

EMPOWERING PEOPLE AND COMMUNITIES



EMPOWERING PEOPLE AND COMMUNITIES

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 and Inclusion
-  Employee Health, Safety and Wellbeing
-  Talent Attraction, Development and Management
-  Community Investment

OUR GOALS:

- Goal 1** Maintain and promote workforce diversity, and maintain anti-discrimination culture.
- Goal 2** Integrate mental health as a topic of overall wellbeing of employees.
- Goal 3** Increase social impact towards marginalised and deserving communities through consistent programmes and initiatives.
- Goal 4** Expand investing literacy reach through online and offline channels.

UN SDGs



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DIVERSITY AND INCLUSION

[GRI 405, 406]

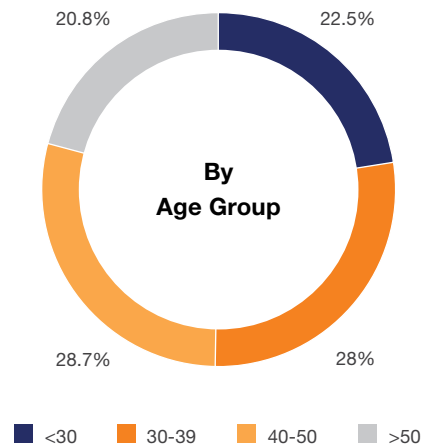
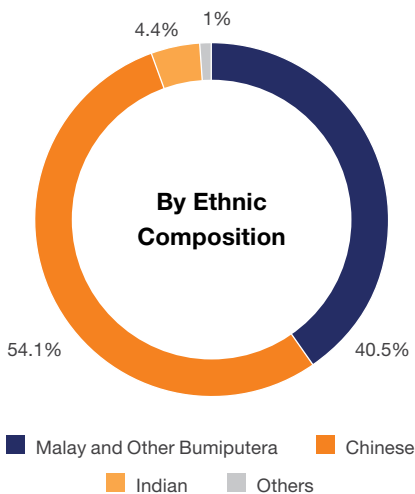
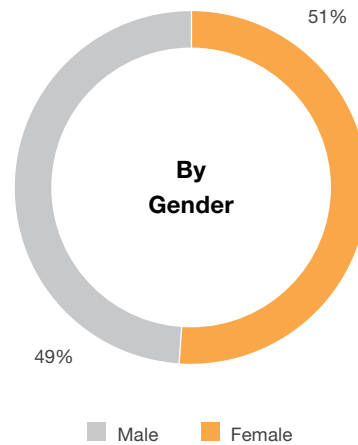
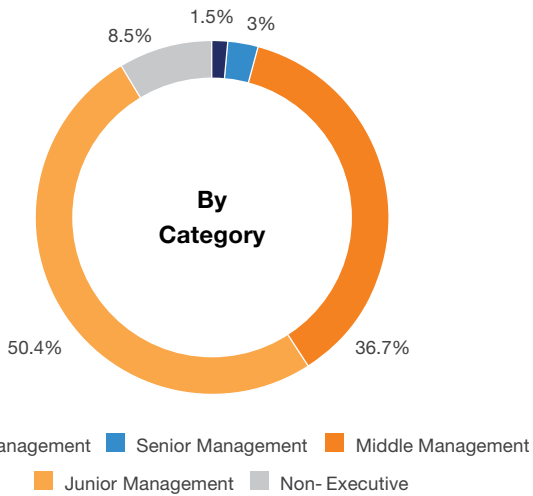
WHY IT MATTERS

Embracing diversity and inclusion enables us to attract a wider pool of talent, as well as to encourage new ideas and perspectives that help enhance our business. 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.

Our Workforce Profile

[GRI 401, 404, 405]

Total Number of Employees in 2022
1,355



Note: For Year-On-Year data of our workforce profile, please refer to page 92 of this report.

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OUR APPROACH

Our Policy on Ethical Human Resource Practices

We ensure our human resource operations are in compliance with the applicable employment and labour laws and regulations of Malaysia, including adhering to the set minimum wage and ensuring its continued compliance, as well as compliance with local laws on working hours. Our commitment to these standards is reflected in our Group’s Code of Conduct for Employees.



Group Code of Ethics and Conduct for Employees

- ✔ Group Disciplinary Policy
- ✔ Flexible Work Arrangements Policy
- ✔ Compensation and Benefits Policy
- ✔ Learning and Development Policy
- ✔ Group Procedure on Recruitment and Staffing Management
- ✔ Group Performance Management Policy

Zero Tolerance of Human Rights Violation

In accordance with the principles outlined in the UNGC, we recognise our obligation to respect human and labour rights. We are committed to treating all employees with respect and providing equal opportunities for professional success, regardless of their race, religion, gender, age, nationality and physical challenges. At Kenanga, we have zero tolerance for any violation of human rights, including forced and compulsory labour, child labour, and discrimination at our workplace. Our hiring procedures abide by the local laws in establishing the minimum age for employment.

Communication on Human Rights for Employees

New employees are required to complete a 10-minute self-directed learning module on employee rights through our Learning Management System (“LMS”), an internal learning platform. In 2022, we recorded a total of 189 enrolments on this topic.

The Group Disciplinary Policy, which includes guidelines in dealing with employee misconduct, which also outlines the procedures for responding to employee grievances in regards to their employment. This platform allows employees to express concerns about employment-related issues and have those concerns addressed by the appropriate parties within a specified time frame.

In 2022, there were zero grievances or incidents reported related to harassment, bullying or discrimination.



Moving Forward

We are currently developing a Group Human Rights Policy to cover all our current practices in protecting human rights and strengthening our commitment to uphold the principles of human rights throughout our business operations.

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“The Kenanga Leadership Development Framework is a commendable initiative by Kenanga as it equips staff members with the necessary skills to manage and lead teams effectively at work. I am eager to see our new generation of leaders advancing their careers in Kenanga.”

