



ČSOB Group Social Responsibility Report 2018





Foreword



At ČSOB, people always come first. And that not only concerns our customers and staff, but also Czech society as a whole. Social responsibility is part of our DNA and projects itself into all aspects of our business. We help in places where it makes sense to do so; where the strength and know-how of our group can

pay dividends. We make decisions that offer systemic solutions and lead to long-term social improvements.

For me personally, 2018 was special in that I was able to meet with representatives from a wide range of non-profit organisations. These meetings were highly inspirational, and helped to underscore the importance of the true social value of our mutual partnerships.

During the past year, I also derived great satisfaction from our “ČSOB Helps the Regions” program. Year on year, this program has continued to generate increased interest. It has already provided support to 700 projects across the entire Czech Republic, which have received more than CZK 33.8 million in funding. Thanks to “ČSOB Helps the Regions” people have been offered the chance to make positive improvements in their own neighbourhoods – and it is clear that they have greatly enjoyed the chance to do so.

Our “ČSOB Financial Education for Schools” program has also been a phenomenal success, with our volunteer ambassadors heading out to schools across the entire Czech Republic, teaching children at elementary and secondary schools about matters related to financial and digital safety. The overwhelmingly positive reactions and interest from schools in relation to this program affirm our decision to embark on this course of action. Plans are afoot in

2019 to introduce a new program for elementary and secondary schools focused on the currently hot topic of digital safety.

The fact that we take volunteering seriously was underscored last year by the fourth round of our Team Blue initiative, the scope of which spans across the entire KBC Group. We committed ourselves, via various sporting activities, to matching the distance between the Earth and the Moon. Indeed, we ultimately managed to exceed this goal by a factor of two – meaning the equivalent distance of a journey to the Moon and back! In total, we managed to cover more than 770,000 km. We then converted those kilometres into financial contributions and gifted them to a number of charities. For the entire KBC Group, the amount was around CZK 13 million.

Sustainability is another major issue. We are continuing efforts to reduce the volume of generated waste; we are making use of renewable energy sources; and we have ceased to finance coal-powered energy plants. Since 2015, we have reduced our carbon footprint by more than 30 percent. In the spring of 2019, we completed construction of a new headquarters – the ČSOB Kampus – which utilises rainwater and energy from its own geothermal boreholes, and which meets the highest environmental standards.

Our group is gradually transforming itself from a bank into a modern technology company. But what remains unchanged are our core values, and our emphasis on social responsibility and sustainability.

Petr Hutla

Member of the Board of Directors, ČSOB and also of the internal KBC Group CSR Committee



For Nature



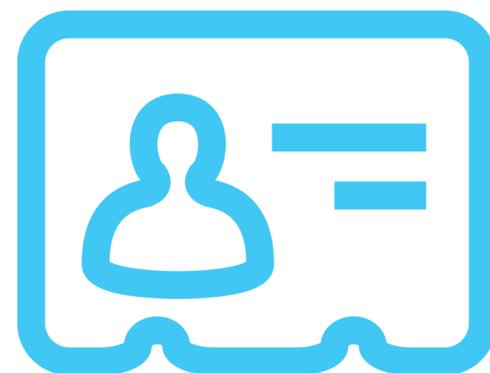
For Business



For Longevity



For Education



About Us

ČSOB Key Facts and Figures



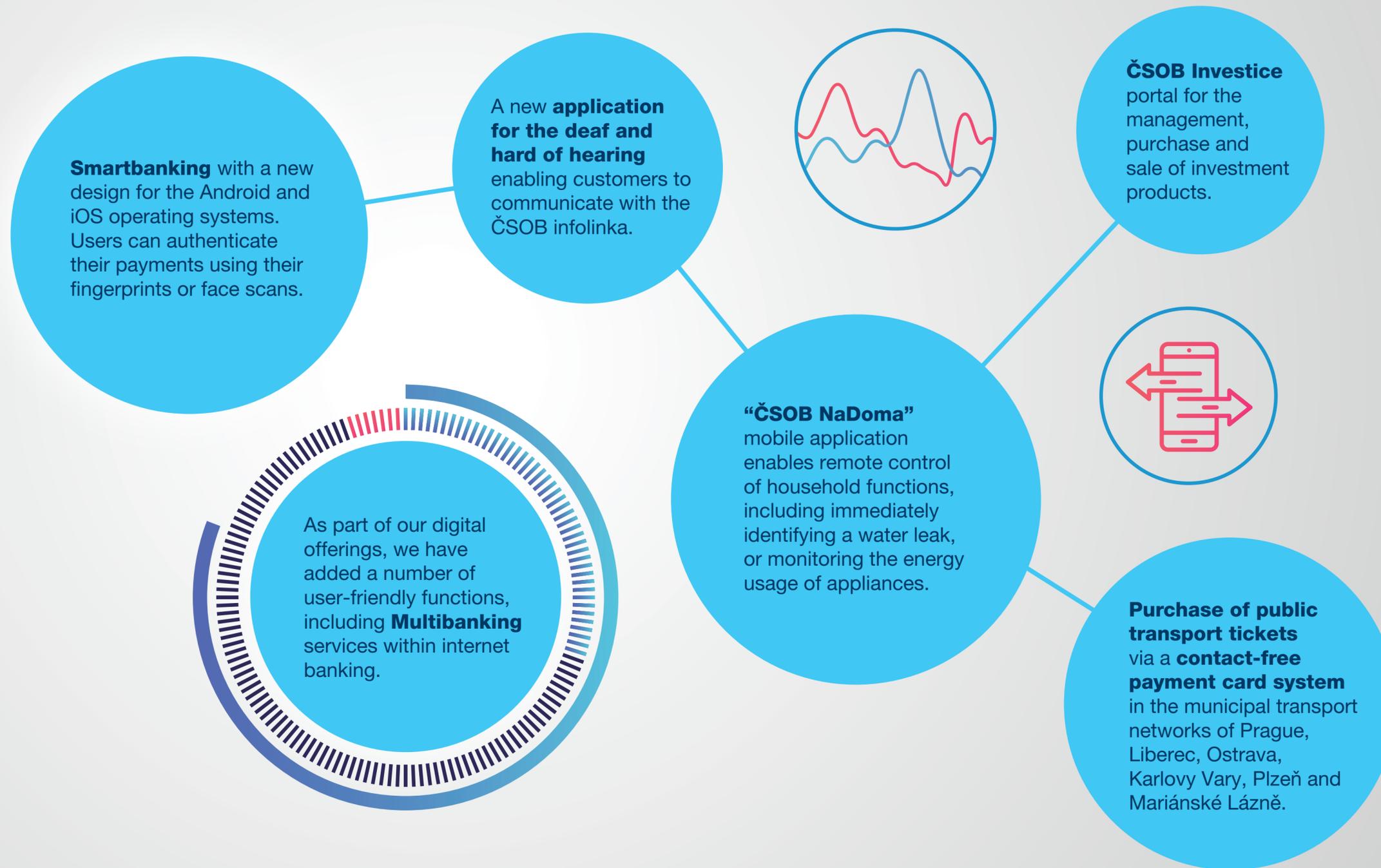
BRANCHES AND MERCHANT OUTLETS

	235	ČSOB bank branches
	98	ČSOB Pojišťovna branches
	30	Hypoteční banka centres
	297	ČMSS advice centres
	7	leasing branches
	2,600	Česká pošta merchant outlets
	1,063	cash dispensers
	405	contactless cash dispensers





Innovation and Digitalisation



Selected Awards

Award for **the best bank in the Czech Republic** in 2018, courtesy of the global magazines The Banker, Euromoney, Global Finance, and EMEA Finance.



The **Sodexo Zaměstnavatel roku** (Employer of the Year) award declared ČSOB to be the second-best employer with more than 5,000 staff in the Czech Republic (irrespective of field of business).



The **CFI.co Award** for the best online bank in the Czech Republic 2018.



Randstad Award for the most attractive employer in the fields of banking and financial services in the Czech Republic.

Four awards via a Hospodářské noviny survey in the categories **“Best Bank”** and **“Best Insurer”** 2018.



Czech financial advisory consultant firm Fincentrum awarded second place to ČSOB in the **“Barrier-Free Banks”** category.

In the **TOP Odpovědná firma 2018** (Top Responsible Company 2018) competition, ČSOB was awarded silver certificates in the categories “Responsible Large Company” and “Environment”, and bronze certificates in the categories “Reporting” and “Diversity”.



Fórum dárců (Czech Donors Forum) awarded ČSOB third place for its **ČSOB Group Report to Society 2018**.



Our Basic Values and Strategy



Czech Society

We are stimulating the Czech economy, seeking solutions to future problems, and devising innovative tools to help manage contemporary social challenges. We seek to make a positive contribution towards Czech society as a whole, and continue to take an interest in the most pressing issues.



The Economic Sphere

We are pressing for the sustainable growth of profits, and seek to ensure the existence of our company over the long-term horizon. We are respecting the boundaries for setting risk, capital and liquidity in our business activities. We are building on the basis of our unique cooperation between our banking and insurance businesses. We seek to represent a “yardstick” by which the overall quality of the banking-insurance business in the Czech market is measured.



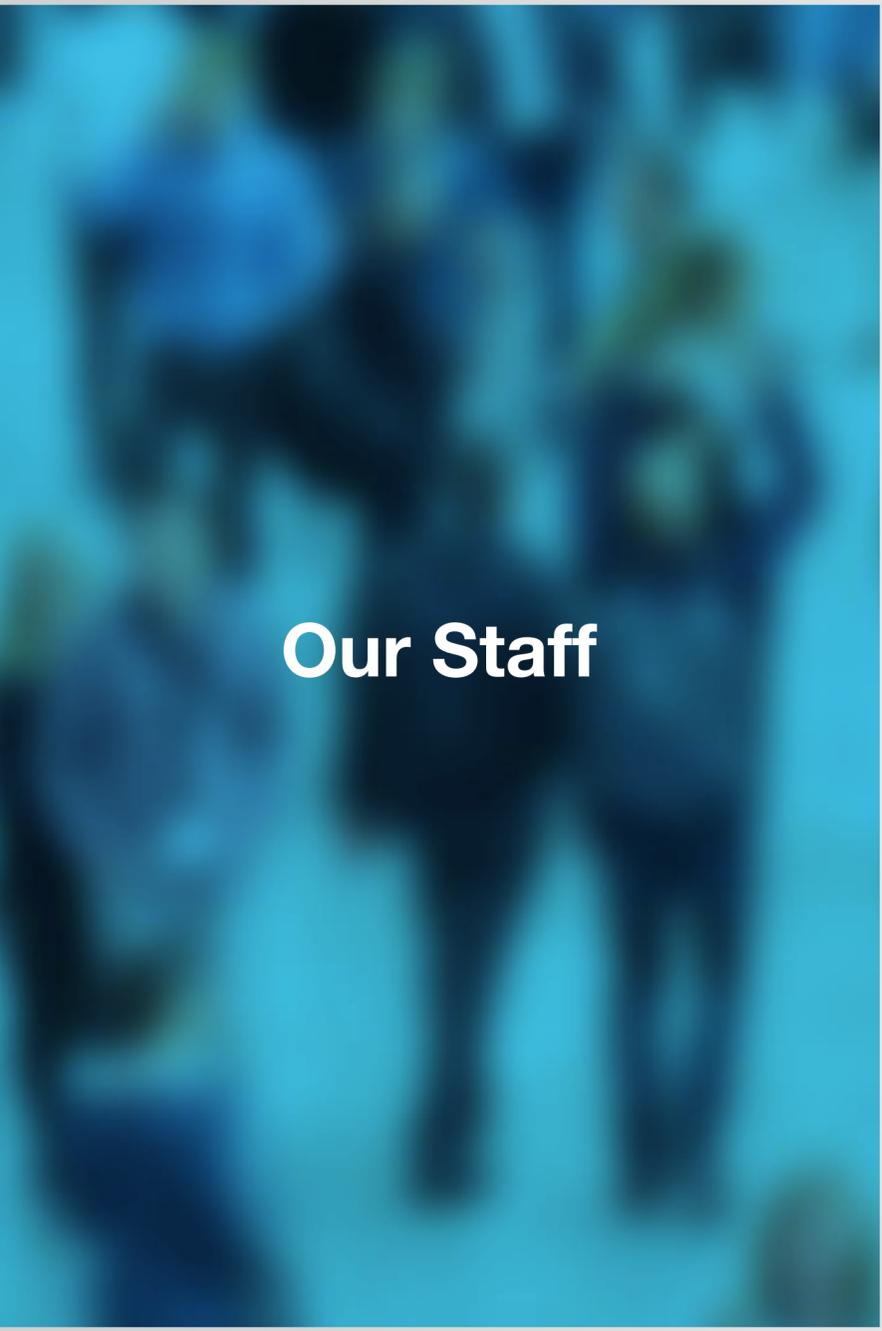
The Environmental Sphere

We have established our environmental and energy policies, which set out our commitments in the arena of environmental protection. We are constantly striving to improve our environmental management systems based on current norms.



