOSTING CYBER RESILIENCE

We take a proactive approach to addressing cyber risks by actively monitoring threats and developments in the cyberworld, as well as, strengthening our cyber security measures across our operations. In 2021, we recorded no major cyber security incidents and customer data breach. We enhanced the cyber resilience of our operations through the following measures:

Policy and Framework



Cyber Security Policy

- ✓ Developed Cyber Security Policy based on industry best standards such as the United States National Institute of Standards and Technology (“**NIST**”) cyber security framework.



Data Loss Prevention Framework

- ✓ Enhanced our Data Loss Prevention (“**DLP**”) alert report and engagement efforts with Data Officers from 29 Business Units, who will each receive DLP alert reports every week.

Enhancing Data Security



Safeguarding Customer Data

- ✓ Rolled out DLP solution to safeguard data leaks from internal sources.
- ✓ Rolled out Database Activity Monitoring (“**DAM**”) to safeguard data leaks from unauthorised sources.
- ✓ Rolled out virtual patch solution to shield our servers from vulnerabilities before we apply physical security patches.



Managing Employees' Confidential Data

- ✓ Enhanced our mobile device management tool, Microsoft Intune, to efficiently manage access to confidential information on our employees' mobile phones.

Capacity Building and Cyber-Aware Employees



Capacity Building

- ✓ Equipped our Group Digital, Technology and Transformation Division with a team of experienced cyber security experts, responsible for steering the Information Technology Governance & Security (“ITGS”) workstream.
- ✓ Delivered mandatory monthly cyber security awareness training to all employees virtually through our collaboration with Sophos and also via our in-house Kenanga Learning Management System (“LMS”) platform.
- ✓ Rolled out regular email phishing simulations to promote vigilance and employee awareness of phishing threats.

3,732.9

hours logged for mandatory in-house cyber security training.

83%

success rate achieved in identifying phishing emails via our employee phishing simulator.

4

mock-phishing exercises were conducted throughout the year.

➤ For more information on how we manage our cyber security agenda, please refer to pages [44](#) and [45](#) of our Sustainability Report 2021.

CLIENT EXPERIENCE

We place our clients at the heart of our business and continuously strive to provide seamless, safe and consistent experience across multiple touchpoints.

Responsible Marketing and Communication

We ensure that all information such as those contained in prospectuses and memorandums are publicly disclosed to our prospective and existing clients, and that these disclosures comply with regulatory requirements set out by Bursa Malaysia, BNM, the SC and also abide by Financial Services Act (2013), Consumer Protection Act (1999), as well as, the Malaysian Code of Advertising Practice.

We have a set of internal policies that serve to further uphold our standards in the preparation and dissemination of all promotional and marketing materials. These policies are available to all employees on the intranet portal, which includes our Advertising Policy, Social Media Policy, Media Relations Policy and Group Complaint Handling Policy.

Our brokers and salespeople are provided with relevant information and training that emphasise the importance of upholding and demonstrating high standards through our services. We recorded zero incidents of non-compliance concerning product and services information and labelling as well as marketing communications in 2021.

Building A Client-Centric Approach

To facilitate two-way communication with our existing and prospective clients, we have several channels including digital communication platforms, telephone support and physical branches that enable us to gather feedback which serve to help us improve client experience.

➤ For more information on how we manage our internal policies on responsible marketing and communication as well as improving client experience, please refer to pages [46](#) and [47](#) of our Sustainability Report 2021.



Environmental Stewardship

MANAGING OUR CLIMATE IMPACT

We are committed to reducing the environmental impact of our business activities by optimising our resource consumption and adopting responsible disposal practices, as well as, empowering our employees to be environmental stewards.