NIK HASNIZA NIK IBRAHIM

**Head of Group Human Resource,
Kenanga Investment Bank Berhad**

Promoting a Gender-Balanced Workplace Culture

We remain committed in monitoring our gender diversity numbers and ensuring that our recruitment process continues to take a gender-balanced approach. To promote a gender-balanced workplace, we provide various benefits in line with local labour laws, which applies to all eligible employees, irrespective of gender, such as nursing rooms, updated maternity and paternity leave days, as well as flexible working arrangement. Our human resource practices, including recruitment, performance management and talent development are managed non-discriminatively.

Female Representation at Kenanga

Our Workforce	Key and Senior Management	Middle Management	Junior Management	Non-Executives
51%	37%	53%	53%	34%

Gender Pay Gap

We believe in providing equal economic opportunity for all, regardless of employees’ gender, especially within the similar roles in our organisation. Our approach to pay and compensation is based on employees’ experiences, skills and competencies required as well as industry benchmark in determining basic salary. Therefore, men and women are paid equally, except in cases necessitating adherence to Sections 34 and 35 under the Employment Act 1995. All employee-related decisions are made based on business needs and employee merit.

Ratio of Basic Salary	Men : Women
Key Management	1:0.84
Senior Management	1:1.02
Middle Management	1:0.82
Junior Management	1:1.03
Non-Executive	1:0.91

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Employee Engagement on Diversity and Inclusion

Kenanga continuously strives to encourage two (2)-way, open communication with our employees through dialogues and discussions. Our employee engagement programmes seek to promote the sharing of knowledge amongst our employees, celebrate diversity, and foster a sense of belonging.



“As financial-services firms reimagine the future of the workplace, this moment calls for bold action to improve gender and racial diversity across the talent pipeline and create an inclusive culture where all women, and all employees, feel like they belong. If we want more women leaders, we need individuals in influential positions to support their ascension. And for that we need as many role models, mentors, and advocates as possible to support women in navigating the challenges of the industry and achieving their goals. By working together, we can help to create a more equitable and inclusive financial eco-system that benefits everyone.”

AZILA ABDUL AZIZ

**CEO/Executive Director & Head of Listed Derivatives,
Kenanga Futures Sdn Bhd**



CELEBRATING OUR FOUNDER'S DAY

Founder's Day

We celebrate Founder's Day annually alongside the birthday of our esteemed Founder Emeritus and Adviser, YM Tan Sri Tengku Noor Zakiah, who is also a pioneering female stockbroker in the country. This allows us to pay homage to our heritage and celebrate the success of Kenanga every year.



Number of employees engaged

649

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SUPPORTING DIVERSITY AT WORKPLACE

Cultural Festive Celebration

We celebrated Chinese New Year, Hari Raya and Deepavali festivities through a hybrid of on-ground and online events nationwide in 2022. Employees were extended with e-festive money via the Kenanga Money mobile application and given early salary payouts that coincided with the festive seasons. A series of fun games and activities were also carried out during the celebrations.



Total participation from employees in all our festive celebration

2,502

International Women Day (“IWD”) 2022

As we embrace a gender-balanced workplace, we also continue to build awareness of gender equality at work through collaborations with organisations such as Tulip Movements on women’s leadership. In celebration of IWD 2022, themed #BreakTheBias, we carried out a number of initiatives to further promote gender equality amongst our employees. Initiatives include pop quizzes, invitation to women leadership talks, and dissemination of online awareness materials.

We also supported Bursa Securities’ #EqualityforEquity campaign, encouraging women to open trading accounts to bolster the number of women traders on the local bourse.

Moving forward, we aim to continue advocating financial independence for women through products and financial literacy programme.



Number of employees engaged through IWD22 programme

102



“At Kenanga, we believe that diversity, equity, and inclusion are key drivers of innovation and success. We are committed to creating a culture where all individuals are valued, respected, and have equal opportunities to grow and succeed.”

FOO SEE WAN
Vice President,
Employee Communication & Corporate Responsibilities,
Kenanga Investment Bank Berhad

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EMPLOYEE HEALTH, SAFETY AND WELLBEING

[GRI 403]

WHY IT MATTERS

We believe that the health, safety and wellbeing of our employees are essential to our success, as it is not only beneficial to our employees, but also to our business, promoting productivity, engagement, and overall satisfaction. We remain committed to creating a safe working environment culture as we continue to promote physical and emotional wellness for all our employees.

OUR APPROACH

Kenanga is committed to exercising precaution to ensure we provide a safe and healthy work environment. Kenanga is in compliance with the Occupational Health and Safety Act (“**OSH Act**”) 1994 as we make our best efforts to protect our workforce.

Our Safety Rules and Procedure

We have our Safety Rules and Regulations in place in the event of any emergencies to minimise injury to personnel and damage to property. We conducted numerous OHS-related trainings and programmes for our staff in 2022, including a 21-hour training course on the latest amendments to Malaysia’s OSH Act 1994. In 2022, we have trained 34 employees on first-aid to standby during any emergencies.

Assembly points and evacuation protocols have been established, with fire evacuation drills conducted yearly. Our renovation processes and procedures are monitored according to the Renovation Manual to mitigate any accidents due to construction in the workplace.

The Group has also designated fire marshals that form members of our Emergency Response Team to ensure we are in compliance with the Fire Service Act 1988 (“**Act 341**”). As at 31 December 2022, we have a total of 126 employees who are trained as fire marshals. We are pleased to report that there were zero workplace injuries reported in 2022.

Addressing COVID-19

The Ministry of Health (“**MOH**”) has led the country’s COVID-19 pandemic transition to an endemic phase through multiple revisions of the standard operating procedures (“**SOPs**”) throughout 2022. In line with MOH’s revisions, we have kept our internal COVID-19 measures regularly reviewed, updated and communicated group-wide.