How we Seek to Attain our Goals

We strictly adhere to all regulations, acting in a mindful and respectful manner that serves as an expression of an equal partnership. We approach collaboration with our partners in an accommodating fashion; we listen to their concerns and work to satisfy their requirements. Customer interests are paramount for us. In conducting our business, we strive to act in an honest manner, emphasising respectful, discrete and responsible conduct.



Our Staff



Total registered number of staff as of 31. 12. 2018.



Staff education levels

Elementary	13
Secondary	3,621
Bachelor's	845
Undergraduate	2,757
Postgraduate	53
Total	7,289

Age structure of staff

<20	6
20-29	1,159
30-39	2,120
40-49	2,446
50-59	1,293
60-69	260
70+	5
Total	7,289

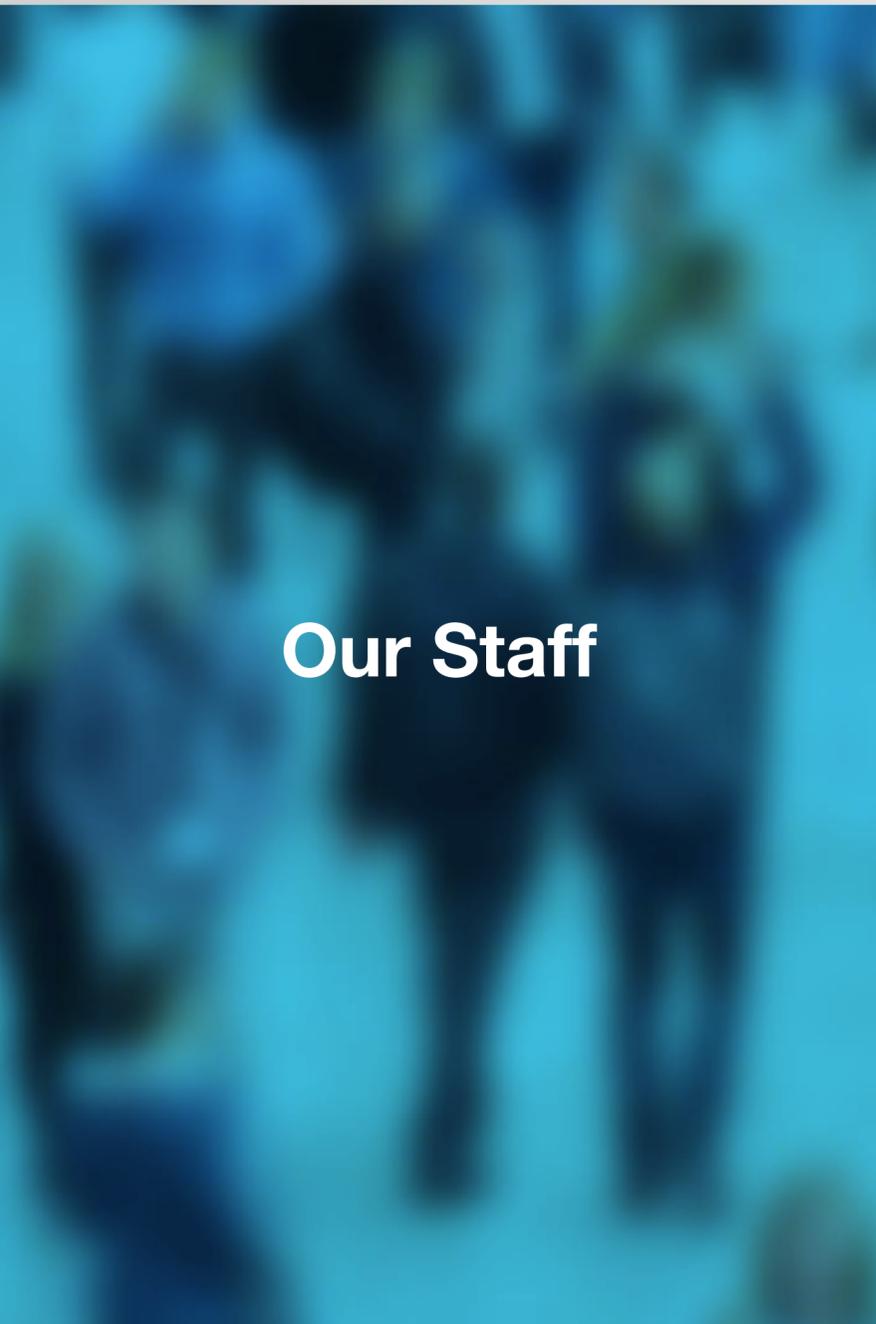
Average age of employees



Our Staff

Equal Opportunities and Diversity





Our Staff

Equal Opportunities and Diversity

Program for Parents



998

staff were able to take leave during 2018 in order to care for their children (maternity and parent leave, childcare up to age 4)

www.csob.cz/rodice

101 of these worked within the Program for Parents

71 worked on the basis of a contract

The possibility of working within the framework of parental leave (RD) via **part-time work**

The opportunity to gain **work experience in another ČSOB department**

Maintaining contact with the bank

Access to current employee **benefits**

Individual legal and career **consultations**

Professional and personal coaching during parental holidays

Interactive workshops for returning and departing parents **4x per year**

Online education (e-books, microlearning videos)

Facebook group **ČSOB Parents** – 554 members

Experiences with the program



Petra, banking specialist in the Card Administration department

What has your ability to work via the Program for Parents meant for you?

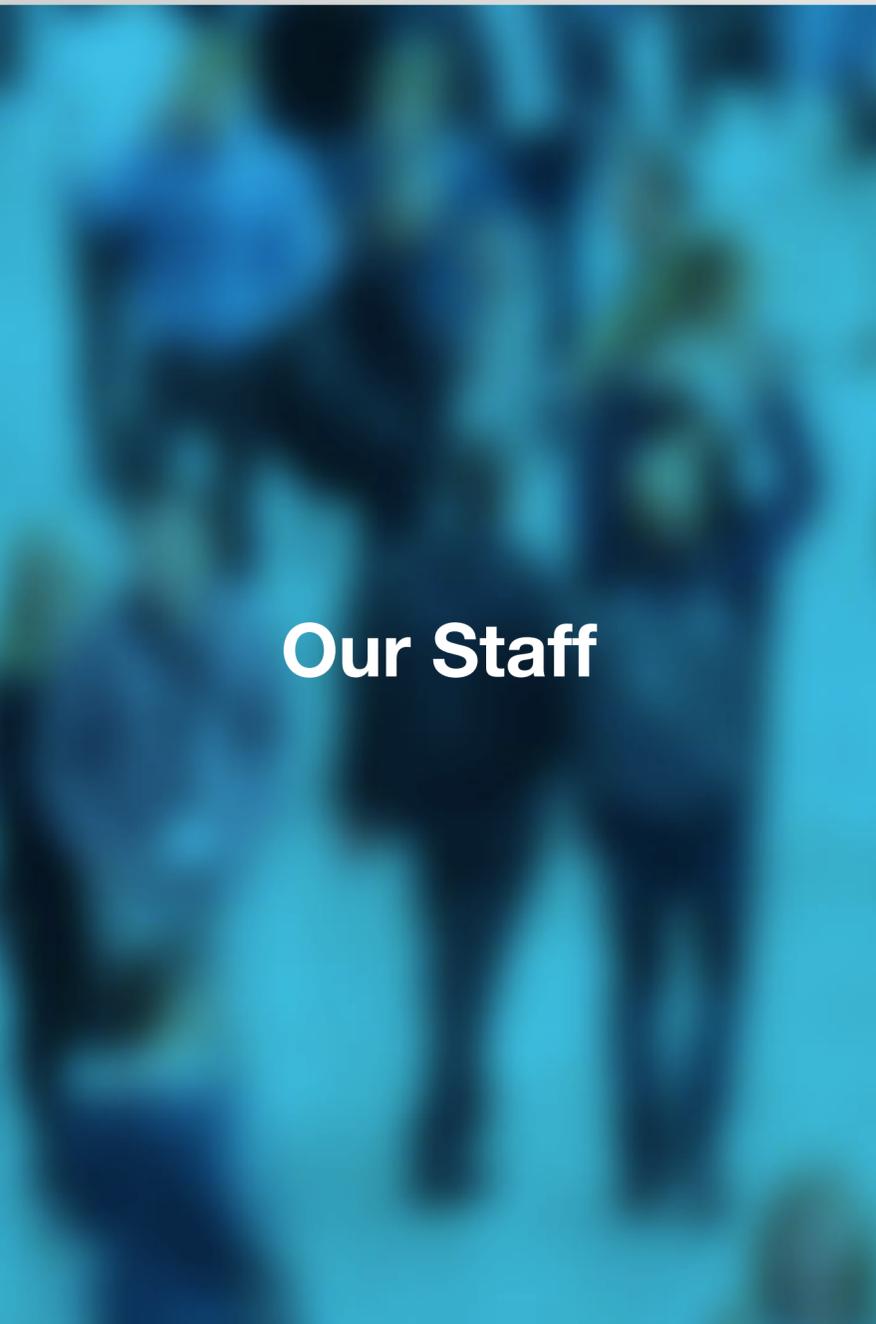
As a manager, after taking maternity leave, many things changed for me, and suddenly I felt a little bit isolated from the day-to-day affairs of my department. I am grateful that the Program for Parents enabled me to continue to be a part of life at the bank and to stay in regular touch with my colleagues. The program allows people like me to more easily merge their careers and private lives. Without the program, returning to work after three years would be far more difficult.

What were your considerations when deciding whether to sign up for this program?

Primarily, I obviously weighed whether I would be able to take care of my first child, who was only one at the time, while at the same time working in the bank. I am used to giving each task my full commitment and avoiding any half-measures. ČSOB has enabled me to carry out my work from home; that means I can more easily divide my private and professional time, and give my full attention to both the bank and my daughter. I absolutely do not regret my decision – quite the contrary.



Equal Opportunities and Diversity



Our Staff

Informal 2018 parents' meeting

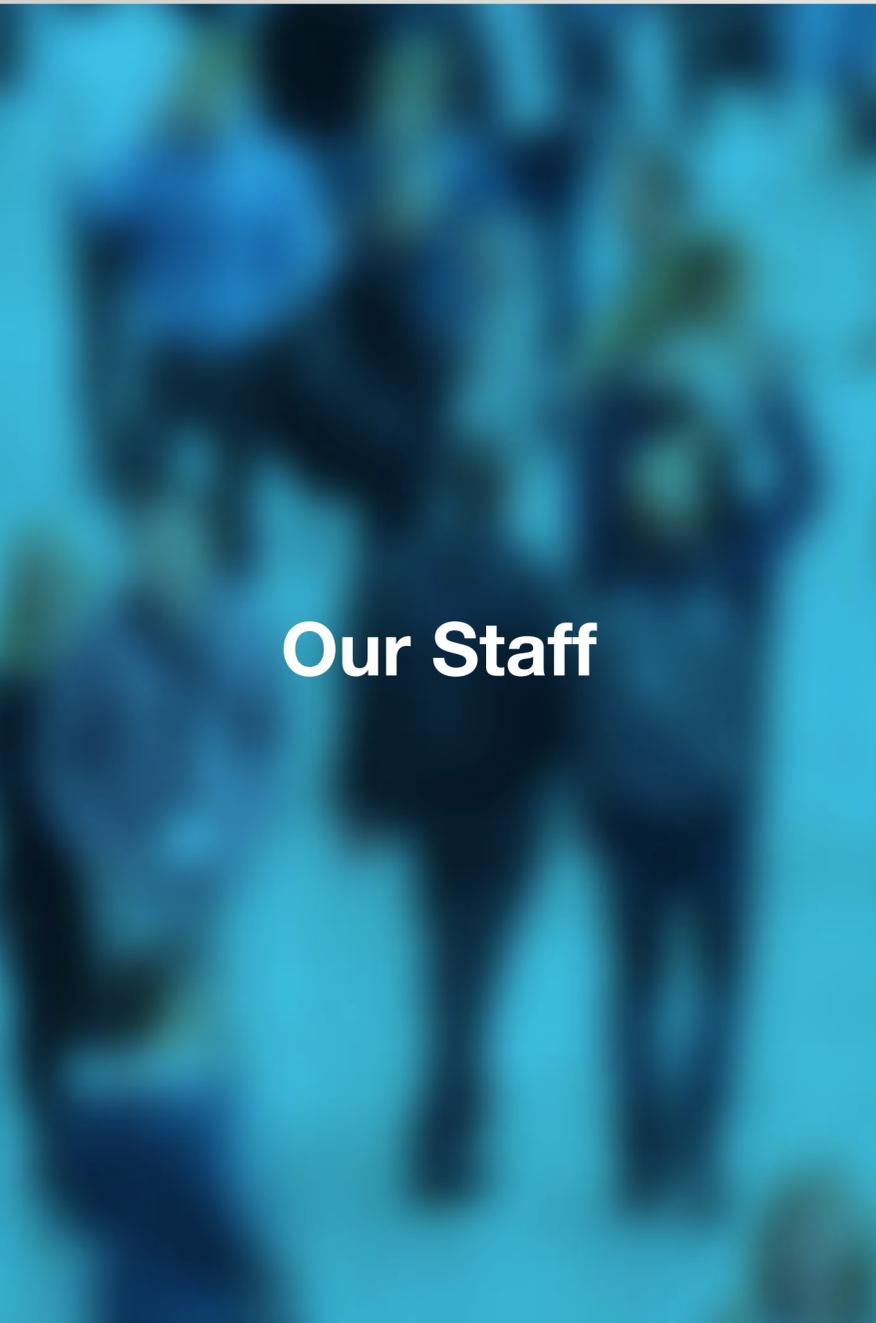
In November, we organised another regular annual informal parents' meeting. A play program was organised for children, while parents acquainted themselves with the opportunities of our program, and the process of returning to work following parental leave, while utilising our internal job finders' service, as well as enjoying the opportunity of consulting over childcare matters.



