

Press Release

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Maybank champions 13th Group Global CR Day, empowering over 20,000 lives worldwide

- *Over 241,000 lives impacted since inception, driving progress in sustainability, education and welfare across communities*

Over 18,000 Maybank employees worldwide came together for the 13th Maybank Group Global CR Day where they made a difference to over 20,000 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 "Leading the Change in Sustainability", Maybank Group Global CR Day 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, leading the charge in driving environmental responsibility, empowering communities and education towards a more sustainable future.

The Maybank Group Global CR Day is a one-day event for Maybankers to showcase their year-long commitment towards their CK initiatives and it is believed to be the one of the largest single community programme undertaken simultaneously in one day, by a Malaysian-based corporation in a global scale.

This year, 96 initiatives were implemented across the Group, not only in Malaysia but also across its offices abroad – from New York, London to Greater China and across ASEAN – coming together to unite their strengths and dedicate their time and passion to become forces for good.

The global initiative is in line with Maybank's Sustainability Commitments namely to improving the lives of two million households across ASEAN by 2025, and achieving one million hours per annum on sustainability and delivering one thousand significant UN SDG-related outcomes by 2025.

Group Chief Human Capital Officer Maybank, Mazhatulshima Mohd Zahid, said that Maybank's 13th Group Global CR Day reflects the Bank's unwavering commitment to transforming lives, uplifting communities, and protecting the environment – aligning with the Group's mission of Humanising Financial Services and reinforced through its M25+ strategy.

"Through the spirit of collaboration and community, we continue to champion one of the region's largest corporate responsibility initiatives. In tandem with Malaysia's ASEAN Chairmanship, it underscores our commitment in tackling the challenges faced by people and communities. By

implementing high-impact initiatives, we aim to uplift livelihoods, strengthen social resilience, and safeguard the environment across ASEAN and throughout the world.”

“Cahaya Kasih remains at the heart of our employee volunteerism efforts, designed to address real-world issues and equip underserved groups for the future and reaffirms our dedication to creating sustainable, long-term change. The structured two-year cycle enables us to deliver deeper impact—empowering people, nurturing communities, and advancing regional progress throughout the year.”

In Cambodia, over 400 Maybankers came together at the Maybank Silk Weaving Training Centers in Takeo and Siem Reap. Both centers are part of the Maybank Women Eco-Weavers programme, one of Maybank Foundation’s flagship initiatives launched in 2016 to preserve traditional textiles across ASEAN, empower women with sustainable livelihoods, and promote financial inclusion in local communities.

Through this initiative, more than 2,000 mulberry trees were planted to sustain the silk weaving tradition, over 100 women farmers and weavers were equipped with financial literacy skills to strengthen their livelihoods and independence, and nearly 100 children were engaged in sports activities to build teamwork, confidence, and joy. The programme continues to reflect Maybank’s commitment to women empowerment, cultural heritage, and community upliftment in Cambodia.

Mr. Rath Sophoan, CEO & Country Head of Maybank Cambodia, said: “Global CR Day in Cambodia was not only about volunteerism, but about bringing our purpose to life. It gave Maybankers the chance to reflect on how our business and communities are deeply connected – creating impact that will last beyond a single day. I am proud of our employees for joining hands with such unity and passion, demonstrating the true spirit of Humanising Financial Services.”

Elsewhere, members of the Board, senior management and employees at various locations, came out in full force to take part in their respective initiatives which included tree-planting, food aid distribution, financial literacy workshops, and skills training and many more.

The Group Global CR Day was first introduced in 2010, to commemorate Maybank’s five decade long of financial services. Over 10,000 employees took part in the inaugural event. The increasing number of participants reflects the strong team spirit among employees to come together and participate in such a unique global volunteerism programme.

The Group Global CR Day stands apart from typical CSR initiatives as it is employee-driven, year-long and regionally coordinated. Each initiative is designed by employees who understand the needs of their communities, ensuring authenticity and sustainability. With the support of Maybank Foundation and Maybank Group Human Capital, the programme consistently delivers measurable impact, making it one of the most comprehensive and coordinated employee volunteer movements in ASEAN.

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