In 2021, we retrofitted the Heating, Ventilation and Air Conditioning (“**HVAC**”) system at Kenanga Tower with a new AI smart chiller system. The project focused on upgrading our chiller, Air Handling Unit (“**AHU**”) and Air Conditioning (“**AC**”) systems and was completed in the third quarter of 2021. Further, we have enhanced the monitoring and reporting of our GHG emissions to account for both Scope 1 and Scope 2 emissions in our operations.

Paper is one of the largest material resources consumed in our daily operations, and as part of our efforts to reduce paper consumption, Kenanga has embarked on more digitalisation efforts throughout our operations in 2021, gradually moving towards a paperless way of working. In 2021, we purchased 15,138 kg of paper, which marks a 38.70% reduction from 2020. Moving forward, we are planning to monitor our waste management practices including e-waste.

Our in-house environmental awareness programme, #GreenAtHome – previously known as #GreenAtWork – is a month-long interactive event to raise environmental awareness amongst employees throughout the month of April, culminating in World Earth Day. We have carried out this campaign on an annual basis since 2017, to continuously reinforce the importance of embracing more sustainable lifestyles amongst our employees. In 2021, the month-long event saw encouraging participation of over 54% of our total workforce.

At Kenanga, we aim to promote a climate-positive culture across the organisation in pursuit of a reduced carbon footprint. Our strategy to addressing climate change is defined by a multi-faceted approach in which we integrate climate-related risk considerations across our business while reducing the environmental impact of our operations.

Material Topics

CLIMATE IMPACT

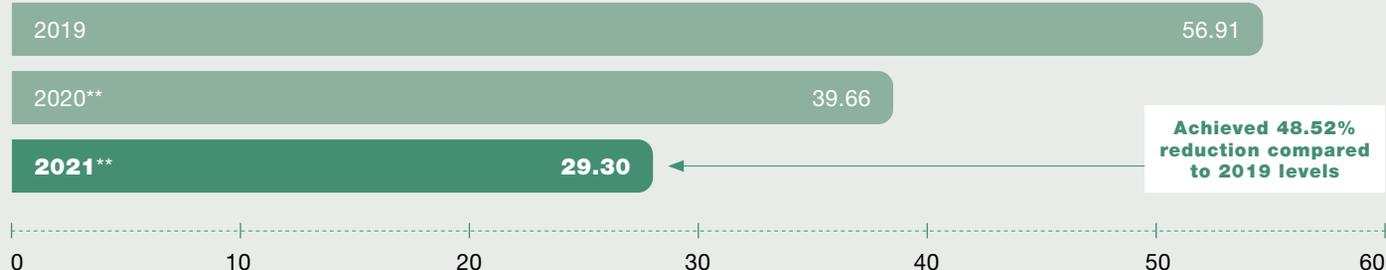
UN SDGs



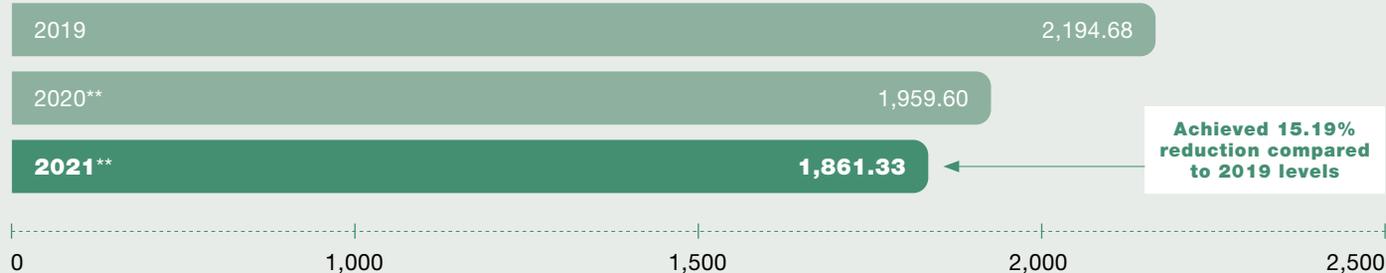
KEY ENVIRONMENTAL PERFORMANCE HIGHLIGHTS