Workshop for departing and returning parents

In 2018, 4 meetings took place for parents departing for maternity leave, and 4 meetings also took place for parents returning back to work from parental leave.





Our Staff

Equal Opportunities and diversity

Employment of disabled persons



During 2018, we fulfilled our commitment to employ disabled persons both directly and by using “substitute sourcing” opportunities.



average
number of
persons



Utilised
substitute sourcing:

CZK 41.6 mil.

State budget contributions
by way of substitute sourcing:

CZK 1.6 mil.

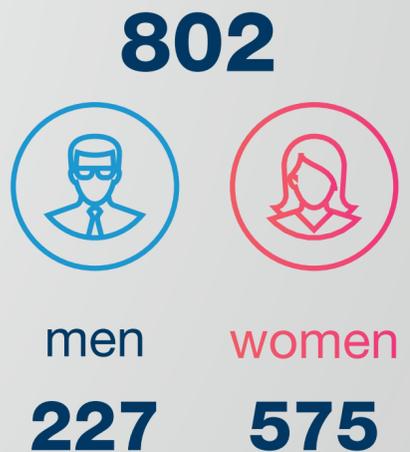
Program 55+

This program enables staff aged 55+ to better interconnect their personal and professional lives and at the same time interconnect via a **multi-generational dialogue**. Both younger and older generations can share their experiences, know-how, and skills and thus fully utilise their potential. The **age diversity** of the team also increases its stability. One marked success was winning a bronze certificate in the “Diversity” category in the “**Top Responsible Company**” competition organised by Byznys pro společnost (Business for Society). We plan to continue with this program in 2019, and will also focus on supporting and consolidating modern technology usage and orientation in the digital world.

Number of staff aged



11%
of all staff





Our Staff is Helping

We are supporting participation in socially beneficial activities and volunteering by individual members of staff.

ČSOB Help Fund

The Help Fund enables employees to gain a friend or family member benefit for a child or disabled adult person, as well as for a person facing serious hardship. In 2018, **66 employees** utilised this benefit.

The bank offered assistance in the order of more than **CZK 1.8 million towards the provision of disability aids**, neuro-rehabilitation therapy, personal carers, and child education. Since the Fund's establishment, we have secured:



"I submitted my application for my eleven-year-old sister-in-law. Kristýna has been confined to a wheelchair since birth. She is very clever and despite her disability is successfully studying at the Brno Business Secondary School for disabled persons. During the week, she lives in a care home at the Kociánka Social Care Centre, and returns home to her parents on weekends. Her monthly accommodation costs (board, care, food) are around CZK 10,000. Her parents tried as hard as they could to support her, but the increased costs of Kristýna's studies are placing a heavy burden on the family budget – both parents are of pension age. And so the CZK 30,000 from The Help Fund served to cover three months of care home accommodation costs."



Martina Š., staff member at our Hradec Králové customer centre

Our Staff is Helping

ČSOB Together We Help volunteering program

The following partook in our 11th annual volunteer program:

1,600
staff

Made use of an extra day off and offered expert advice or a helping hand to non-profit organisations across the Czech Republic.

“Thank you for the volunteers you sent us. They worked very effectively and represented a great benefit to the library.”

Psychiatrist from Bohnice Hospital

“The volunteers were very helpful both in terms of the pre-noon children’s program and also during afternoon preparations for subsequent activities.”

Botič NGO

“The volunteers were clever and very amenable. Everything proceeded fantastically.”

ERGO Aktiv, neuro-rehabilitation centre for those who have suffered brain injuries and other forms of brain damage

The Together with ČSOB Matching Fund

<https://bit.ly/2ZfzIT4>

This fund supports and cultivates giving by ČSOB staff. Every employee can request a financial contribution to support their favourite non-profit or socially beneficial project. They only need organise any kind of benefit event and bring in not just fellow staff members but also people from the local community. In 2018, we placed such actions under our Darujspravne.cz umbrella in order to support easy participation by anyone. The bank matches the amount raised by such fundraising activities (up to CZK 30,000 per project).



Four female staff members celebrating their 40th birthday asked well-wishers to donate to the Nadace Charty 77 (Charta 77 Foundation) charity instead of giving them presents. They entitled the collection “160ka” (160th) and, thanks to our matching funding, the Barriers Account received more than CZK 25,000.

Our Staff is Helping

Team Blue

Traversing a distance between the Earth and the Moon – that was the fourth challenge of the Team Blue project, which took place in the autumn across the entire KBC Group. Working teams, including families and clients, jointly accumulated kilometres through a number of activities such as walking, running, swimming or cycling. These kilometres were then converted into cash that was donated to a number of charities. Our staff decided on the specific charities that would receive these funds.

777,625

collected km – equating to the return distance between the Earth and the Moon



189,474 km

for the Czech Republic

total collected **CZK 11.5 mil.**
CZK 3 mil. for projects in the Czech Republic
30 supported Czech organisations



Blue t-shirts, which could be purchased by staff, served as a participatory identifier. 2,400 such t-shirts were sold, with **more than CZK 238,000** raised, which went to the **Díky, trenére** (Thanks Trainer) sporting project.

Our Staff is Helping

- As of May 2018, staff are able to donate their collected points to charity via the **Cafeterie Benefit Plus** program. The non-profits that are able to benefit from the good deeds of our colleagues include **Charta 77 Foundation – Barriers Account, Linka bezpečí, Mathilda Endowment Fund and Committee of Goodwill – Olga Havel Foundation**, our long-term partners with whom we have already collaborated on a number of charity projects. In total, staff have donated around **CZK 60,000** for such projects.
- **249 staff donated** to the 9th annual **Daruj krev, daruješ zdraví** (Give Blood, Donate Health) campaign. Working in conjunction with Zbraslav Transfusion Station we once again undertook our traditional blood donation drive from our bank branch in Radlice.
- **304 staff** across 84 teams partook in our May **Do práce na kole** (On Your Bike to Work) campaign. In total, they cycled, ran or walked almost 50,000 km, thus raising around **CZK 100,000** for the **Rozum a Cit Endowment Fund** charity. Additionally, we won first place, both in the number of partaking employees, but also – thanks to colleague Jan Kavalír, who cycled 5,000 km – in the countrywide competition.
- Staff fulfilled the **Christmas wishes of 268 children** in 8 children's homes.
- The sale of mulled wine and non-alcoholic punch at a stall in front of our Radlice branch yielded **CZK 67,000** for our partner non-profits. We used some of the funds to support the **Česká asociace paraplegiků** (Czech Paraplegics' Association), **Mathilda Endowment Fund** and **Linka bezpečí**.
- Two **collections for Sue Ryder Homes** charity shops yielded **CZK 53,000**. The money raised through sales at these shops is used to help provide a number of expert care services, including rehabilitation. This meant that in 2018, the charity's care home was able to acquire a special ceiling-mounted walking training system.





The ČSOB Group Ombudsman

In 2018, the ČSOB Group
Ombudsman oversaw:



Martin Kovář,
ČSOB Group
Ombudsman



**Simply
for People**



Social Responsibility Strategy

Social Responsibility

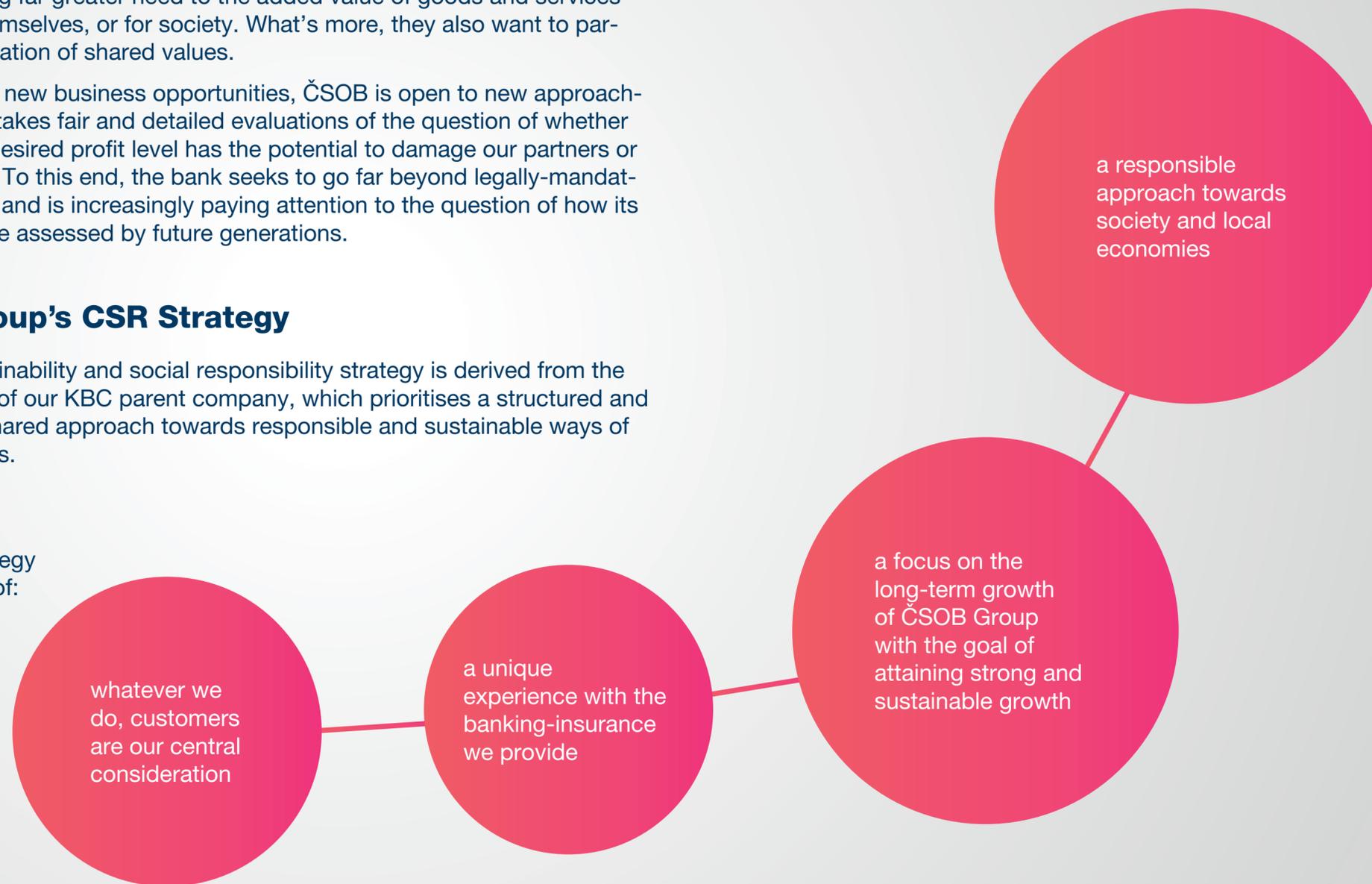
Both today's world and the needs of our customers are changing and evolving. The era in which customers merely made a choice based on a product and its price is gone. Many new factors are now also being considered. Clients are paying far greater heed to the added value of goods and services – be that for themselves, or for society. What's more, they also want to partake in the creation of shared values.

In seeking out new business opportunities, ČSOB is open to new approaches, and undertakes fair and detailed evaluations of the question of whether attaining the desired profit level has the potential to damage our partners or wider society. To this end, the bank seeks to go far beyond legally-mandated standards, and is increasingly paying attention to the question of how its conduct will be assessed by future generations.

ČSOB Group's CSR Strategy

ČSOB's sustainability and social responsibility strategy is derived from the CSR strategy of our KBC parent company, which prioritises a structured and group-wide shared approach towards responsible and sustainable ways of doing business.

The CSR strategy is comprised of:





Social Responsibility Strategy

Responsible Business

Sustainable business practices form the basic philosophy that underpins ČSOB's social responsibility strategy. We seek to continually consolidate positive social influences, and to foster motivation among all of our partners – meaning customers, staff, suppliers, state institutions and non-profit organisations – towards responsible conduct as part of day-to-day businesses operations.

Individual ČSOB social responsibility activities are undertaken according to four strategic pillars, thus jointly comprising a compact whole that reflects the group-wide sustainability strategy of our parent KBC Group.