At the beginning of the year, Kenanga implemented a 40:60 working in the office to working from home (“**WIO/WFH**”) ratio. The WIO/WFH increased to 60:40 effective 1 October 2022 and subsequently, the Group resumed the work-in-office arrangement at full capacity on 7 November 2022. We have maintained temperature checks and mask wearing protocols, as well as encourage regular hand sanitisation to mitigate the risk of infection.

Promoting Emotional Wellness

In line with our goal on promoting employees’ wellbeing, we have incorporated mental health support as part of our employee wellness programme in 2022. Mental health professionals from a notable wellness organisation were engaged to provide talks to employees in efforts to raise mental health awareness.



“Following positive feedback from our mental health awareness initiatives, we plan to continue implementing mental health-related activities to promote positive mental health amongst our employees. These activities will include encouraging employees to be more in tune with their emotions and experiences, educating both employees and supervisors on how to proactively address and manage mental health-related issues, and facilitating early treatment of depression or related illnesses. Our hope is that these efforts will lead to a reduction in absenteeism and hospitalisations, ultimately resulting in improved job satisfaction, increased productivity, and better performance outcomes for both individuals and the company.”

CATHERINE HONG
Head, Organisation Development Programmes Management,
Kenanga Investment Bank Berhad

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MENTAL WELLNESS PROGRAMMES AND COLLABORATION WITH NALURI

In 2022, we established a partnership with Naluri, an organisation that offers integrated digital care solutions combining support for both physical and mental health. Naluri offers a variety of services that take a multidisciplinary approach to address all interconnected aspects of wellbeing, such as physical wellness, workplace performance, financial wellness and mental wellness.

Seven (7) mental wellness awareness sessions were carried out at Kenanga to employees. We recorded a total of 1,037.5 training hours in 2022 and participation from 688 employees for all the sessions.

The purpose of these sessions was to foster open discussions that are vital for diminishing the stigma associated with mental health and promoting a supportive culture that fosters a healthy and productive workforce. Through the mental health awareness programme, we also encourage our employees to seek guidance on emotional wellness aspects, when required.

Building Awareness on Sexual Harassment

Our guideline on Preventing and Eradicating Sexual Harassment in the Workplace Procedure in 2016 aims to guide, monitor and ensure that we prevent any instances related to sexual harassment at workplace. We are currently reviewing the guideline in line with the revision of Employment Act 1955. Further to this, the procedure will be communicated to employees in 2023.

As required by law, our Notice on Sexual Harassment has been communicated and information related to the topic was disseminated to all our employees to create awareness in 2022. We also plan to ensure Head of Departments are trained by legal professionals on how to handle sexual harassments reported. This programme is targeted to be rolled out in 2023 as part of our efforts to ensure a safe and harmonious working environment.



HEAR FROM OUR PARTICIPANT



“In recent years, discussions about the importance of mental health have increased recognition, which has helped to reduce the negative stigma associated with mental illness. This has likely had a positive impact on individuals who may have been hesitant to seek help due to societal pressure or a lack of knowledge. By fostering open discussions and educating people on mental health, more individuals may feel at ease to seek the support they need, leading to enhanced overall health and wellbeing. I appreciate Kenanga’s efforts in organising these kinds of programmes.”

SOFFIAH IDRUS
Vice President,
Credit Equity Broking,
Kenanga Investment Bank Berhad

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TALENT ATTRACTION, DEVELOPMENT & MANAGEMENT

[GRI 401,404]

WHY IT MATTERS

We understand that an agile and engaged workforce is critical to our organisation’s long-term success. Kenanga is committed to investing in our people while also providing technical, professional, and personal development opportunities. In doing so, we hope to provide our employees with the knowledge and skills they need to succeed in their careers.

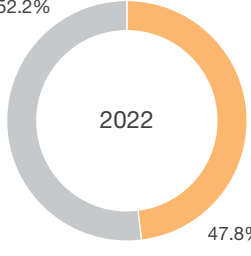
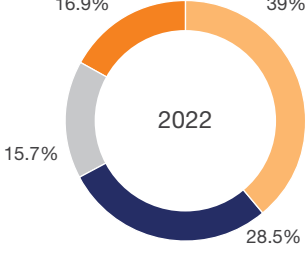
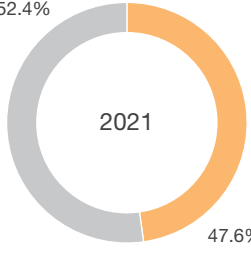
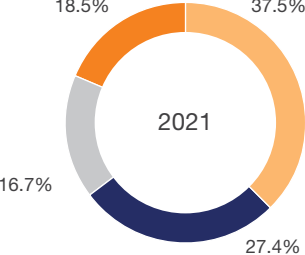
OUR APPROACH

Fair Recruitment

At Kenanga, we are dedicated to upholding impartial and unbiased recruitment processes. To accomplish this, we follow our Group’s Recruitment and Staffing Management Procedure as a framework. Furthermore, we employ a Malaysian-first approach in our hiring strategy to provide abundant prospects for local talent to join our team.