GHG Emissions

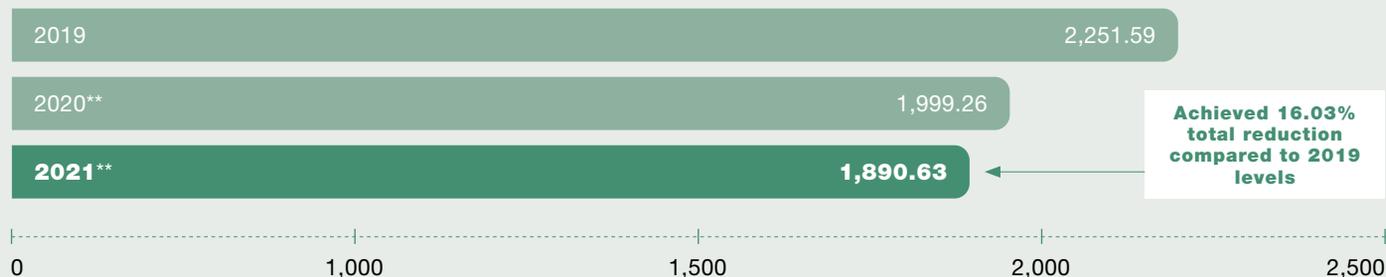
Scope 1 GHG Emissions (tCO₂e)



Scope 2 GHG Emissions (tCO₂e) - Kenanga Tower



Total Scope 1 and Scope 2 GHG Emissions (tCO₂e)



Notes:

Our Scope 1 emissions are calculated based on petrol consumption from our company-owned vehicles at Kenanga Tower while our Scope 2 emissions figures are derived from purchased electricity consumption throughout Kenanga Tower, converted using emissions factors for the Peninsular Malaysian grid.

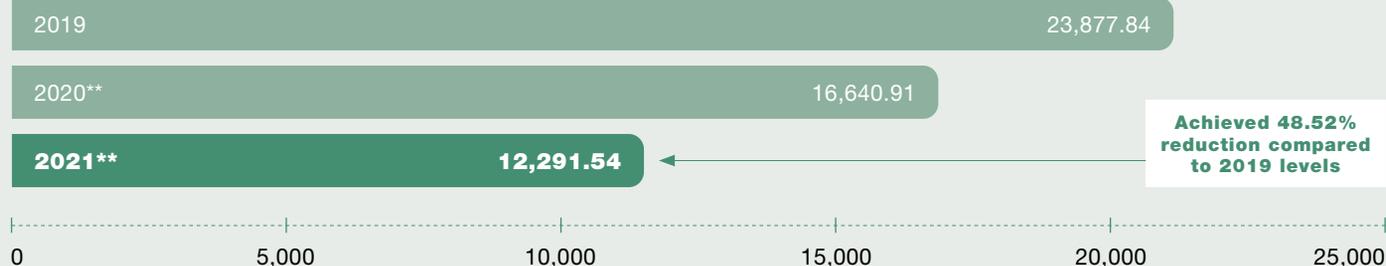
Scope 1 emission factors were sourced from the 2006 IPCC Guidelines for National GHG Inventories.

Scope 2 emissions factors were sourced from the Malaysian Green Technology Corporation's 2017 CDM Electricity Baseline Final Report.

** Figures may have been affected by the working from home ("WFH") arrangements which were deployed as a response to the COVID-19 pandemic.

Petrol Consumption

Total Petrol Consumption* (litres)



* Petrol consumption from our company-owned vehicles at Kenanga Tower.