These areas form the pillars of ČSOB Group's **responsible business practices**:

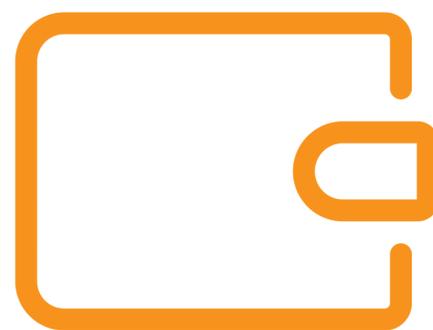
- **For Education**
- **For Longevity**
- **For Business**
- **For Nature**

Philanthropy represents another key component of ČSOB Group's responsible and sustainable conduct principles. This is cultivated via long-term strategic partnerships with non-profit organisations and clearly defined grant programs – as well as via **the participation of our staff**.

CSR expenditures in 2018

In 2018 the bank committed more than CZK 50 million to the development of philanthropy and towards supporting socially responsible activities that reflect social needs across the Czech Republic.





For Business



For Business



We actively support the Czech economy and its international competitiveness. In today's ever-changing world, no economy can afford to frown upon innovative products and services. That's why we dedicate our efforts to assisting entrepreneurs starting out and small businesses and to supporting innovative projects. We participate actively in public discussions, forums and meetings of experts where ČSOB representatives defend the interests of businesspeople and make every effort to reduce legislative obstacles faced by small and medium sized enterprises.

Entrepreneurship Guide

Our web portal at www.pruvodcepodnikanim.cz (Entrepreneurship Guide) provides entrepreneurs starting out and small businesses with:

- A single place for high-quality information relevant to business undertakings
- A comprehensive overview of entrepreneurs' obligations
- News from the business world
- Success stories



ČSOB Trade Club

ČSOB Trade Club is a unique application that supports international trade. It is managed by an alliance of banks that includes the KBC Group. The alliance now spans 33 countries and continues to grow rapidly. ČSOB is the only bank to offer access to the Trade Club in the Czech Republic.

The application works as a unique "business dating app" that mediates the acquisition of new and verified international business contacts. It also contains a database of regularly updated information about more than 190 countries.

Support for innovations

- Our **InnovFin program provides financing support** to early-stage innovative projects
- **We help start-ups** to obtain loans of up to CZK 250,000 guaranteed by the European Investment Fund's COSME program.

Coworking centre

- **We support a coworking centre** in České Budějovice
- **We organise regional events** with prominent business figures (talk shows, lectures, workshops, business melting pots)





For Business



START IT
@ ČSOB

In November 2018, ČSOB launched its Start it @ČSOB acceleration program. Unlike other acceleration programs operated by big companies, we support all innovative projects backed by capable teams of at least two or three people. What's important to us is that the project aims to deliver a new or better solution for customers. The pilot acceleration round attracted applications from 11 start-up businesses. Four were accepted into the program by a panel of experts

The selected start-ups receive



Mentoring program from experienced businesspeople



Advice from ČSOB's legal, marketing, accounting and HR experts



A series of workshops



Four spaces/workplaces in the Impact Hub coworking facility in Prague



Help in attracting orders

In the acceleration stage, entrepreneurs fine-tune their idea of their target customer group and find out how to test their objectives on the market. They also define the features that distinguish them from competitors and determine the foundations of a profit-making business model.

ČSOB will continue operating its acceleration program. We have **increased the program's capacity to ten start-ups, with applications accepted every six months.**

Start-ups receiving assistance in the pilot round

- **Supernova Club** – a start-up focusing on getting professional athletes' second careers off the ground. The project is based on the unique set of skills professional sportspeople possess that predetermine their success in careers away from active sport.
- **PrPom** – a company providing experience-based first-aid training that turns people into heroes. The project is based on the idea that people are truly ready to administer first aid only with a previous hands-on experience that helps them, among other things, to manage their own stress response.
- **Mebster** – an R & D-focused start-up that has developed an affordable exoskeleton which helps people with paraplegia to walk again.
- **Keyguru** – a start-up that offers a keys handover service to Airbnb accommodation providers using the company's proprietary self-service safe box.



For Business



Start it @ČSOB got Keyguru off the ground

One of the start-ups selected in the Start it @ČSOB acceleration program's pilot round is Keyguru. It is a company that facilitates property key handovers in collaborating cafés and restaurants. Property owners use a mobile app to deliver necessary authentication information to guests and receive information when guests collect and return the keys. More than 10,000 key handovers have taken place since the founding of the company in 2017.

"We believe that Keyguru has great potential. The company's product is unique and the solution is easily scalable. It can be further developed in any number of directions. I am happy to see that the team behind the product put all our advice to good use. We have made very good progress together."



Zuzana Paulovics,
Start it @ČSOB leader

Strategic advice for start-ups

"The Start it @ČSOB acceleration program gives us access to a number of experts ready to answer all our questions. We have consulted marketing experts, we have talked to the bank's design sprint expert about designing a prototype of a new product and we have discussed our strategy with an experienced mentor who has previous experience with several start-ups. Were it not for ČSOB, we would never have had access to any of them."



Eva Dibitzlová,
Founder of Keyguru

Support for women entrepreneurs

"ČSOB has been the general partner for the Women Entrepreneurs Award for five years. With the bank's support, we visit women entrepreneurs out in the regions. Viewed from the other side, my agency has been a ČSOB client for many years and I greatly appreciate their approach to me as a woman entrepreneur."



Helena Kohoutová,
Founder of Agentura Helas and the Women Entrepreneurs Award (Ocenění českých podnikatelek)



For Business

We support social enterprises

ČSOB Stabilisation of Social Enterprise Grant Program

The sixth year of the grant program dedicated to stabilising and developing existing social enterprises saw four projects succeed and obtain financial support as well as specialist advice.

“Thanks to ČSOB’S support we were able to buy new chairs, armchairs, a coffee machine, a grinder and a coffee machine with an integrated grinder for our lecture room. The grant also includes access to advice and I am very grateful for that. All our efforts focus on increasing the number of satisfied customers of our Bílá vrána (White Crow) café.”

Zoran Dukić,
Bílá vrána café



ČSOB has supported no less than **35 social enterprises** that provide job opportunities for people with combined disabilities

ČSOB has supported social enterprises with a total amount in excess of **CZK 5.6 mil.**

Buying from social enterprises

We buy services and products from social enterprises and sheltered workshops and thus meet our obligation to support the employment of people with disabilities. In 2018, we cooperated with the following organisations:

A MANO, s. r. o.	coffee supplier
Agentura PANCĚŘ, s. r. o.	guard service for our headquarters building
ATALIAN Servis CZ, s. r. o.	cleaning and minor repairs
BARELOVÁ VODA, s. r. o.	supplier of barrels of water
Dřevovýroba Otradov, s. r. o.	marketing services in parcels distribution, in collaboration with Ergotep
ERGOTEP, družstvo invalidů	documentation processing, marketing services in parcels distribution
Good Sailors, s. r. o.	graphic design services
ISS Správa budov, s. r. o.	facility management services
Náruč, z.s.	deliveries of Christmas gingerbread cakes as presents for employees
sales24, s. r. o.	third-party call centre
Sdružení Neratov, z.s.	refreshments for clients at events
Transkript online, s. r. o.	eScribe service, transcribing of verbal communication at branch offices for persons with hearing impairments





For Education



Surveys show that Czech society suffers from gaps in financial education. People lack the skills necessary for sound financial management and long-term expenditure planning. Debt, over-indebtedness and debt collection enforcement can result in personal tragedies. **That is why we work on improving financial education through lectures delivered by our employees in both schools and organisations for senior citizens.** We also support the prevention of over-indebtedness in collaboration with **Asociace občanských poraden** (Citizens Advisory Centers) and **Člověk v tísní** (People in Need). We co-finance debt advice and debt resolution through the Financial Distress Advice Agency (Poradna při finanční tísní), available free of charge.

We also emphasise education in achieving online security and promote staying safe from hacker attacks. All relevant information is easily available via our **Security Guide** web portal.

We are well aware of the fact that the topic of financial literacy and cybersecurity is so broad that it calls for the collaboration of multiple experts and dedicated organisations. That is why we regularly open grant-award rounds under our foundation's educational program **ČSOB Education Program**.

For Education

ČSOB Financial education for schools

In 2016, we began offering schools in the Czech Republic free participation in our **ČSOB Financial education for schools** project that delivers supplementary financial literacy education through interactive and entertaining lectures for primary and secondary schools.

In collaboration with specialists from the National Institute for Education (Ústav národního vzdělávání), we developed original educational materials. Our lectures focus on the following main topics: **money, household financial management, financial products and law and consumers**. The lectures can also include other topical content, as needed: **cybersecurity, modern means and methods of payment, responsible approach to debt, debt enforcement and functions and activities of supervisory bodies**.

In addition to participating in the Financial education project, our employees also take part in the **Bankers to schools** project. In 2018, ČSOB also served as a partner of **Global Money Week**.



345 ambassadors



141 schools



13,861 pupils



527 lessons delivered

For Education

What our partners say

Eva Skalová,
primary school and preschool Újezd

Financial literacy for Year 5 pupils

“On 5 March, a financial literacy lecture, designed for Year 5 pupils, was given in our school. Two employees of ČSOB, Eva and Honza, gave the lecture in which they gradually acquainted the children with basic financial concepts and explained possible pitfalls associated for example with the use of credit cards. They made the lecture easier to relate to by including many real-life stories, some of which were quite difficult to believe. The children really enjoyed their opportunity to take a close look at various banknotes and learn about all their security features under the UV light. They also had the opportunity to take part in a number of quizzes during the lecture and win small gifts in return for correct answers.”

Markéta Machillová,
Primary school Panenský Týnec

“Financial literacy plays an increasingly important role in society. That is why specialists from ČSOB visited our school in late November to give lectures aimed at pupils from Years 4 to 9. They acquainted the children with personal data protection principles, talked about financial management in everyday life and explained possible dangers associated with loans. Most of the children taking part were excited about the lectures and found them useful. It is therefore quite likely that they will obtain further insights into the world of finance in the months to come.”

Ditta Pospíchalová,
Dejme dětem šanci, o. p. s.

(Let's give children a chance, beneficial organisation)

“We are very grateful for the lecture. It was really beneficial for the students and we are confident they will find the information useful in their independent lives.”

Veronika Benešová,
Masaryk Business Academy Rakovník

“As part of a traditional collaboration between our Academy and ČSOB, a consumer protection workshop for Year 4 students was held. During the workshop, students learned about processes to be followed in the event of a faulty product or the making of a service complaint, what faults can provide grounds for a consumer complaint, and which institutions are available to consumers if the merchant rejects their complaint. Students also obtained a wealth of other useful information.”





For Education

ČSOB Education Program

In the ninth year of the grant program, we divided CZK 2m among 14 projects that focused on financial literacy and online security. Seven of the supported projects were concerned with raising the level of financial literacy among children and young people in children's homes and those coming from socially disadvantaged backgrounds, and among people with autism spectrum disorder and hearing impairments and people released after serving jail terms. The other seven projects focused on children and young people between six and 25 years of age (primary and secondary school pupils, children and young people with hearing impairments) and senior citizens, to whom the projects provided information on safe behaviour and information sharing online, possible pitfalls of internet usage, risks of online manipulation and the prevention of cyber-bullying.

Total support provided:

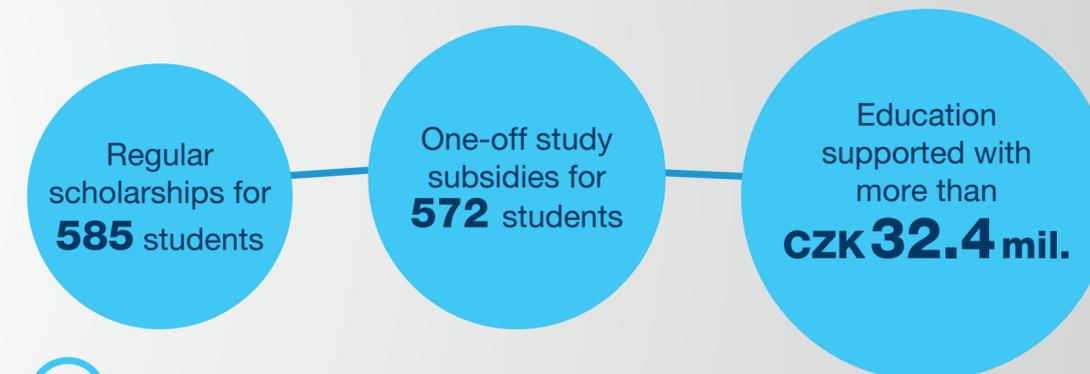


Projects supported in 2018

Education Fund

The Education Fund is our longest running joint philanthropy project. It was established in 1995 in partnership with the **Výbor dobré vůle – Nadace Olgy Havlové** (Committee of Goodwill – Olga Havel Foundation) to provide support to talented secondary and vocational school students and university students who could otherwise not afford to continue their studies due to a medical or social disadvantage.