New Hire	New Hire By Gender	New Hire By Age
<p>Total Number of New Hires in 2022 209 (15.4%)</p>	<p>2022</p>	<p>2022</p>
<p>Total Number of New Hires in 2021 282 (20.2%)</p>	<p>2021</p>	<p>2021</p>
	<p>■ Male ■ Female</p>	<p>■ <30 ■ 30-39 ■ 40-50 ■ >50</p>

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Employee Turnover	Employee Turnover By Gender	Employee Turnover By Age
<p>Total Number of Employee Turnover in 2022 249 (18.1%)</p>	 <p>52.2% Male, 47.8% Female</p>	 <p>16.9% <30, 39% 30-39, 15.7% 40-50, 28.5% >50</p>
<p>Total Number of Employee Turnover in 2021 168 (12.5%)</p>	 <p>52.4% Male, 47.6% Female</p>	 <p>18.5% <30, 37.5% 30-39, 16.7% 40-50, 27.4% >50</p>
<p>Male Female</p>		<p><30 30-39 40-50 >50</p>



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Employee Benefits

Our employee benefits are in compliance with local labour standards, as well as based on industry practice. Our spectrum of benefits ranges from insurance coverage, leave allocation, and fitness memberships, to employee share option scheme. Our Employee Benefits include:



PARENTAL LEAVE IN 2022

Male			Female	
402		Total number of eligible employees		686
20		Total number of employees that took parental leave		19
20		The total number of employees that returned to work after parental leave ended		19
100%		Return to work rate		100%

In line with recent updates on our local Employment Act in 2022, we have further updated our paternity and maternity leaves, as well as hospitalisations and sick leaves.

Supporting Employees in Need

We take a comprehensive approach to employee welfare, supporting their health and wellbeing holistically. The Tengku Noor Zakiah Staff Outreach Fund was established specifically to provide financial assistance to employees in need and alleviate the challenges they may face. There were no application made by employees in 2022. In 2022, we distributed zakat contributions received from Zakat Perniagaan and Zakat Wakalah amounting to over RM290,000 to nearly 400 employees for the purpose of assisting low-income employees, supporting education expenses for those with children and flood relief.

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Nurturing a Skilled Workforce

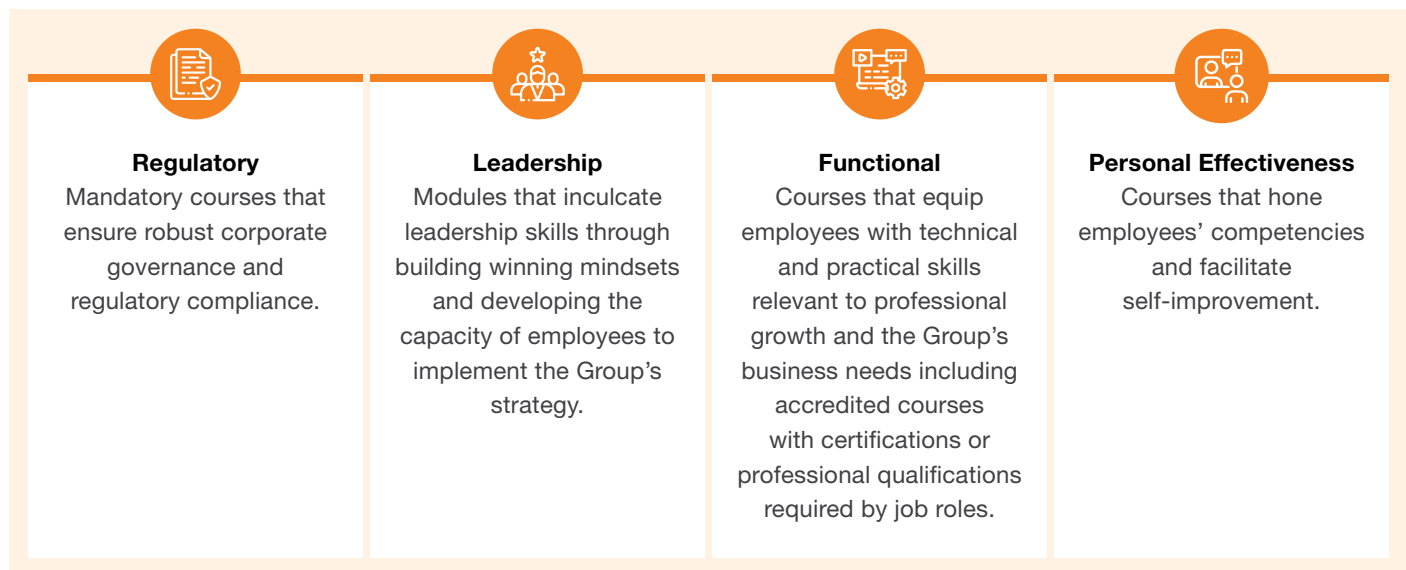
Kenanga places effort into creating a skilled, competent, and agile workforce by providing its employees access to purposeful growth and developmental opportunities. Numerous training and development programmes have been offered to help our employees upskill and reach their full potential, in order to better serve our clients and effectively drive organisational growth.

We identify training and development programmes for our employees by referring to the Kenanga Competency Framework, which is based on the Securities Industry Development Corporation (“**SIDC**”)’s Industry Competency Framework. It outlines Kenanga’s Core Values and leadership competencies.

Our Learning and Development Policy further supports our values for continuous learning and development for employees at all levels of the organization. We continue to introduce opportunities to learn through training programmes in areas such as digital competency, leadership skills, and sustainability-related issues. In 2022, we invested approximately RM2.7 million on talent and development programmes for employees.

Our Approach to Talent Development:

We adopt a four (4)-pronged approach to our training and development efforts which centres on supporting our employees’ personal development while ensuring that they can meet our evolving business needs. We implemented the Kenanga Leadership Development Framework in 2022. A total of 205 employees took part in this training.



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TRAINING AND DEVELOPMENT HIGHLIGHTS FOR FY2022



Total expenses on training and development
Over RM2.7 million



Total enrollments in training and development
22,240



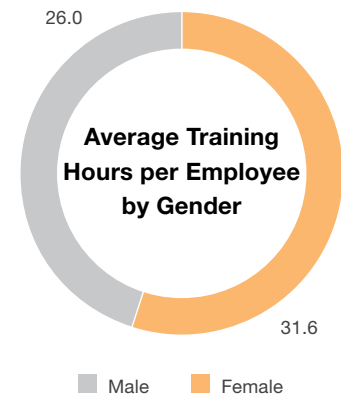
Overall training hours
39,326



Average training hours per employee
29.0



Average training days per employee
3.6



AVERAGE TRAINING HOURS PER EMPLOYEE BY CATEGORY



Key Management
88.1



Senior Management
48.1



Middle and Junior Management
29.0



Non-Executive/General Employees
7.8

Note: For Year-On-Year data of training and development, please refer to page **93** of this report.