** Figures may have been affected by the WFH arrangements which were deployed as a response to the COVID-19 pandemic.

Energy Consumption

Total Purchased Electricity Consumption (kWh) - Kenanga Tower



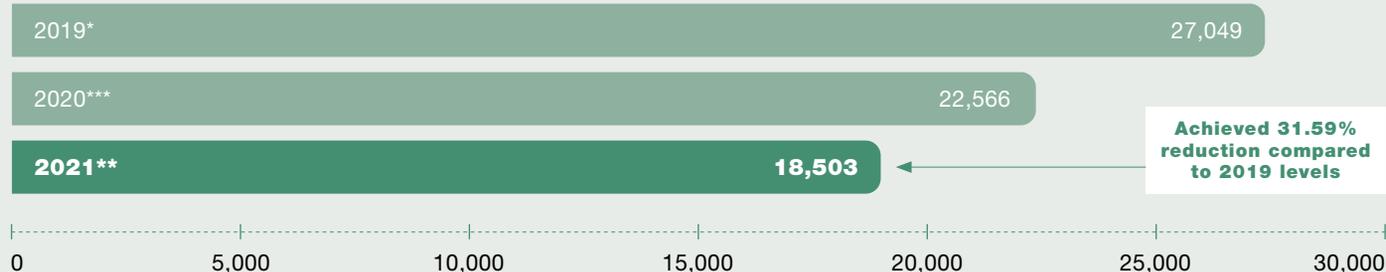
* Restatement of data due to enhancement in data tracking.

** Figures may have been affected by the WFH arrangements which were deployed as a response to the COVID-19 pandemic.

*** Restatement of data due to update in monitoring and figures may be affected by WFH arrangements due to the COVID-19 pandemic.

Water Consumption

Total Water Consumption (m³) - Kenanga Tower



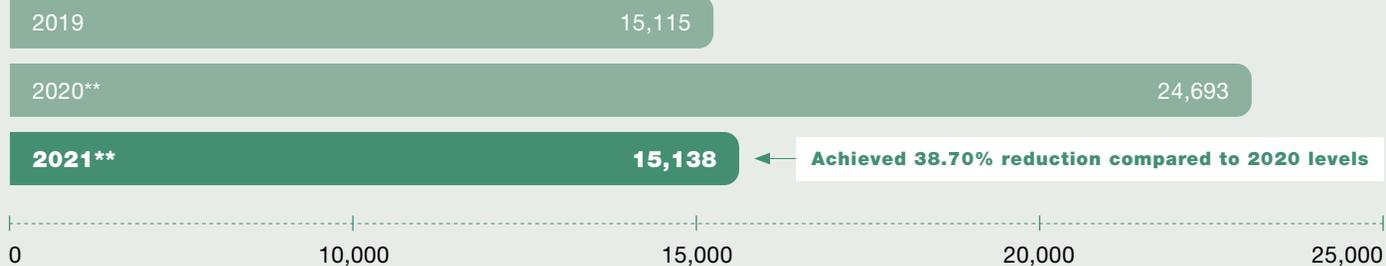
* Restatement of data due to enhancement in data tracking.

** Figures may have been affected by the WFH arrangements which were deployed as a response to the COVID-19 pandemic.

*** Restatement of data due to update in monitoring and figures may be affected by WFH arrangements.

Paper Consumption

Estimated Total Paper Purchased* (kg)



* Covers all Kenanga operations in Malaysia.

** Figures may have been affected by the WFH arrangements which were deployed as a response to the COVID-19 pandemic.

Note: Paper consumption data is estimated based on paper purchased for the financial year. We plan to continue monitoring our usage and rolling out initiatives to reduce paper consumption in the coming years.

Towards 100% Green Energy by 2025

One of the developments this year has been our collaboration with reNIKOLA, a leading solar energy producer in the country, to purchase renewable energy for our operations. By 2025, we aim to transition all our energy requirement to renewable energy sources.

► For more information on how we continue to reduce our environmental footprint, please refer to pages **49** to **53** of our Sustainability Report 2021.