From the launch of the program to end-2018:



https://youtu.be/c475WK0K_0M





For Education

Czech Association of Science Centres

We serve as a partner to five science centres in the Czech Republic

- Techmania Science Center, Plzeň (since 2016)
- Science and Technological Centre, Ostrava (2016)
- iQLANDIA, Liberec (2017)
- VIDA! Science Center, Brno (2018)
- Fort Science, Olomouc (2018)

The science centres were visited in 2018 by more than 1.3 mil. people of which 288,000 were school pupils.



We have supported the development of educational workshops dedicated to **financial literacy** in four science centres.

The workshops were included in the science centres' visitor programs for the public in July and August 2018.

Each science centre approached the contents and extent of the financial literacy workshops in their own unique way in line with their regular programs.



3,000
visitors



600
lessons delivered

Workshop topic	Number of workshops
Learn to manage your finance: where does money come from?	90
Saving for a holiday	146
No pain, no gain	160
Labyrinth of money	34

For Education

What our partners say



Vlastimil Volák,
Director of Techmania
Science Center

“No pain, no gain’ (Bez práce nejsou koláče) is a new program dedicated to financial literacy. It has certainly entertained our visitors. What’s more, it showed who earns what for their efforts and what they have left for ‘amusement’, or in other words, their disposable income after taxes, various charges and regular payments for housing, food, transportation, and so on. The concept of an entertaining workshop has proven its worth at Techmania, even when it deals with a topic as complicated as financial literacy.”



Lukáš Richter,
Director of VIDA!
Science Center

“The financial literacy program, created by our VIDA! Science Center in collaboration with ČSOB, is very beneficial, in my opinion. What I see as a great benefit is the gradual delivery of information for school groups. I am sure the program does a lot to increase the level of pupils and students’ financial knowledge.”



Jakub Švrček,
Director of Science and Technological Centre

“Financial literacy has been absent from school curricula for a long time. That’s why we partnered with ČSOB to take on the topic and developed an interactive game that fulfils the mission of our science centre while expanding its offer. By engaging in our ‘Saving for a holiday’ game, visitors, and children in particular, had an opportunity to see up close where money comes from for the household budget and how it needs to be managed in order to save for a summer holiday. In developing the game, we obtained another tool which we intend to use in the future as an educational program for schools. We are very grateful to ČSOB for their financial support and for raising awareness of financial management among the young generations.”

For Education

Collaboration with students

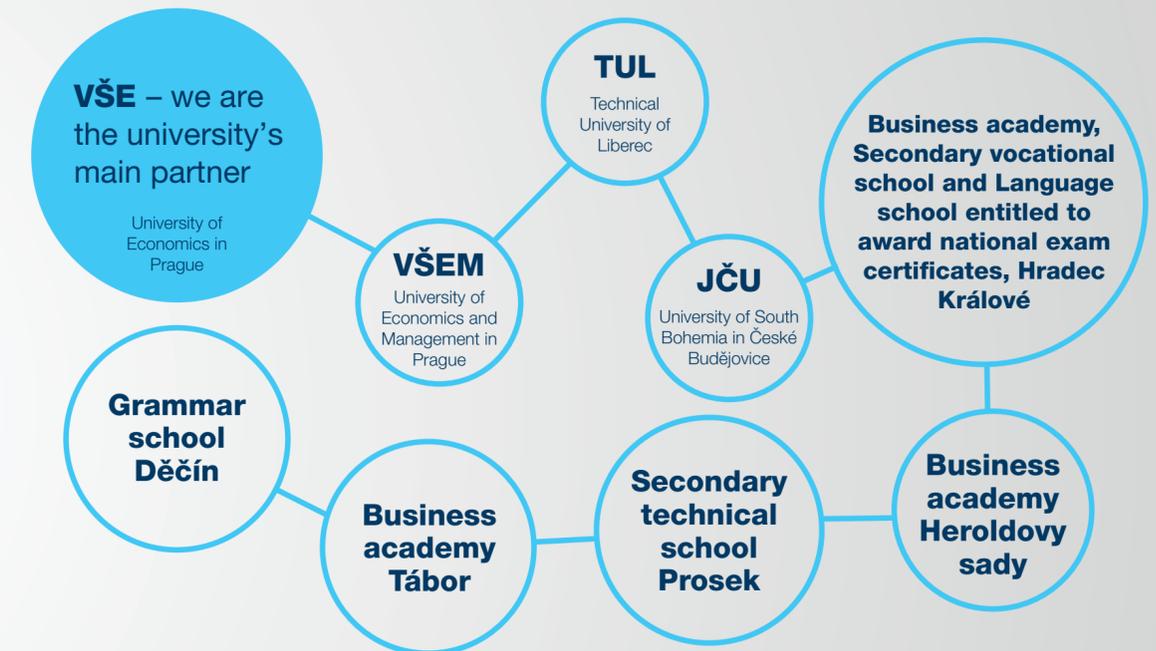
- In 2018, **42** secondary and vocational school students completed internships with us.
- **9** students based their dissertations on our activities.
- We took part in **20** student events: fairs, assessment centre rehearsals, collaborations with associations.
- We have been repeatedly named Top Employer by students.



- New nationwide Facebook group **#proSTORYproSTUDENTY** (spaces for students) – **904 members**



We collaborate with secondary schools and universities

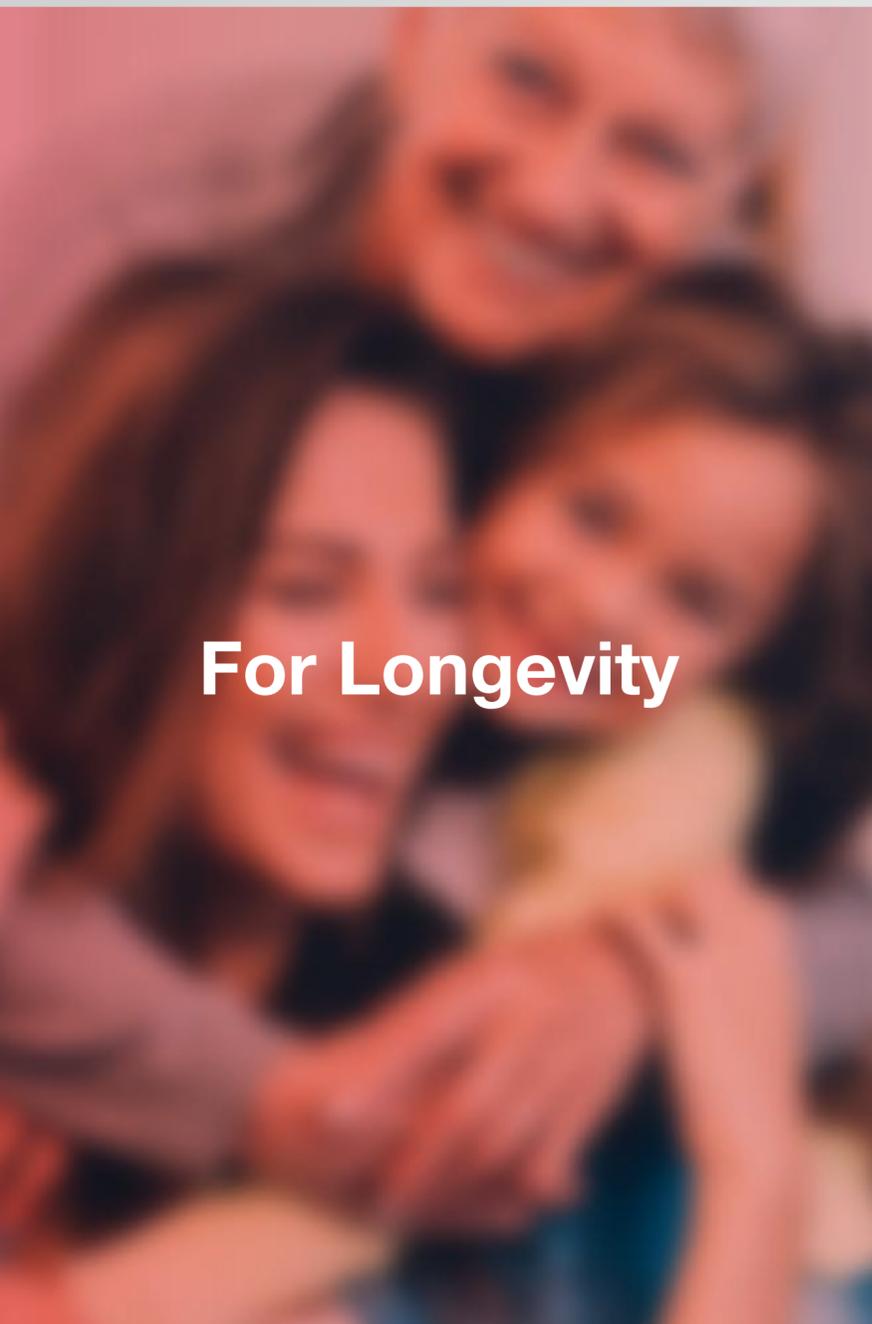


Study and work

- A program providing workplaces in ČSOB branch offices in various regions to secondary school and university students
- Training in various business positions for students
- Guaranteed employment upon meeting set conditions
- Duration of one to two years (depending on duration of study)

104 students participated in the program in 2018

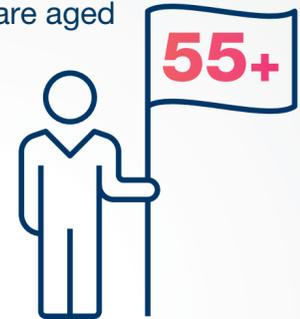




For Longevity

For our clients, we are more than a partner in the world of finance. We apply our knowledge, experience and non-profit sector partnerships to deliver efficient assistance and support to people **throughout their entire lives.**

40% of all ČSOB clients are aged



We provide extra care for senior citizens and people on the cusp of retirement. We are equally mindful of socially disadvantaged people, such as those with a disability. We also pay attention to the **“sandwich generation”**, i.e. people who look after both their children and their ageing parents.

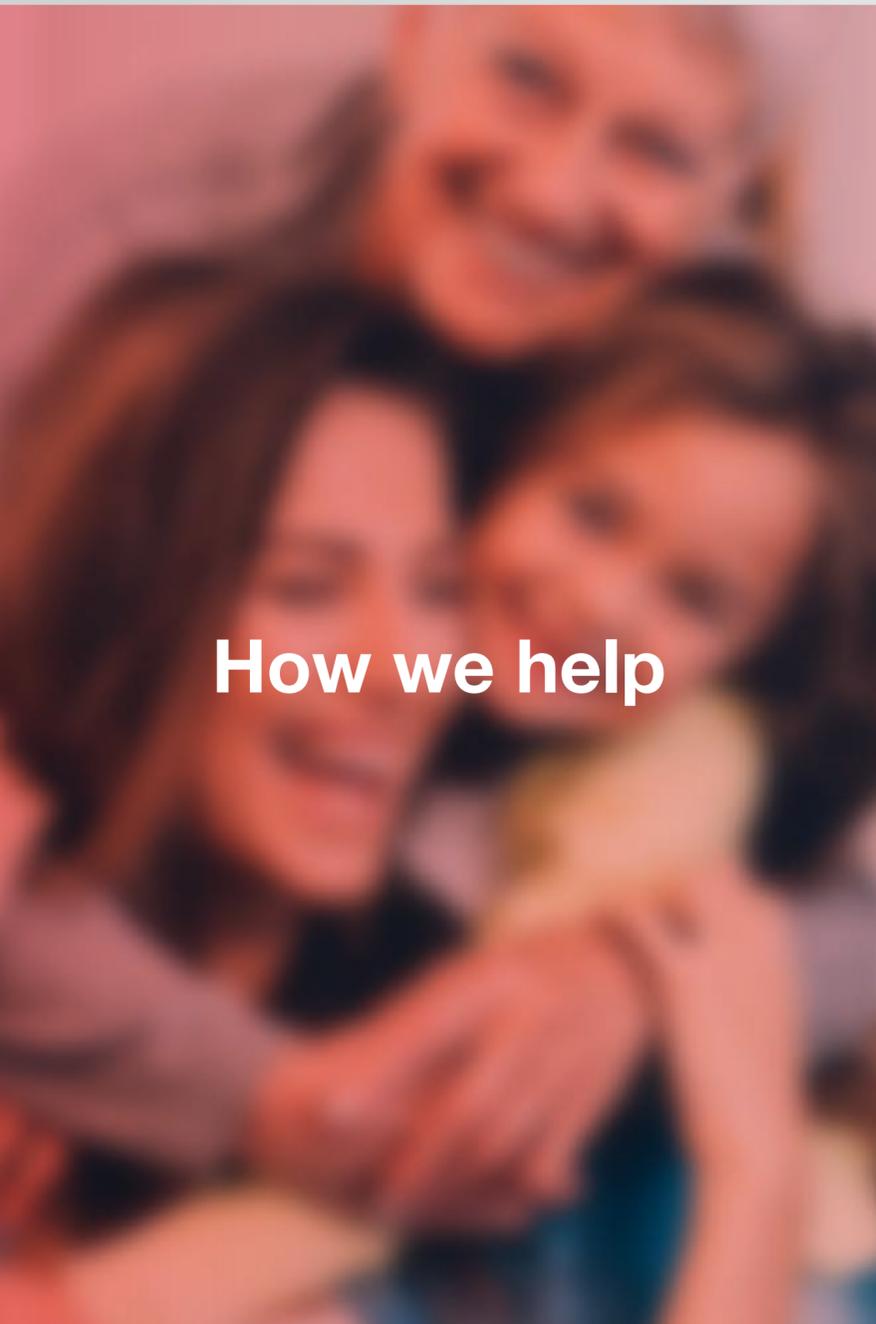
World of rewards

We regularly reward our clients: they collect points for card payments, usage of our services as well as for transaction activity. Clients can convert their points into gifts from our catalogue, shopping bonuses at our partner shops, or upgrades to the banking services they use.