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Role-based Development

At Kenanga, we make an effort to offer role-based training in order to ensure that employees in crucial positions stay knowledgeable and remain competitive.

We continue to support employees to earn professional certifications and credentials by collaborating with external training and certification providers such as the Asian Institute of Chartered Bankers (“AICB”), Iverson, and the Asian Banking School, which is the largest specialised provider of training programmes for the banking sector in the ASEAN region.

Together with our partners, we strive to develop a workforce that is equipped with high standards of conduct, knowledge, and competence. In 2022, we supported nearly 160 employees in obtaining professional certifications from various certification programmes as follows:



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In order to provide our employees with learning and development opportunities that are relevant to the industry and their daily roles, we continue to work with reputable training providers from various industry groups. These collaborations in 2022 include:

Industry Group	Industry Partner	Nature of Collaboration
Regulators	<ul style="list-style-type: none"> Securities Commission Malaysia Bursa Securities Bank Negara Malaysia 	<ul style="list-style-type: none"> Exam modules Courses relating to market intermediaries and advocacy Guide on reporting of suspicious transactions
Professional Body for Bankers	<ul style="list-style-type: none"> Asian Institute of Chartered Bankers 	<ul style="list-style-type: none"> Professional qualifications Executive education courses
Investment Banking	<ul style="list-style-type: none"> Malaysian Investment Bank Association 	<ul style="list-style-type: none"> Programmes according to Malaysian Investment Bank Association’s Learning and Development Framework
Learning and Development	<ul style="list-style-type: none"> Securities Industry Development Corporation Asian Banking School Association of Certified Fraud Examiners 	<ul style="list-style-type: none"> Courses related to technology and digital transformation Modules on advisory services Course on fraud and post pandemic social reality

We continue to provide our employees with the ESG and sustainability-related skills and expertise they need to be able to advance our sustainability agenda. A total of 2,449 employees took part with 3,615.5 training hours logged in 2022, covering the topics of climate-related risks, ESG, and sustainability. In collaboration with UNGC, we implemented two (2) sustainability e-learning courses via Kenanga’s LMS, including ‘How to Understand and Take Action on the Global Goals’ and ‘Translating Human Rights into Business Practice’ which received a 95% completion rate from Kenanga employees on average.

Additionally, our remisers, who are our intermediary personnel, attended 39 sessions of in-house CPE courses which covered topics such as The Future of Money-Blockchain, Cryptocurrencies & IEOs, Digital Leadership for Sustainable Business in Industry 4.0, 12th Malaysia Plan - Challenges and Opportunities, Fundamentals of ESG Investing, The Evolution of The Internet: The Metaverse & Decentralised Finance, in order to keep them abreast with new development and rapidly changing consumer market needs.



HEAR FROM OUR PARTICIPANT



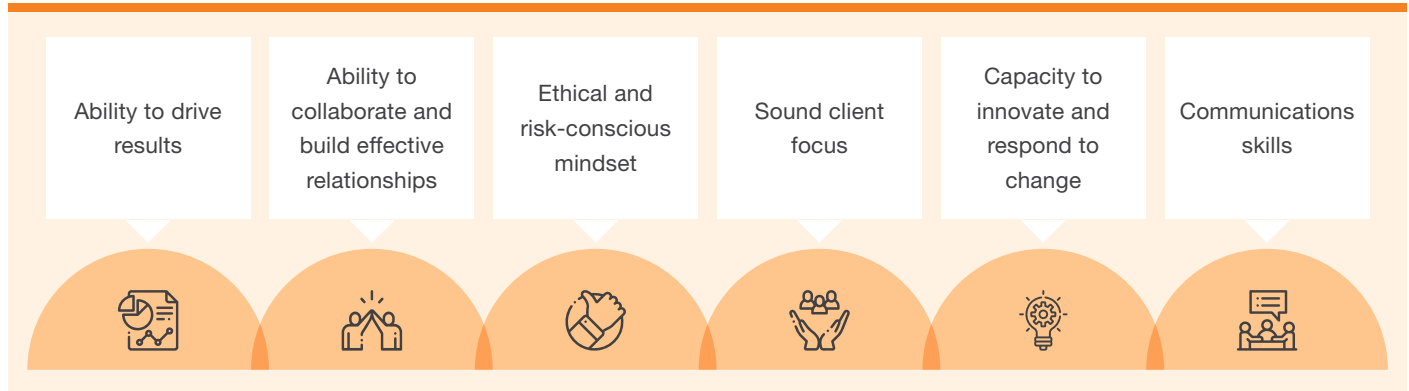
“The Sustainability Training Module is a commendable initiative by Kenanga, since it equips us with the necessary information on the global sustainability agenda and enables us to implement sustainability practises at our workplace. I look forward to learning more from case studies on sustainability financing as it is practised in global capital markets.”

