Strategic Imperatives

Commercial Bank has a set of clearly defined priorities that help to focus our collective efforts in support of the Bank's long term strategy. These strategic imperatives encompass all areas of our business, from corporate governance and the management of risk to social responsibility and sustainability - and, of course, the value we deliver to investors. The following overview outlines the key imperatives that will drive our decision-making and operational activities through the coming year and beyond:

PRUDENT GROWTH

- Improve the product/service portfolio to meet customer needs.
- Promote the Bank's brand image and overall awareness of its offering.
- Increase in fee-based income.
- Expanding the branch network and other distribution channels.
- Enhance the Bank's regional presence.

MANAGING RISK

- ° Clearly define the Bank's appetite for risk in all key business areas. Set up a comprehensive risk governance
- framework.
- Implement the Internal Capital Adequacy **Assessment Process.**
- Conduct regular business continuity planning
- Fine-tuning risk-return trade-off.

BEING RESPONSIBLE TO

THE COMMUNITY

- Support the Bank's Corporate Social responsibility (CSR) policies.
- Target priority areas in community-focused sustainability.

COST-EFFICIENCY VIA

INNOVATION

- Achieve greater process efficiency through innovation.
- Automate existing manual functions.
- Centralise core business functions.
- · Promote channel migration.
- Strengthen Activity Based Cost allocation

MINIMISING OUR

ENVIRONMENTAL FOOTPRINT

- Apply the criteria of the Bank's Social and **Environmental Management System (SEMS)** to all credit proposals and own activities.
- Continue moving steadily towards the widespread adoption of green banking practices.

EXEMPLARY GOVERNANCE

- Strict compliance on corporate governance.
- Conduct business adhering to code of ethics of the Bank.
- Be a model corporate citizen

STRATEGIC IMPERATIVES

HUMAN RESOURCES

DEVELOPMENT

- ° Ensure a fair and consistent wage policy.
- ° Manage talent effectively to maximise the employees' potential.
- Staff training and development.
- Retain the Bank's position as 'most preferred' employer.

MANAGING CAPITAL

- capital allocation.
- Balancing shareholder return with future expansion.
- ° Capital augmentation plan as part of the Bank's annual budgeting exercise.
- Manage risk-weighted assets through prudent
 Maintain a reasonable level of provision cover, lower the open credit exposure ratio and enhance unencumbered capital.
 - ° Creating a culture of risk awareness.

ADDING VALUE TO

INVESTORS

- Direct strategic decision-making towards medium and long term value creation.
- Uphold a win-win dividend policy for the Bank and its shareholders.