Another option is **donating points to good causes**: clients can convert their points into money (1 point = CZK 1) to be donated to **Charta 77 Foundation – Barriers Account**, help-in-distress hotline **Linka bezpečí**, or the **Mathilda Endowment Fund**.

In 2018, the total donation made through the World of rewards was **CZK 571,000**

www.svetodmen.cz



How we help



198 branch offices, out of a total of 235, provide barrier-less access



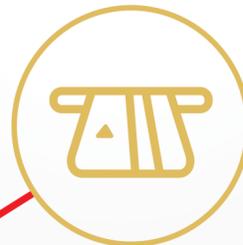
The **eScribe** service is available in **104 branch offices** where it ensures easy communication between bankers and people with hearing impairments or speakers of foreign languages

Online transcription of client communication for people with hearing impairments



51 branch offices are fitted with **acoustic beacons** for people with vision impairments

94% of ATMs feature voice guidance for people with vision impairments



Discounted bank accounts are available for people aged **58+**. Services include free cash withdrawals at branch offices and cash delivery to a specified address.

Advantageous loan "**Opatrovník**" (Guardian) from ČSOB Leasing for clients with disabilities.

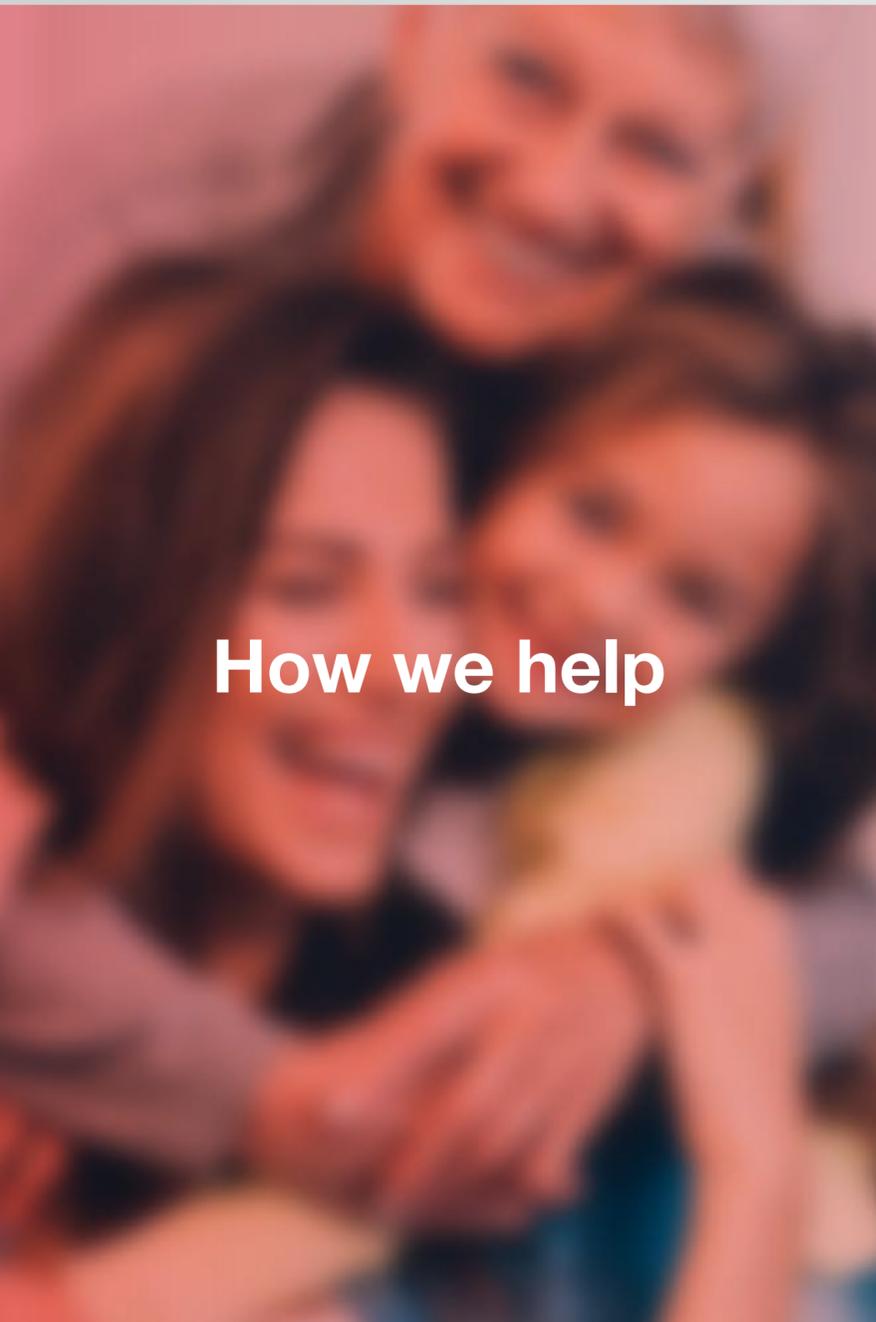
Bank accounts are free of charge for up to **three years** for mothers on maternity leave and parents on parental leave.

A new **voice banking** service is currently under development. It will enable people with vision impairments or other disabilities to control their internet banking using their voice.

ČSOB Goodwill Card
The unique payment card for private banking clients combines the worlds of finance and philanthropy. Clients donate a fraction of each transaction to charitable causes, with additional funds provided by ČSOB and Mastercard.

We have already jointly contributed by almost **CZK 10 mil.**

The ČSOB Goodwill Card has already helped more than **245 people.**



How we help

Avoid Getting Lost in Old Age

A web portal developed in collaboration with non-profit organisation **Sue Ryder** provides a single point of reference for information and advice that senior citizens and their close ones would otherwise have to seek out laboriously from a number of separate sources.



Information and advice are easily accessible to anyone at www.neztratitsevestari.cz and people can even make use of a recently established telephone line. Senior citizens can obtain advice on the use of a range of care services, ask for help in obtaining financial support, or seek legal advice.

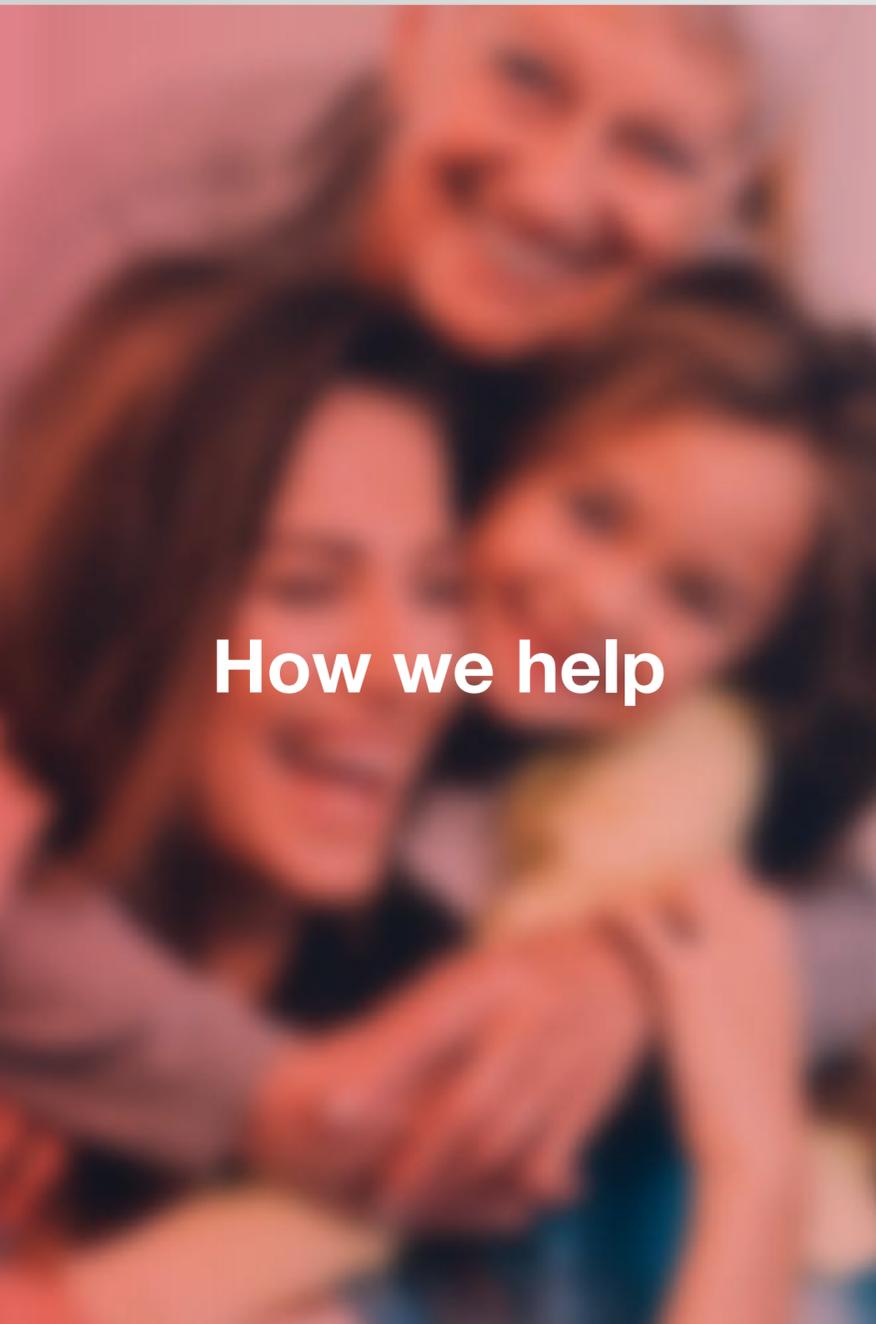
 **How does the project work?**

Mathilda Endowment Fund

Our partnership and collaboration with the Mathilda Endowment Fund continues. In 2018, ČSOB contributed **CZK 648,000** towards the fund's guide **dog training project** and its **Assistance centre**. ČSOB also benefited from feedback while testing its voice banking.

CZK 648,000





How we help

Společenský klub Zvonkohra (Social club Carillon)

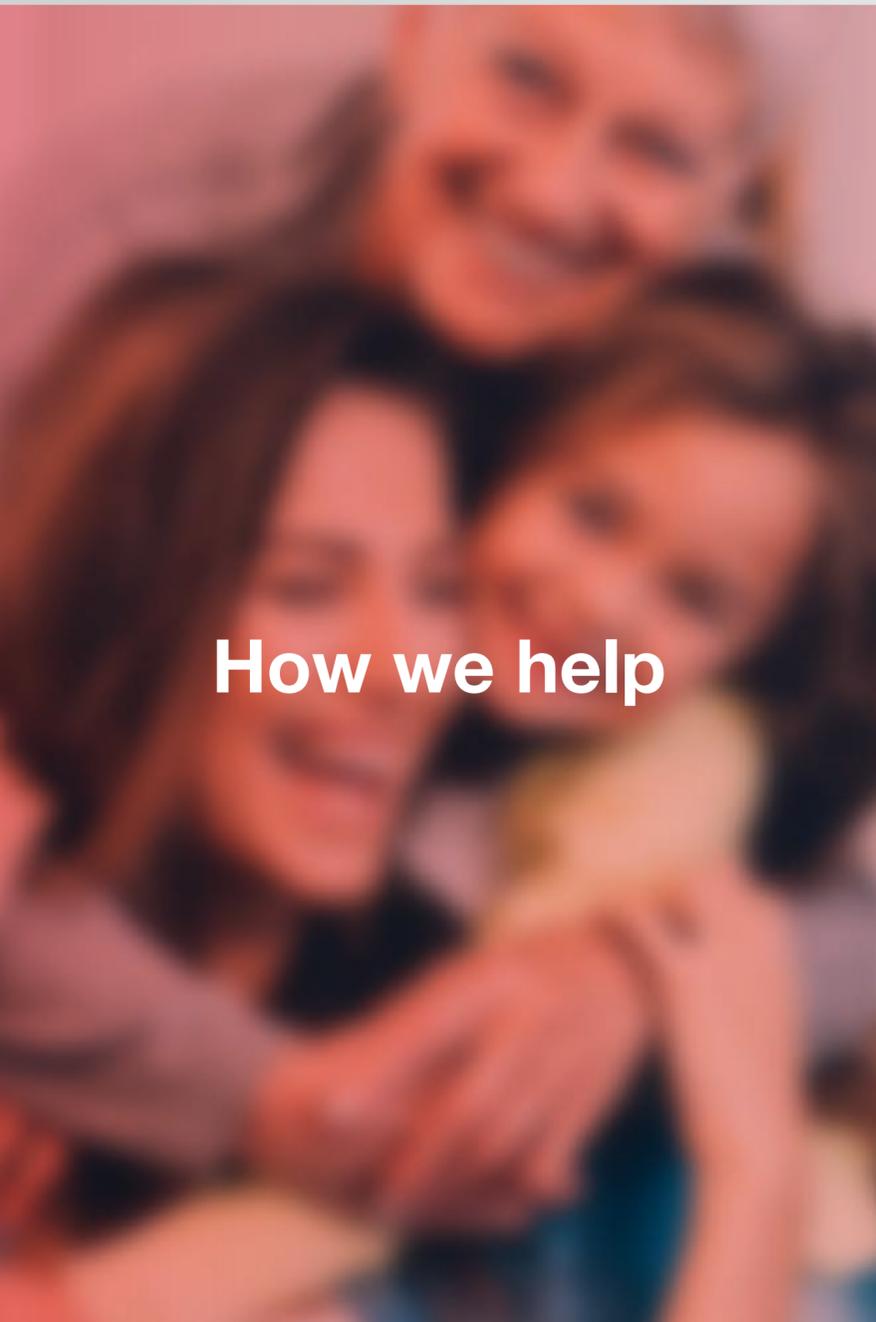
We have collaborated with the Teplice-based association for seniors Zvonkohra for several years. The club's members are more than an inspiration in our own lives: we receive feedback from them and learn what they like and what they would like to see improved when it comes to financial services. In return, we provide advice and assistance. In 2018, we thus discussed with members various issues surrounding voice services, the use of internet banking or the implementation of new security features.