IQBAL JUSOH
Head, Islamic Markets,
Kenanga Investment Bank Berhad

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Leadership Development

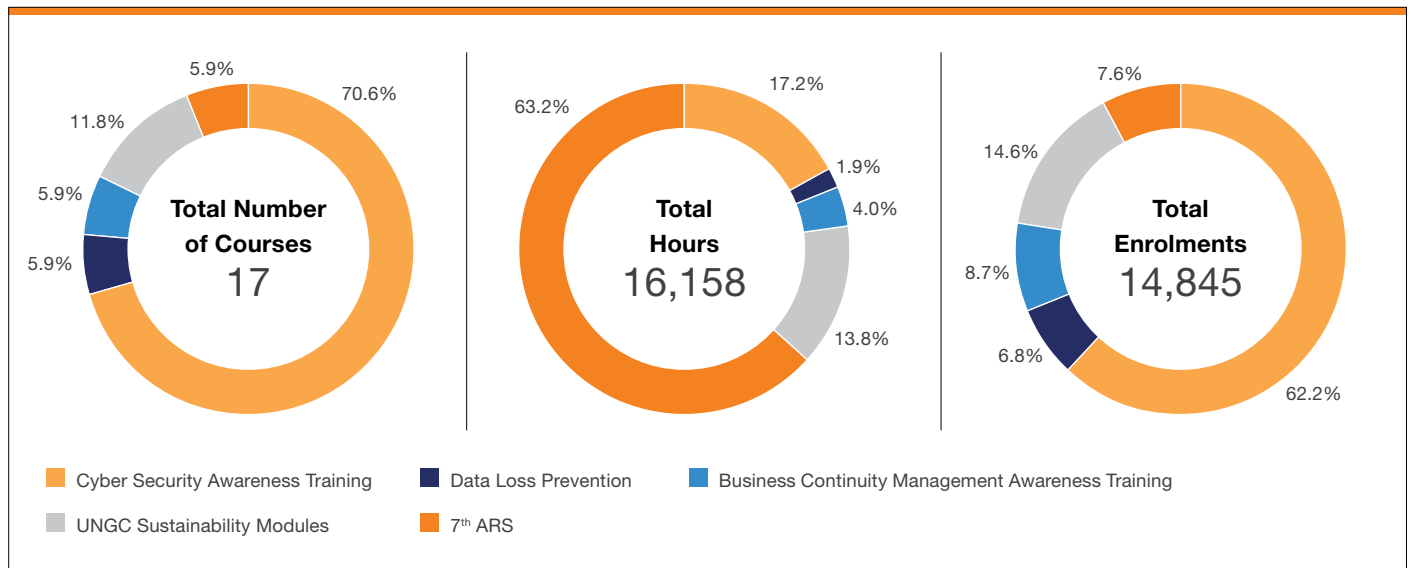
We recognise the importance of developing leadership skills of our employees and apply employee talent mapping based on the traits listed below:



The Kenanga Talent and Succession Management Framework outlines our strategy to ensure a strong talent pipeline is available to fill key positions as needed within the Group. Additionally, we have implemented a new approach to measure talent potential based on ability, commitment, and engagement. To assess these components, we have developed new guidelines that provide a more standardised and objective approach to employees evaluations.

E-learning on Kenanga Learning Management System

The contents are updated with relevant e-learning modules to suit the learning needs of our employees. The courses are catered to all level of our employees including new hires.



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Talent Management






Performance Management at Kenanga

We have ongoing Performance Management Cycles starting from the first quarter of the year, which is followed by progressive reviews and performance appraisals for employees at all levels in the fourth quarter of the year. Employees are guided by the Performance Management Matrix and Development Guidelines as approved by the Board. The results of these performance appraisals are the basis for reward distribution, talent management, as well as learning and development. In the event of underperformance, a performance improvement plan will be implemented.

EMPLOYEE PERFORMANCE MANAGEMENT IN 2022

Total eligible employees	Number of employees 1,201	% of workforce 88.7%
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EMPLOYEE CATEGORY

				
Key Management	Senior Management	Middle Management	Junior Management	Non-Executive/ General Employees
18	38	459	573	113

Moving Forward

We commenced development of Individual Development Plan (“IDP”) in 2022 with the aim for all employees to have their personalised IDP completed by 2023. The IDP is to support personalised learning path for our employees through blended learning activities which includes relationship-based and experiential learning. The implementation of the personalised IDP includes mentoring, coaching, hands-on workshops as well as on-the-job training with a supervisor. We will also continue to offer virtual and online learning with higher quality of digital contents and updated modules.

To address technology talent sourcing, retention and cost challenges, greater focus will be put in place to upskill our internal capabilities to support the Group’s digital transformation. We will rollout Tech Talents Upskilling Program in 2023 target to build internal talent pipelines for Cloud and DevOpsSec roles.

Another key human capital development initiative commencing in 2023 is the Kenanga Leadership Development Programme which supports the employee career progression in leadership roles within the Group, starting from Operational Lead, People Manager, Senior Management to Executive Leaders.

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COMMUNITY INVESTMENT

[GRI 413]

WHY IT MATTERS

We believe that supporting local communities is crucial for building stronger, more resilient neighbourhoods where people can thrive. To achieve this, we have been reaching out to communities in need through targeted social investments and active employee volunteerism.

OUR APPROACH

In 2022, Kenanga revised updated its Group Sponsorship Policy to Group Donation Policy to create a standardised approach to evaluating and channelling donation requests and community investments. We have also introduced an employee volunteering mechanism in 2022 which aims to create a positive work culture, strengthen relationships with stakeholders, while contributing to social and environmental causes, thus providing employees with opportunities for personal and professional growth.

Empowering Our Communities

Kenanga has a long history of philanthropic contributions, outreach initiatives, and fundraising campaigns. We continue to strengthen outreach initiatives through employee volunteerism, and support social enterprises through targeted community investment that is consistent with our focus on empowering and uplifting local communities. In 2022, we contributed over RM180,000 in community investments with direct positive impact to over 4,000 people.

Our anchor social enterprise partners, Silent Teddies Bakery and Dialogue Includes All whom we have been consistently supporting for 11 consecutive years.



A Kuala Lumpur bakery, operated entirely by hearing-impaired youths. During the year, over RM80,000 was contributed to the Silent Teddies Bakery in support of renovation and expansion of the bakery in order to increase workspace for the enterprise. Additionally, 500 jars of baked goods from Silent Teddies was purchased as door gifts for our event in 2022.