Empowering People and Communities

At Kenanga, we believe that our people are at their best when they feel a sense of belonging and are adequately supported by the organisation. We are committed to empowering our people to build their knowledge and expertise in an inclusive and healthy environment while extending our support in contributing to the growth and resilience of our communities.

Material Topics

DIVERSITY, INCLUSION AND WELLBEING

TALENT ATTRACTION AND MANAGEMENT

COMMUNITY INVESTMENT

UN SDGs



OUR WORKFORCE PROFILE

Workplace Composition

Total Number of Employees

2019*: 1,247 2020*: 1,280 **2021: 1,395**

Key Management

2019 15

2020 16

2021 15

Senior Management

2019 38

2020 40

2021 43

Middle Management

2019 448

2020 471

2021 479

Junior Management

2019 592

2020 602

2021 720

Non-Executive

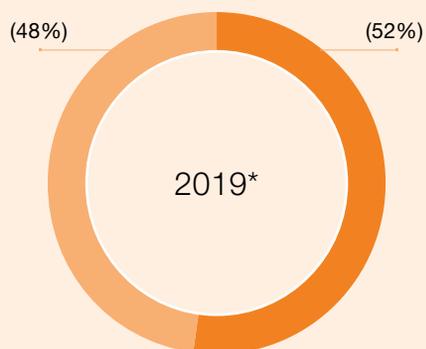
2019 154

2020 151

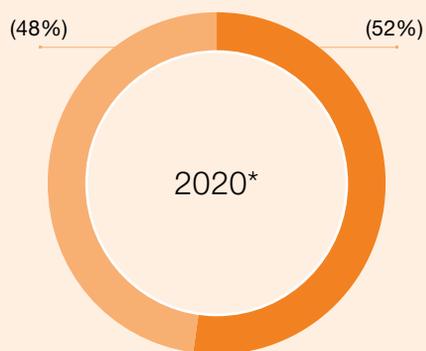
2021 138

* Restatement of data due to revision of employee classification as part of our enhancement to data tracking.