Helena Voctářová
Společenský klub
Zvonkohra

"We really value our partnership with ČSOB. We view the bank as a guarantor of reliability. What we get from the bank is understanding, respect, and, without exception, a courteous and open approach. That is something older people like us value and appreciate. After several years of a seamless partnership, we consider ČSOB to be our friend. Thank you, do stay with us."





How we help

ČSOB Na Zdraví (For health)

We support physical activity and a healthy lifestyle. In 2018, we organised several running events at unconventional venues. Participants thus had an opportunity to run through a zoo, a golf course, along a water reservoir, through city centres or in the mountains. The more adventurous ones had an opportunity to test their limits at Spartan Races and various workouts. A total of eight running events attracted more than **21,000 active runners** plus another 22,000 other participants.

Each such event features a ČSOB Na Zdraví zone where we provide, among other things, a varied program for children. In the zone, we also **exercise for a good cause**, with the motto: “A good deed can be done in a mere two minutes!” Each squat, sit-up or push-up completed in under two minutes was matched by us with one crown, with the proceeds going to **Výbor dobré vůle – Nadace Olgy Havlové** (Committee of Goodwill – Olga Havel Foundation), which helps people with disabilities.

www.csobnazdravi.cz



Michal

Nearly **CZK 57,000** “sweated out” by participants helped Michal from České Budějovice to obtain a **new mechanical wheelchair**.



Adam

Adam was able to use the amount of nearly **CZK 124,000** collected to get a **prosthetic leg** suitable for competitive swimming.





For Nature

We protect our planet by conducting our business in an environmentally responsible manner – we refrain from financing coal-based projects and focus on responsible investments. Sustainability and an ecological approach are also key to the policy of our main branches. ČSOB Kampus in the Prague district of Radlice is a state-of-the-art ecological building unequalled in the Czech Republic.

No financing of coal projects

ČSOB is not financing any new coal-burning power plants or new investments in existing coal-burning power plants. The only exception through to 2035 may be the financing of environmental upgrades to existing coal-powered heating plants distributing heat to 40% of Czech households. These heat stations may be further financed with the purpose of meeting more stringent environmental norms.

We save energy and use renewable resources

We buy electricity from renewable resources. Thanks to our modern approach to heating and cooling using geothermal energy we have managed to reduce the energy demand of our branches and buildings. For our lighting we use LED light sources and we are gradually shifting towards autonomous lighting control.

We support modern energy resources

We support modern energy resources. We support business clients involved in energy projects and investments that are beneficial. We secure concessionary financing from the European Investment Bank through our product ČSOB EU Smart Energy Credit and we provide a financial contribution for the compilation of energy audits which are an integral requirement for the acquisition of EU energy subsidies.



For Nature



We save on our consumption of paper and petrol and reduce waste

- Every year we reduce the volume of our office waste which we sort consistently.
- We have reduced our waste generation by **177 tonnes** on a year-on-year basis.
- We have achieved large paper savings by our transition to biometric signatures – now we exclusively keep electronic records of our extensive client documentation.
- Both in our headquarters and our branches we adhere to the maximum extent to the principles of paperless office management.
- In 2018 we reduced paper usage by more than **100 tonnes**.
- Since 2015 we have been systematically **reducing our consumption of water and electrical energy and our CO₂ output**.
- We have been reducing the frequency of company vehicle journeys giving priority to modern technologies which enable colleagues to cooperate at a distance.



Our achievements in 2018



- We have installed LED lighting in 21 more branches thus reducing electricity consumption by **92,000 kWh**.
- We have invested in technologies that **save on heating and cooling by 1,180 GJ**.
- Our catering has introduced recycled napkins as well as biodegradable cups and food containers.
- We have adjusted our coffee machines to also enable the use of mugs rather than dispensable cups, incentivising our staff with a discount to use mugs instead. We have thus **reduced the number of cups by 30%**. That amounts to a reduction of approximately **6,000 cups a month**.

“We have granted ČSOB our Responsible Company certificate for its responsible attitude towards the environment in the field of waste management and waste separation. What we likewise consider to be of importance in this regard is that the bank educates its staff in this field, not only guiding them towards properly separating waste, but also making sure that they don't create needless waste in the first place.”



Mgr. Martin Fojtík
director of the AOS EKO
KOM Client Department

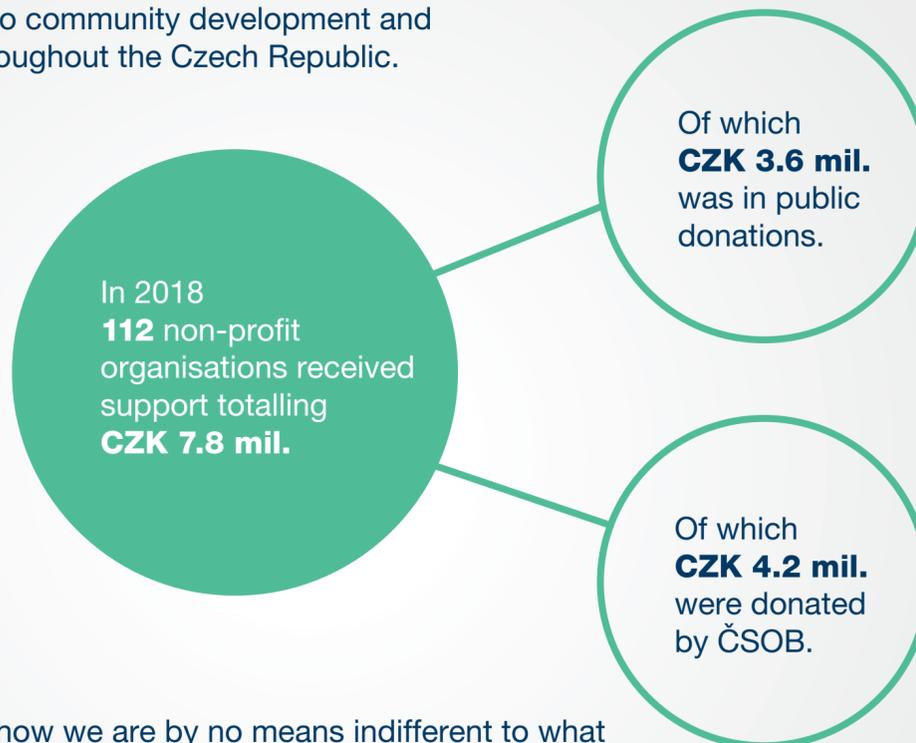


Helping Regions



Helping Regions

Through our **ČSOB Helps Regions** program we support projects that contribute to community development and a better quality of life throughout the Czech Republic.



The program testifies to how we are by no means indifferent to what is happening around us. It has attracted a great deal of interest from both non-profit organisations and society alike. A record sum of **CZK 147,486** in donations was sent to the **Hospic sv. Jiří** (St. George Hospice) in Tachov in the Plzeň Region which provides mobile services to the terminally ill. This once again confirmed that care for senior citizens or for the terminally ill in their home environments attracts the most interest among individual donors. Also attracting strong – and frequent – support is Mathilda Endowment Fund (Prague) and its “Happy guide dog” project which secures the proper breeding of puppies and their subsequent training to become guide dogs for the blind. The collected sum amounted to nearly **CZK 130,000**.



Alena Votavová,
director of **Hospic sv. Jiří, o. p. s.**

“Last year we received support from the ČSOB Helps the Regions program for the operation of two mobile hospices which provide services to the terminally ill. We believe that our way of providing services in a mobile hospice based on a relationship of respect towards the ill person and their care-givers, and with a communicative approach, empathy, a genuine interest and professionalism, is now perceived as something of a standard which, also thanks to ČSOB, will spread to other parts of our country.”



www.csobpomaharegionum.cz



Helping Regions

Given high demand and the sheer number of project applications, the program has since 2016 been divided into separate spring and autumn phases. Financial donations are always granted to four applicants in each of the country's 14 regions (15 regions from 2019 onwards), i.e. a total of 56 non-profit organisations, subsidised institutions or schools. The sum of ČSOB's financial donation depends on how successful the applicants prove to be in raising funds from individual donors. The organisation that raises the highest amount in a given region receives CZK 50,000, the second-most successful receives CZK 40,000, the third-most successful CZK 35,000 and the fourth-most successful CZK 25,000.



Overall, we have in the framework of the ČSOB Helps Regions program already supported **700 projects** totalling **CZK 33.8 mil.**

We not only provide the individual projects with an effective internet platform to raise funds from private donors but also give them media support.





**Social Responsibility
within
ČSOB Group**

ČSOB Asset Management

Support for foundations and the disabled

We donate to foundations and other socially beneficial institutions on a regular basis. In 2018 we left it to our employees to decide upon the selection of these entities in a vote. The vote was promoted in an internal company appeal called “Team Blue on the Move”. Thanks to last autumn’s #IAMIronman appeal ČSOB AM’s employees were given the opportunity to further increase the amount in donations through their sporting activities.

For more than 20 years already, we have taken part in a successful cooperation with the **Committee of Goodwill – Olga Havel Foundation**. It has also received a private donation from one of our colleagues. ČSOB AM, furthermore, financially supports the Summer Language School project. We, in addition, cooperate with institutions such as the **Jedlička Institute Foundation** and the **Foundation for Holocaust Victims**. Last year we, for example, successfully purchased a photograph in an auction organised by the Jedlička Institute Foundation.

In 2018 we
donated a total
sum of
CZK 310,000

Volunteering

Our staff regularly engage themselves in volunteering activities for charity. Each year they join the **Goodwill run** organised by the Olga Havel Foundation as part of the Sports for Charity project, thus supporting persons with a physical disability. They also take part in **volunteering days** as part of ČSOB Group’s **collection project for clothing and toys** for institutions that look after infants and children.

Most especially the female part of our staff is actively involved in **Baking for a Good Cause**. In 2018 we made a donation to Ladka Pořízková, the Czech Republic’s best wheelchair tennis player, who will represent the country at the 2020 Paralympics in Tokyo.

Educating the public



Nicole Krajčovičová,
member of ČSOB AM’s board
of directors

“With a view to today’s still relatively low level of financial literacy, ČSOB AM has deployed investment field experts in its Financial Education ČSOB for Schools project. In selecting investments for the fund we manage for the Catholic Church, special emphasis is placed on socially responsible investment.”



ČSOB Asset Management

Sustainable investment primarily focuses on ecology, solutions supporting long-term sustainable development, a considerate approach to labour relations, respect for universal human rights and adhering to the child labour ban.

We also offer **KBC retail funds for socially responsible investments** as well as one purely Czech fund, the **KBC ECO Fund ČSOB Water**. ČSOB AM employs the basic principles underlying socially responsible investment in regard to the portfolios of all its funds, disqualifying companies involved in corrupt practices or the use of child labour. It also disqualifies companies producing arms banned under international agreements.



We offer **open-ended investment** funds with an investment strategy that adheres to the **principles of socially responsible investment**. KBC Asset Management is among the most significant managers of socially responsible funds. It has developed its socially responsible investment strategy since 1992.



ČSOB Leasing

Volunteering

Since 2013 we have been implementing the **Together We Help** volunteering program. Our staff devote one day a year to volunteering for selected non-profit organisations. In 2018, 149 employees took part, supporting 22 non-profit organisations with their activities.

Give blood, donate health!