Visit Silent Teddies Bakery website here:



(<https://silentteddies.com/>)



A cafe and exhibition, spearheaded by Stevens Chan, an activist in support of people with disabilities. Supported Café Includes, an initiatives under Dialogue Includes All, through the HumanKIND project. In 2022, we raised over RM50,000 through Meals That Give project.

Visit Dialogue Includes All (Café Includes) website here:



(<https://www.diadiscover.com/cafe-includes>)



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The HumanKIND Project: Meals That Give Campaign

Focused on the philosophy of shared humanity, Kenanga began The HumanKIND Project's 'Meals That Give' campaign to continue rallying support for its long-standing social enterprise partner, Café Includes, a cafe operated by a team of persons with disabilities.

From the kitchen of Café Includes, the meals prepared not only helped with sustaining employment opportunities of the differently-abled members of Café Includes, but they also went towards feeding communities in need such as the homeless and children of orphanages at Persatuan Kebajikan An-Najjah Malaysia, Ruman Ozanam PJ, and Pertiwi Soup Kitchen.

Besides giving back to the community, our aim for the campaign is to also create an ecosystem to encourage the public to give back, with Kenanga sponsoring an additional meal with every meal pledge from the public, with pledges as low as RM20.

Kenanga has undertaken various initiatives to promote the 'Meals That Give' campaign where efforts included the dissemination of a press release about the campaign launch, email announcements and regular postings on our social media including milestone updates on the amount that we have raised.

As a result, 'Meals That Give' raised over RM50,000 at the end of the year. To date, we have distributed over 2,700 meals, with Kenanga matching meal-for-meal.



AWARDS RECEIVED IN 2022:

Malaysia PR Awards 2022:

Won the Sustainability Award (Silver) for the launch of the HumanKIND Project: Meals That Give Campaign in December 2022

Loyalty and Engagement Award 2022:

Won for Best Use of CSR (Bronze)

Sustainability & CSR Malaysia Award 2022:

Won Bank of the Year Award for Environmental, Social & Governance Excellence and Long-Standing Excellence in Sustainability

“The HumanKIND initiative has not only help to sustain the employment of our team of Disabled Cloud Kitchen assistants but also provided the much needed meals to feed the needy in Klang Valley. Thank you Kenanga for supporting our Café Includes.”

STEVENS CHAN

Operator, Cafe Includes



EMPOWERING PEOPLE AND COMMUNITIES

KEY VOLUNTEERING ACTIVITIES

With the introduction of the volunteering mechanism in 2022, we managed to log a total of 2,382 hours of volunteering service through outreach programmes to local communities. To further recognise our employees' volunteering effort, we reward employees with leave days for their hours invested in these community outreach activities.

Qurban Programme

As part of the Aidiladha celebrations this programme was carried out in collaboration with ZnZ Premier Advisory and 1EBC to distribute 'Qurbani' or 'sacrificial meat' to the less fortunate, over 200 Kenanga agents and volunteers spent a cumulative of 2,224 volunteering hours distributing the portions to orphanages, old folks' homes and various community centres in, Melaka, Kelantan, Kuala Lumpur and Selangor.

The HumankIND Project: Be A Volunteer

51 employees volunteered in assisting to pack and deliver food and products for multiple social enterprises and NGOs, namely Silent Teddies, Café Includes, Rumah Ozanam, An-Najjah, and PERTIWI, registered a total of 158 volunteer hours in 2022.



HEAR FROM OUR VOLUNTEERS



"I have had the pleasure of participating in Silent Teddies multiple times, and I am grateful to Kenanga for offering these opportunities. Being a part of this community service has brought me immense satisfaction and a sense of fulfillment. My experiences have heightened my compassion and empathy towards students with special needs. Furthermore, I have learned new skills such as biscuit making and packaging. Our involvement has undoubtedly brought joy to those we serve."

NORIZAN JAAFAR
Assistant Vice President, Group Finance,
Kenanga Investment Bank Berhad



"I would like to express my gratitude to the organising team for giving me the opportunity to participate in this voluntary work and to experience the happiness and fulfillment that comes from volunteering. I had the pleasure of visiting a cookie bakery where most of the staff were hearing-impaired, yet their baking skills were truly remarkable and their manners were impeccable. The staff was incredibly friendly and welcomed us with open arms, eager to share their knowledge and expertise."

This experience taught me about communicating with people with disabilities, working in a team, and the benefits of volunteering. I have already shared my experience with my colleagues, friends, and family and I encourage others to take advantage of such opportunities in the future."

ANURADHA D/O KUMARAN
Associate, Group Procurement,
Kenanga Investment Bank Berhad

EMPOWERING PEOPLE
AND COMMUNITIES

Other Community Outreach Initiatives

Organisation/Program	Activities
National Cancer Society Malaysia (“NCSM”)	We participated in the NCSM with the Relay for Life Malaysia event, which is a community-building event that honours cancer survivors, pays tribute to those who have passed away, and raises funds for the NCSM’s support and prevention programmes. A total of RM10,000 were funded to help NCSM with its outreach for cancer awareness, education, and support programmes for the public, patients, survivors, and the caregivers.
Society for the Severely Mentally Handicapped, Selangor and Wilayah Persekutuan (“SSMH”)	We made a donation to the SSMH, an organisation which cares for children with severe multiple disabilities and educates the public about them. In FY2022, we donated daily supply needs and cleaning maintenance supply worth of RM4,500.

PROMOTING YOUTH EMPOWERMENT

SOB x MUIG Summit: Investment Series by Monash University Investment Group	Virtual: 4 th Asia Pacific Youth Leadership Summit 2022	UPM Ride2Farm Sponsorship 2022	InvestingNote Trading Cup 2022
The purpose of the event was to educate students about portfolio management, the industry and the typical career path of a portfolio manager. The event is part of our business strategy to educate the community on portfolio management.	An online webinar was conducted to promote discussion amongst youth about the value of ESG and how it affects business from a climate perspective.	Charity cycling event hosted by UPM with an aim to introduce a number of community development initiatives that focus on the transfer of knowledge and technology to the anticipated crowd of alumni, business partners, and local residents.	A simulated trading game tournament by NagaWarrants where 6,202 participants traded equities & structured warrants in collaboration with Tunku Abdul Rahman University College & InvestingNote.

