



CORPORATE SOCIAL RESPONSIBILITY

Philippine National Bank (PNB) continues to pursue its fervent corporate social responsibility (CSR) initiatives by empowering the youth and providing meaningful contributions to nation-building. As the Bank moves closer to reaching one hundred years, PNB aspires to give back to the community and create value for all stakeholders.

Creating Shared Value through Youth Empowerment

In line with the Bangko Sentral ng Pilipinas' (BSP) aim to promote financial discipline and involve the banking industry in instilling basic financial knowledge, PNB and ABS-CBN Lingkod Kapamilya Foundation, Inc. (ALKFI) have jointly engaged in a financial literacy program titled, "Young and Empowered Students for the Philippines" or YESPh. The YESPh Financial Literacy Program seeks to educate the youth and instill the importance of savings, budgeting, and good money management.

PNB and ALKFI officially launched YESPh in a three-day financial literacy training program, from November 26 to November 28, 2015. The participants were comprised of student leaders, teachers, and PNB branch managers from different parts of the country. Held at the Hive Hotel in Quezon City, participants were engaged in leadership workshops and learned different





tips and strategies on saving money, budgeting expenses, and investing. The participants also engaged in training to become ambassadors in their respective schools and communities in echoing lessons on good money management. By teaching students the value of saving and proper spending, it is the hope of PNB and ALKFI that foundations are laid for a financially stable community.

As part of the Bank's Centennial celebration, PNB also hosted an on-the-spot Centennial Stamp Design Contest catered to students from grade school to high school. With the theme, "PNB: Isandaang Taon ng Pagkalinga," the contest aimed to promote awareness among the youth on the significance of celebrating the



100-year legacy of PNB through the creative art of postage design. The project also advocates creativity and innovation among the Filipino youth. About 250 students from public and private schools in the National Capital Region participated in the competition. Artworks of two winners shall be featured in a special Limited Stamp commemorating PNB's Centennial Year which will be issued by the Philippine Postal Corporation.

PNB likewise continued its mission to bring inspiration and provide hope for a brighter future to students nationwide through the Books Across The Seas (BATS) Project. The ongoing program aims to provide tools for learning through book donations to public schools and libraries.

Giving back to Society

The Bank continued to encourage employee volunteerism through the Pagtutulungan Ng Bayan, a CSR-inspired initiative of PNB employees to raise funds for indigents, victims of calamities and other emergencies, and to support various employee-driven CSR projects. In 2015, close to 100 individuals received financial assistance from the employee fund for medical and other related emergencies. In addition, the fund supported various community projects such as a livelihood training program for victims of the super typhoon Yolanda in Leyte and the construction of a public school library in Davao City.

At the same time, our branches nationwide actively participated in various CSR activities by providing support and giving donations to



partner charities, communities, and schools for various projects on infrastructure improvement and social development including assistance in times of disasters. One such project, institutionalized by the Branch Banking Group (BBG) and financially-supported by the employees of BBG is the "Piso-Piso

Cada Linggo", a pure voluntary fund drive to support the Sisters of Mary Banneux in Cavite. Over the last couple of years, through the generous hearts of the employees, hundreds of scholars coming from the poorest of the poor families have benefitted from this project.