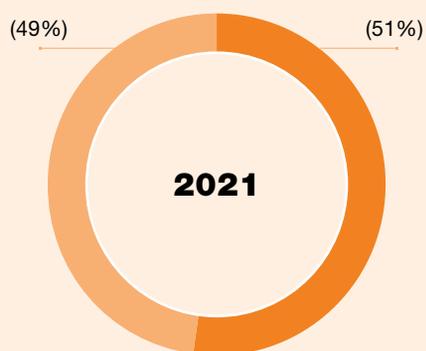
Employee Gender Breakdown



● Male: 599 ● Female: 648



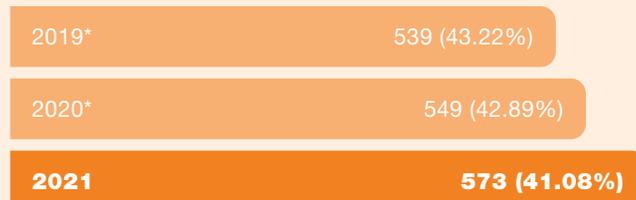
● Male: 616 ● Female: 664



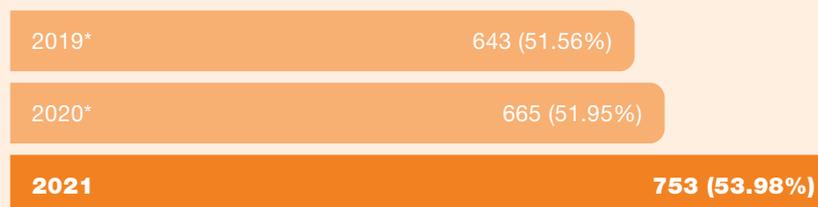
● Male: 685 ● Female: 710

Ethnic Composition

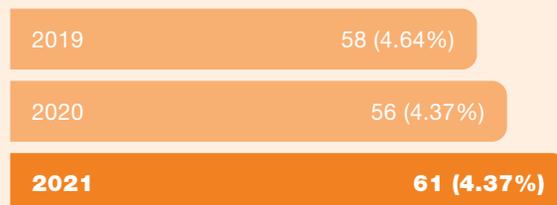
Malay and Other Bumiputera



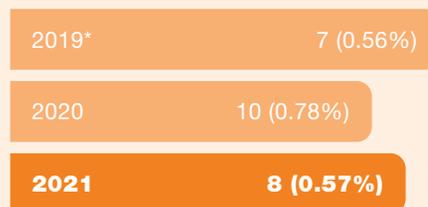
Chinese



Indian



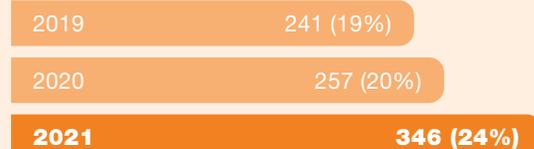
Others



* Restatement of data due to revision of employee classification as part of our enhancement to data tracking.

Employees by Age Group

<30



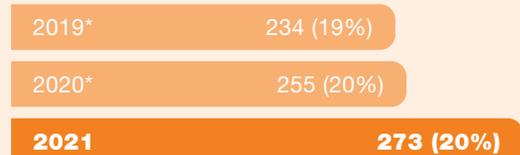
30-39



40-50



>50



* Restatement of data due to revision of employee classification as part of our enhancement to data tracking.



DIVERSITY, INCLUSION AND WELLBEING

We aim to give our employees equal opportunities to succeed professionally, regardless of their age, gender, ethnicity and background. We strive to maintain a healthy gender-balanced workforce through our focus on inclusivity that allows each individual to thrive in their careers.



Female Representation at Kenanga in 2021



International Women's Day at Kenanga

In conjunction with International Women's Day, we continued to raise awareness on gender equality within our workforce through an array of initiatives, including pop quizzes and the dissemination of informative communication materials.

As part of our efforts to inspire employees, we also engaged an up-and-coming female calligrapher to create uplifting digital wallpapers for employees to use throughout the year.

We supported the #EqualityforEquity campaign by Bursa Malaysia which encouraged women to sign-up for a trading account. In 2021, women made up only close to 30% of total traded value on our local bourse.

FOSTERING ANTI-DISCRIMINATION

We strive to create a conducive work culture that respects the dignity and rights of our employees. Aligned to the principles set out in the UN Global Compact, we are cognisant of our responsibility to respect human and labour rights.

All new hires undergo a self-directed learning module via our LMS which covers employee rights concerning the relevant local labour laws. Our existing employees also have the option of completing the module as a refresher. In 2021, a total of 337 employees participated in this training, logging 235.9 training hours in total.

We adopt a non-discriminatory approach for all HR practices throughout the Group, including processes related to recruitment, redundancy, training and development allocations, as well as remuneration packages. The Group's whistleblowing channels are available to employees, as an avenue to report concerns regarding misconduct or unethical practices.

As guided by our Preventing and Eradicating Sexual Harassment in the Workplace Procedure, we take measures to prevent instances related to sexual harassment. In 2021, there were zero grievances or incidents reported related to harassment, bullying or discrimination.

Caring for Employee Wellbeing

We adopt a comprehensive approach to caring for our employees, holistically supporting their health and wellbeing.

Through the Tengku Noor Zakiah Staff Outreach Fund, which was established to provide financial aid to employees in need, slightly over RM78,850 was disbursed in 2021 to 12 employees impacted by flood as well as to one who was impacted by critical illness.

With the ongoing threat of the pandemic, we maintained a consistent 70:30 split between employees WFH and those working in the office (“**WIO**”). Moving forward, we also plan to integrate mental wellness as part of our overall employee wellbeing programme.