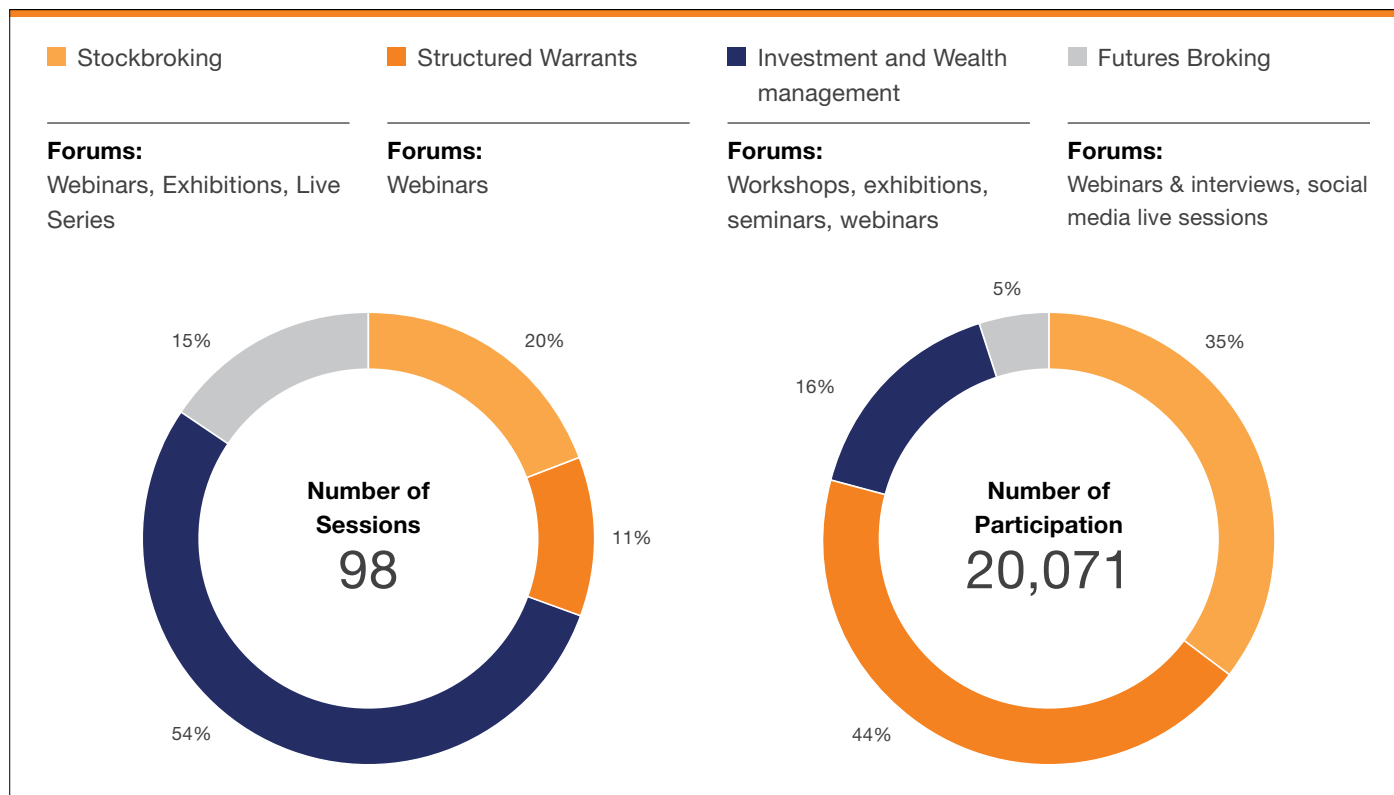
Advancing Financial Literacy

Our team of experts at Kenanga continued to share their knowledge and insights through various industry financial literacy initiatives and participation in industry-relevant events throughout FY2022. Some of the key events we participated in are as follows:

9 th MFPC e-Conference on Shariah Wealth Management & Financial Planning	11 th AFA Annual Conference 2022
SIDC’s Sustainable and Responsible Investment Conference 2022	Tulips International Women’s Day: Break the Bias
SOB x MUIG Summit: Investment Series by Monash University Investment Group	Understanding ESG Rating Frameworks to Enable Sustainable Investing in Malaysia
Invest in a Principled & Prosperous Tomorrow by Northern Trust Asset Management & Kenanga Investors	4 th Asia Pacific Youth Leadership Summit 2022
10 th Annual Malaysia Roundtable by Asia Asset Management	IIC-SIDC Corporate Governance Conference 2022
ICC-SIDC Corporate Governance Conference 2022	InvestSmart Fest 2022
4 th Islamic Sustainable Finance & Investment Forum 2022	MFPC Professional & Ethics Forum 2022
ESG Evolve 2022: Driving Catalytic Change for Business Sustainability	FIMM Annual Convention 2022

EMPOWERING PEOPLE AND COMMUNITIES

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



Note: For Year-On-Year data of financial literacy initiative, please refer to page 93 of this report.

Eight Eight Cashback Festival

From 8 August to 31 October 2022, Kenanga Futures organised a nationwide campaign, the ‘Eight Eight Cashback Festival’, aimed to reward new and existing clients with a cashback reward of up to 28% for those who trade CME Group micro products. The Campaign was also part of the agenda to create awareness and educate the general public with knowledge about the opportunities available in the Listed Derivatives market. This is consistent with our ongoing commitment to engage and educate both current and prospective clients to help them understand how futures contracts can be used to leverage and hedge a variety of investment exposures.