Since 2015 we have on a regular basis been recognising donors of blood or blood platelets from the ranks of our employees. In 2018, 23 staff members donated blood and blood derivatives.



We organised two **charitable cake-baking** sessions that generated more than CZK 20,000 in proceeds which we donated to the **Ostrůvek Children's Centre** and the **Alzheimer nadační fond** (Alzheimer Foundation Fund).

Once again we organised a **collection of donated clothes for the Czech Paraplegic Association** and their charity shop **The Star Bazaar**. Last December we organised a fundraising sale of items made in The Star Bazaar. It yielded more than **CZK 4,000** in support of people with damaged spinal chords.



Since 2013 we have been proud partners of the **Asociace integrovaných sportů** (Association of Integrated Sports). In 2018, we donated to the association **CZK 50,000** raised by a Christmas charity raffle.

In 2018 we supported several non-profit organisations by engaging in **sports events**. The **Night Run for Světluška** saw 62 of our staff members participate. They raised nearly CZK 28,000 for The Czech Radio Endowment Fund – **Světluška** project. Last autumn we supported the **Tereza Maxová Foundation** by participating in the charitable Teribear Moves Prague run.



ČSOB Leasing

Mutual assistance



We support non-profit organisations by leasing and donating cars to them. In 2018 we supported **MOMENT ČR**. We have also leased three vehicles on a long-term basis to The Czech Radio Endowment Fund – **Světluška** project.



We regularly donate used notebooks to non-profit organisations. In 2018, we gave notebooks to the **Radost** children's home and the **Jedlička Institute**.

We offer colleagues with a disability (for example, people with hearing impairments, asthma or epilepsy or wheelchair-bound persons) the **Vita Benefit Program**. It enables them to adjust their working conditions **in keeping with their needs**.

ČSOB Penzijní společnost

In cooperation with **Linka bezpečí** (Safety Line – a crisis help line for children) we created a campaign aimed at **raising awareness in relation to problems children can encounter with financial matters**. In a two-month campaign, we managed to raise more than **CZK 99,000** for the help line, thus assisting the organisation with its efforts in providing effective and accessible assistance to children, students and those acting in the interests of children.



Additionally, we became involved in the **ČSOB Na Zdraví** (For Health) **project**. As part of this cooperation, we, through Syslení magazine – aimed at both children and parents – **raised awareness of pension insurance for children in an entertaining fashion**. We also provided the sporting girls and boys with a playful gift package.



ČSOB Pojišťovna

Financial assistance

For the sixth straight year we served as principal partner to **Modrý průvod** (Blue March), one of the events for raising public awareness as part of Autism Day. The special day was held all around the Czech Republic with the slogan: “I’m living in my own world, but I love you.”

The march was held in Pardubice on 4 April 2018. It went from Pernštýnské square to the building of ČSOB Pojišťovna insurance company, where hundreds of children and adults released blue balloons. Blue is the colour that symbolises communication, with which people suffering autism spectrum disorder have the biggest difficulties.



Volunteering

In 2018 we held two charitable baking events in which our staff participated. In what was already our seventh such event, we gave the focus to the “House for Julia” project. Some CZK 30,000 was raised. The eighth such event was held for the son of one of our staff who is suffering from a neuromuscular disorder. Overall, in 2018 we raised more than CZK 59,000 with baking events, while throughout the entire duration of the charitable project we have managed to raise a total of **CZK 260,000**.

Trips with Tyflocentrum

As part of a longstanding cooperation between ČSOB Pojišťovna insurance company and TyfloCentrum in Pardubice, which offers social services to the visually impaired in Pardubice Region, last spring and last autumn we supported trips organised for visually impaired people.

Garden for senior citizens

Since 2017 we have been cooperating with Regional Charity Pardubice. In 2018, our staff helped embellish the garden of the Červánky retirement home in Mikulovice. We also bought furniture for the garden.

Weekend with Autistic People

August 2018 saw what was already our fourth Weekend with Autistic People. The event particularly aims to assist parents and siblings with tasks they face in providing daily care, while also offering children with autism, who look at the world through different eyes, an entertaining program.

Volunteering for Sunflower

We also support the **Denní stacionář Slunečnice** (Sunflower Social Welfare Centre). It provides services for the mentally disabled and senior citizens. Last spring, we organised a trip for such people to the zoo in Dvůr Králové. In the autumn, we held a soap-making event. The made soap was sold at events in the run-up to Christmas.



ČSOB Pojišťovna

We help the disabled

We have a longstanding cooperation with **Léthó**, an organisation **which assists disabled people in finding a job**. Workers from Léthó and their clients have several times set up a stand in our building to sell fruit and vegetables from the Ekofarma Rohoznice eco-farm.



Ecology

A cooperation between ČSOB Pojišťovna insurance company and **Sdružení Krajina NGO** – which dedicates itself to actively contributing to nature, landscapes and the environment in the Czech Republic – has been taking place for several years. In 2018, we assisted the NGO in the restoration of burnt areas of woods.

Advent with the Pardubice Regional Charity

In November 2018 we jointly created 92 wreaths. Proceeds from their sale totalled nearly **CZK 50,000**. They were used by the Pardubice Regional Charity to **renovate and equip a mobile hospice**.

ČSOB Pojišťovna Charitable Fund

Our employees suggested individuals, associations and groups whom we should assist with our charitable fund. From 40 nominees, we chose **13 organisations**. They were provided with financial support amounting to **CZK 400,000**.

Pre-Christmas charitable collection

Our traditional pre-Christmas collection raised a sum of more than **CZK 56,000**. It was distributed among families in need.

ČSOB Pojišťovací makléř

Since 2013 our staff have dedicated one day a year to volunteering activities for a chosen nonprofit organisation. In 2018, **29 employees** became involved in supporting **four non-profit organisations** with their activities.

We participate in the Donate Blood, Donate Health! project. It encourages regular donations of blood, blood platelets, blood derivatives and bone marrow. At the ČSOB Pojišťovací makléř insurance brokering company, we are happy to have donors among our staff who have been donating blood for many years.

In 2018 our employees engaged in **charitable baking**, raising more than CZK 20,000 used to support the **Ostrůvek Children's Centre** and **Alzheimer nadační fond** (Alzheimer Foundation Fund).

During the charitable baking event, an **auction of various items** also took place. Thanks to the auction, we raised more than **CZK 10,000** for the Rukama nohama workshop of the **Starý Knín Parish Charity** and the **Czech Paraplegic Association**.

We also support sports events organised by non-profit organisations. Our employees participated in the **Night Run for Světluška**, thus supporting the Czech Radio Foundation's Světluška project for the blind. They likewise took part in the **Teribear Moves Prague** event, thus helping the **Tereza Maxová Foundation**.

We support non-profit organisations by offering them **accident and car insurance**. In 2018, we supported the **Linka bezpečí** crisis help line for children, while we helped arrange advantageous insurance for the **MOMENT ČR** organisation.

In 2018, once again we held a **collection of unwanted clothing for the Czech Paraplegic Association's Hvězdný bazar** (The Star Bazaar). In December, we organised a sale of items produced in the bazaar. It raised more than **CZK 4,000**.

Českomoravská stavební spořitelna

Cooperation with Revenium

In 2018 we entered into a cooperation with Revenium, an NGO that helps disabled people succeed on the labour market. It provides them with career and psychological advice and promotes their right to equal opportunities. We support this organisation financially by buying their products and actively supporting their various projects.



How our people help

Support for disabled mothers

We organised a collection in support of the **Azylový dům sv. Máří Magdalény** (St. Mary Magdalene Refuge) in Jiřetín pod Jedlovou for mentally disabled mothers with children. In just a few days, our staff managed to gather a large quantity of foodstuffs, drug store goods, clothing, toys and other essentials.

50,000 for good causes

At the turn of 2019, our staff once again together made a decision on whom to support with a sum of **CZK 50,000**. Our employees proposed a number of organisations. The two chosen were **Cesta domů** hospice and the **Pomáháme Terezce** (We help Tereza) project.

Volunteering

As we do every year, in 2018 we dedicated part of our working time to helping others. In total this amounted to **77 working days**.

Tree of fulfilled wishes

Each year at Christmas time we try to meet the wishes of **children in women's refuges**. On the latest occasion, we received **84 wishes** from three Prague refuges. All were quickly divided among our staff who made sure they were fulfilled.



Hypoteční banka

Zelená hypotéka (Green Mortgage)

In 2018 we introduced a brand new product unequalled on the Czech market – the **Green Mortgage**. It is intended for everyone aiming to build and invest in **energetically sustainable living**. The Green Mortgage helps to save the environment and save clients' money. The principal condition for acquiring the Green Mortgage is that the envisaged building's energy demand will fulfil Class A or Class B requirements. By incorporating the Green Mortgage in our product portfolio, we respond to client demand and fall in line with a positive worldwide trend.



Going paperless thanks to The Mortgage Zone

A mortgage often entails a relationship between a bank and a client lasting for decades. We aim to make this relationship as easy as possible for the client. We enable them so, ideally, they can deal with everything relating to their mortgage from the comfort of their home, with no need to visit one of our branches. We created **Hypoteční zóna** (The Mortgage Zone), **an online space for the client to administer their mortgage**. In The Mortgage Zone, the client finds electronic versions of all the necessary documents, meaning they can simply communicate with the bank online. Some 80% of our new clients now make use of The Mortgage Zone.



Hypoteční banka

Český ostrovní dům (Czech Island House)

The **Český ostrovní dům** project was established in February 2016 with the aim of speeding up the introduction of more **sustainable technologies**, renewable sources and energy self-sufficiency in the construction of new houses and flats. Its core activity is an annual competition for graduate students of architecture for the **best self-sustainable building design**. Hypoteční banka is the project's principal partner. In 2018 we organised a roadshow in selected regional cities – Brno, Ostrava, Hradec Králové and Liberec. Part of the program at every stop was an exhibition for the general public at which we presented the latest technologies and innovations applied in the construction of sustainable homes.



SOS dětské vesničky (SOS Children's Villages)

In 2018, Hypoteční banka's cooperation with **SOS Children's Villages** entered its 17th year. Throughout the cooperation, Hypoteční banka has transferred CZK 20 from each of its concluded contracts to the NGO's account. We are always on the lookout for new ideas to raise more funding for "our" SOS Children's Villages.



Run to the Castle



Hypoteční banka for the second time became a partner to the Běžíme na hrad (Run to the Castle) summer event. This is a leisure-time sightseeing running event suitable for families. It consists of five parts, held at the Točnick, Bouzov, Veverí, Kunětická hora and Loket castles. The project, featuring both competitive and recreational runners and their families including the little ones, aims to link sport, nature, history and culture.



About the Report

About the Report

In this ČSOB report we present a whole range of beneficial activities that respond to the needs and interests of society in the Czech Republic, i.e. in the environment where ČSOB conducts its business. As a responsible, considerate and socially aware bank, we must be able to correctly identify such needs and requirements and respond to them accordingly. That is why we regularly invite our key partners to enter into a dialogue with us via questionnaires, public research activities and special actions that address specific people such as clients, employees, investors, suppliers, public administration representatives, representatives of non-profit organisations and, last but not least, players from the competition, regulators and government institutions.

This report pertains to the period of 1 January – 31 December 2018. It thus follows up on the previous such ČSOB report, covering 2017. In terms of its content, this report is in many sections interlinked with the ČSOB Annual Report for 2018, complementing it with selected data of a non-financial nature.

Contacts:

If you have questions, suggestions or comments regarding the content of this report, please send these to: csr@csob.cz.

Jitka Švejcarová
team leader, Corporate Sustainability
and Responsibility Department

Key subjects from the stakeholders' perspective (material aspects)

Aspect	Motivation	Solution
Integrity	Ethical conduct, fairness and honesty, transparency and integrity are the basic principles that underly sound business practice. They are as such built into the ethical norms we profess.	A policy of integrity, ethical code.
Compliance	Compliance forms a natural part of the business culture of ČSOB Group, which places special emphasis on promoting ethical standards and adhering to legal regulations in its business conduct.	Status Compliance ČSOB, code of ethics, anti-monopoly law, money laundering prevention, tax fraud prevention, anti-corruption program, gift policy, whistle-blowing policy.
Privacy and data protection	Trustworthiness is a basic prerequisite for a long-term relationship with the client and for a bank to be at all able to conduct its business in the financial sector.	MiFID rules for the protection of investors, protection of the rights of consumers in the field of consumer loans and mortgages, measures against unfair business conduct, redressing client grievances.
Economic output	As a stable, economically strong company we continuously balance costs and revenues in striving for long-term sustainable profitability.	We are developing a unique cooperation between banking and insurance in order to better understand the needs of our clients and to produce sound complex solutions.
Risk management	We thoroughly adhere to the limits set for the evaluation of acceptable business risk and for our work in capital and liquidity during the conduct of our business.	Rules, principles and measures regarding risk management and the activities of the risk and compliance committee.
Quality of products and services	It is our objective to be the first company people turn to when looking for a financial product or service or when considering the purchase of an investment instrument.	We put the interests of the client front and centre. We conduct our business fairly and take a fair, honest and correct approach towards our relationships. We are discreet and responsible in our business dealings.