Supporting Employees During The Pandemic



Supporting Employee Welfare

- We kept our employees updated on information related to the Government Prihatin packages.
- We extended monthly financial assistance, amounting to RM325,000 to non-executive employees of the lower-income range.
- We extended meal provisions to those who were required to work in the office.



Adhering to SOPs

- We have maintained a strict and rigorous sanitisation schedule for Kenanga’s headquarters and all its branches nationwide. Additionally, we have enforced the following:
 - On-premise temperature screening
 - On-premise visitor declaration
 - Mandatory wearing of face masks
 - Distribution of hand sanitisers, face masks and self-test kits
 - Overseas and interstate travel monitoring
 - Contact tracing
 - COVID-19 cases follow-ups



Monitoring, Tracking and Updates

- Since the start of the pandemic, we have maintained a daily dashboard that details our WFH ratio, split operations arrangements, employee movement/travel, quarantine tracking and contact tracing.
- We also disseminate regular updates and reminders to employees on COVID-19 developments and SOPs.

Grievance Mechanism

The Group Disciplinary Policy, which includes guidelines in handling misconduct of employees also covers the procedures in responding to grievances from employees relating to their employment. In 2021, zero grievance cases were reported.



TALENT ATTRACTION, DEVELOPMENT AND MANAGEMENT

Kenanga is committed to invest in our talent, ensuring that our employees have access to technical, professional and personal development opportunities. In doing so, we aim to equip our employees with the knowledge and skills they require to flourish in their careers.

Fair Recruitment

Guided by our Group's Procedure on Recruitment and Staffing Management, our recruitment processes are fair and non-discriminatory. The Group endeavours to recruit locally as far as possible. Malaysians make up approximately 99.9% of the Group's workforce.

	2021	
	Number of Employees	Rate (%)
New Hires		
Total	282	20
Male	156	55.32
Female	126	44.68
Employee Turnover		
Total	168	12.54
Male	88	13.51
Female	80	11.63
Kenanga's Voluntary Attrition Rate (%)		
2021		12.54
2020		9.56
2019		11.75

Employee Benefits

We provide a range of benefits to our employees, which range from interest-free employee share option scheme loan, fitness memberships, insurance coverage, tuition and education assistance, amongst others.

We are in full compliance with statutory minimum wage requirements and, in addition, provide financial support from our zakat funds to lower-income Muslim employees and Muslim employees with school-going children whose income is below a certain threshold.

Nurturing A Skilled Workforce

We continuously provide training programmes in areas such as digital competency, leadership skills and sustainability-related issues such as climate and ESG risk management. In 2021, we invested approximately RM2.16 million into talent development programmes for our employees.

Kenanga Competency Framework (“**KCF**”) is based on the Securities Industry Development Corporation (“**SIDC**”)’s Industry Competency Framework (“**ICF**”). The KCF, which outlines Kenanga’s Core Values and leadership competencies, allows us to identify training and development programmes for our employees effectively. Supported by our Learning and Development Policy, our employees are encouraged to enhance their capabilities by upgrading their skills, expanding their knowledge, taking on stretch assignments and embracing new responsibilities.

We also provide support for employees working towards attaining professional certifications and qualifications which includes professional qualifications from the Asian Institute of Chartered Bankers (“**AICB**”) for certain roles, as stipulated by BNM. Since 2017, we have supported 34 employees in achieving their professional qualifications.

The LMS is a platform which provides a list of available e-learning courses for employees to browse through and raise requests via iLeap. This year we made some CPE-accredited courses available on the LMS for our employees who are Capital Markets Services Representative’s Licence holders.

Due to the ongoing COVID-19 pandemic, around 99.9% of training programmes in 2021 were conducted virtually, through formats such as webinars or self-directed learning modules.

