Press Release **5 September 2026**

Maybank marks 14th Group Global CR Day, driving meaningful change for over 18,000 lives across 15 markets

- Over 15,000 Maybankers globally unite to turn purpose into social impact through sustainability, education and community empowerment.

Over 15,000 Maybank employees worldwide came together for the 14th Maybank Group Global CR Day where they made a difference to over 18,000 community members across Maybank's operational footprint, by continuing to play a role in positively impacting lives and the environment through sustainable initiatives.

Guided by the theme "**Impacting Society Positively: Enabling Well-being For All**", Maybank Group Global CR Day 2026 is part of the Maybank Group's flagship employee volunteerism programme, Cahaya Kasih (CK), a platform that enables and empowers Maybankers worldwide to come together as agents of change in driving environmental responsibility, empowering communities and education.

This year, Maybankers came together to undertake **88 initiatives** across the Group, reaching communities in Malaysia and around the world, from New York, London to Greater China and ASEAN. Regarded as one of the largest employee-led community programmes undertaken simultaneously in a single day by a Malaysian-based corporation, the event reflects Maybank's continued commitment to creating sustainable and meaningful change across the communities it serves. To date, the programme has impacted over 259,000 lives across the globe.

The global initiative is in line with Maybank's ROAR30 strategy and Sustainability commitments, particularly its ambition to Impact Society Positively through the delivery of over 77,000 volunteer hours annually, contributing towards the Group's annual target of 150,000 volunteer hours.

Group Chief Human Capital Officer Maybank, Mazhatulshima Mohd Zahid, said that Maybank's 14th Group Global CR Day demonstrates the Group's continued commitment to creating meaningful and sustainable impact for communities across the globe, in line with its purpose of Humanising Financial Services and the aspirations of its ROAR30 strategy.

"Global CR Day is the strongest expression of how Maybankers come together with a shared purpose to impact society positively. Through the collective efforts of our employees across 15 markets, we are not only addressing immediate community needs but also enabling long-term well-being through initiatives focused on community empowerment, education and environmental sustainability. As we embark on 14th Maybank Group Global CR Day, we remain committed to creating meaningful change that strengthens livelihood, builds resilience and empowers communities to thrive."

"Cahaya Kasih continues to serve as the cornerstone of our employee volunteerism efforts, providing Maybankers with a platform to contribute their time, skills and expertise towards causes that matter. Guided by this year's theme, we are expanding our focus beyond giving back to fostering sustainable outcomes that uplift skills and livelihoods of individuals, families and communities. Through this structured two-year cycle, we aim to deepen our impact, promote social well-being and advance inclusive progress across the markets we serve."

In Cambodia, over 400 Maybankers from across the provinces gathered in Kandal and Siem Reap for Maybank Group Global CR Day 2026 under the theme "Nourish to Flourish", reaching over 170 children and 25 vulnerable families through initiatives promoting children's nutrition, healthy living and overall well-being.

Held at Little Heart Organization in Kandal and Future of Khmer Children Organization in Siem Reap, the initiative brought Maybankers together with children for a day to promote healthier eating habits and nutrition awareness. Through interactive learning activities, nutrition-themed colouring, and a "Fruit Marketplace" experience, children learned about nutritious food choices had the opportunity to select healthy fruits themselves. Beyond the classroom, volunteers restored vegetable gardens to support the production of organic vegetables for the children, while others worked alongside caregivers in the kitchen to prepare and serve nutritious lunches, putting the morning's lessons into practice. Recognising the important role of parents and caregivers in shaping children's eating habits, volunteers also prepared nutrition food boxes for door-to-door distribution to vulnerable families and shared practical nutrition tips to encourage healthier meals at home.

Mr. Rath Sophoan, CEO & Country Head of Maybank Cambodia, said "Nutrition is often viewed as a health matter, but it is equally a question of long-term development. A child's early nutrition shapes how well they learn, how consistently they stay in school and the opportunities available to them as adults. If we want to support Cambodia's next generation meaningfully, this is where the work begins — early, and close to the community."

"Our approach is to focus less on what we provide on the day and more on what continues afterwards. Through Nourish to Flourish, our Maybankers shared knowledge that children can practise at home and caregivers can build on. That is how we understand Impacting Society Positively — contributing in ways that communities can sustain themselves, and growing alongside them over time."

Elsewhere, members of the Board, senior management and employees across various locations around the world came out in full force to participate in their respective initiatives, which included empowering marginalised community, wildlife conservation, mangrove reforestation, financial literacy workshops and many more.

The Group Global CR Day was first introduced in 2010 to commemorate Maybank's five decades of service in the financial industry. More than 10,000 employees participated in the founding event, marking the beginning of what has become a signature global volunteerism programme. The growing number of participants over the years reflects the strong team spirit and shared commitment among employees to come together and make a meaningful impact on the communities they serve.

Distinguished by its employee-led approach, Global CR Day goes beyond conventional CSR programmes through its year-long implementation and regional coordination. Driven by employees who are deeply connected to the communities they serve, each initiative is designed to address real community needs sustainably and authentically. With the support of Maybank Foundation and Maybank Group Human Capital, the programme has consistently generated measurable social impact and is widely regarded as one of the most comprehensive employee volunteerism initiatives in ASEAN.

*****