Key Highlights of Our E-Learning

715 online courses	17,809 enrolments	37,897 logged hours of e-learning
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Average training hours per employee	 25.3	 14.6	 27.2	Average training days per employee	 3.2	 1.8	 3.4
	2019	2020	2021		2019	2020	2021

Guided by our Group Performance Management Policy, our talent management process is based on a Balanced Scorecard comprising key criteria that are aligned with annual performance objectives for all our employees. Our employees are incentivised through annual performance bonuses, sales targets, as well as commission plans and an employee share option scheme. We also hold performance improvement sessions to assist underachieving employees to achieve work expectations.

Employee Engagement

The prevalence of remote work throughout 2021 meant that many employee events and conversations took place virtually, through platforms such as Microsoft Teams. Although intermittent movement restrictions were in place during the year, we were able to carry out several employee engagement activities in 2021, described as follows:



#GreenAtHome

To promote environmental awareness throughout our workforce in a meaningful and engaging way, we organised a month-long, interactive campaign focusing on environmental issues as well as conservation efforts.



Family Day

To promote family values and inclusivity, we organised an annual social event for all employees to bond with their families.



Founder's Day

To honour the heritage and celebrate the success of Kenanga as well as to pay homage to our Founder Emeritus & Adviser, YM Tan Sri Tengku Noor Zakiah, the annual event was organised.



Cultural Festive Celebration

In conjunction with seasonal festivities, such as Chinese New Year, Hari Raya and Deepavali, employees nationwide were sent festive gift packages and presented with e-Ang Pow on the Kenanga Money mobile application. Additionally, employees were extended earlier salary payouts.

➤ For more details on how we manage and engage with our employees, please refer to the Empowering People and Community chapter on page **67** of our Sustainability Report 2021.

COMMUNITY INVESTMENT

Guided by our Sponsorship Policy, we strive to continue building collaborative partnerships with the communities we engage with. As we observe COVID-19 SOPs, we limited our external volunteering activities in 2021, but continued to support our communities, in particular through digital marketing and communication channels.

Throughout 2021, we supported 11 charitable organisations, directly impacting 447 lives. Over RM689,000 was channelled towards community investments, of which slightly over RM164,300 was contributed specifically towards social enterprises including Silent Teddies Bakery, Dialogue Includes All (formerly Dialogue in The Dark) and Generating Opportunities for Learning Disabled (“**GOLD**”).

The HumanKind Project: Order-In A Gesture of Kindness

Founded on the philosophy of shared humanity, The HumanKind Project was launched in 2021 to enhance the resilience of local social enterprises and underprivileged communities in weathering the impact of the pandemic. We piloted the project by working with one of our long-standing social enterprise partners, Dialogue Includes All, which operates Café Includes - a café run by a team of people with disabilities.

Since the inception of the project in February 2021, Kenanga has undertaken various initiatives to enhance the awareness of Café Includes, amongst our stakeholders as well as the general public.

As a result of these initiatives, Kenanga was able to help raise over 5,000 orders for Café Includes, which enabled it to weather the challenges of the pandemic and continue to employ all its employees.

► For more details on how further engage our communities and social enterprises, please refer to the Empowering People and Community chapter on pages **68** and **69** of our Sustainability Report 2021.

ADVANCING FINANCIAL LITERACY

Amidst the pandemic, our team of experts at Kenanga continued to share their knowledge and insights through various industry financial literacy initiatives throughout 2021.



We also continued to share investing knowledge through published articles, webinars, virtual roadshows and exhibitions.

Business Units	Forums	Number of Sessions	Individual Participation
Stockbroking	Webinars, exhibitions	14	26,354
Structured Warrants	Webinars	15	12,315
Investment and Wealth Management	Workshops, exhibitions, seminars, webinars	29	3,797
Futures Broking	Webinars, interviews	36	3,286
Grand Total		94	45,752

Experience Futures Today

Kenanga Futures hosted a webinar series, “**Experience Futures Today**”. Topics covered in the series included a brief introduction to futures trading and a comprehensive overview of contract specifications. Throughout 2021, we saw the participation of 844 attendees across nine (9) sessions.

