



APIC آيبىك

Corporate Social Responsibility

**2015**

## Corporate Social Responsibility ... Efficient Role and Lasting Commitment

At APIC, corporate social responsibility (CSR) is a company-wide strategic priority, radiating from our belief in the importance of building trust, value and respect among our customers, business partners, employees and the community at large. To this end, APIC and its subsidiaries interact with the communities in which they operate through active participation with educational and cultural institutions, charities and public events.

APIC's CSR strategy focuses on medium- to long-term partnerships with key institutions in the fields of education, culture, youth and children, as well as entrepreneurship and philanthropy. To that end, in 2015, APIC signed memorandums of understanding with a number of institutions to provide strategic support totalling USD500,000 for the year.

### Key partnerships in 2015 included:

#### Education and Youth Empowerment

- **King's Academy:** APIC continued to support distinguished students from Palestine to study at King's Academy in Jordan by facilitating two constant scholarship funds. This program was established in 2014.
- **Injaz Palestine:** APIC continues supporting Injaz Palestine, which was established in 2007, through providing donations and volunteers from APIC's employees.
- **Stock Simulation Program - Palestine Exchange:** Since 2014, APIC has been the exclusive sponsor of this program, which is directed at university students in Palestine. The program leverages the practical skills of students, and enhances their financial competence in stock trading in an environment that simulates trading at PEX.
- **Mahmoud Abbas Foundation:** In 2015, APIC established a four-year scholarship fund for Palestinian students in Lebanon via the foundation.
- **APIC's Scholarship for the Children of its Employees:** Each year, APIC awards a full four-year scholarship at a Jordanian or Palestinian university to the highest scoring Tawjihi student among the children of its employees.
- **Other Scholarships:** In 2015, APIC presented educational sponsorships via global communities.

#### Philanthropy and Humanitarian Support

- **SOS Children's Villages Palestine:** APIC has supported SOS Children's Villages Palestine for many

years, helping the institution to enable and fulfill its humanitarian mission of providing stable, secure and loving care as well as quality education for children who have lost parental and community care. This year, APIC has pledged to sponsor the Villages' "Education for a Better Future" program for three years. APIC also pledged to sponsor one family of eight children in SOS Children's Villages for three years as well.

- **Charitable Institutions:** In 2015, APIC supported several institutions including:
  - Arab Orphan Association
  - King Hussein Cancer Foundation
  - Dar Alehsan for Orphan Rehabilitation
  - Palestinian Children Relief Fund
  - Al-Rahim Association - Friends of Down Syndrome
  - Charitable Association for Development and Care (Sadeq)

#### Youth and Entrepreneurship

- **APIC's CEO Annual Award:** APIC actively promotes CSR by providing its communities with healthy career opportunities and its employees with a dynamic, safe and challenging work environment. As part of its corporate incentive program, APIC's CEO Award is presented annually to exceptional employees from each of its subsidiaries who demonstrate creativity and innovation.
- APIC continues to support various **youth and sport centers** in Palestine. It also supports entrepreneurship throughout Palestine in general and within Gaza specifically. APIC is an active patron of the Gaza Sky Geeks Accelerator program.

#### Culture and Art

- **El-Funoun Palestinian Popular Dance Troupe:** In 2015, APIC signed a three-year memorandum of understanding to support the troupe in its mission to maintain Palestinian folklore and cultural identity.
- **National Conservatory of Music:** In 2015, APIC supported the National Conservatory of Music in its efforts to develop talented musicians.

#### Other Support

APIC also supports organizations that increase the global understanding of the socio-economic, political and cultural characteristics of Palestine. To this end, APIC was the exclusive sponsor of the **Palestine's Exporter Week 2015**. APIC also provided its support to the activities of the **Institute for Middle East Understanding**.



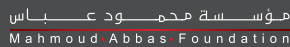
King's Academy is a not-for-profit, coeducational boarding and day school (grades 7 to 12) in Jordan that provides a comprehensive curriculum based on the American Advanced Placement program and the College Board's QUEST framework for teaching and learning. The dynamic curriculum includes an integrated co-curricular program of athletics, activities and community service, and boarding students live in a nurturing residential environment that allows them to flourish personally and intellectually. King's students currently number 557 and hail from Jordan and 36 other countries.



INJAZ Palestine is an organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future and make smart academic and economic choices. INJAZ programs are delivered by corporate and community volunteers who provide relevant, hands-on experiences that give students from high school knowledge and skills in financial literacy, work readiness and entrepreneurship. INJAZ's vision is to inspire and prepare a generation of Arab youth to use their natural talents, inspiration, passion and determination to become the business leaders and entrepreneurs of tomorrow who empower their community.



Palestine Exchange (PEX) launched the Stock Simulation program in 2008, as part its investor education program. It targets students from economic and financial faculties in Palestinian universities, and offers students a first-hand experience in trading securities in a virtual environment that simulates the real trading environment at PEX with same rules and regulations. Participants have the opportunity to practice virtual trading, investment activities and portfolio management. The program started with three universities in 2008, and today, 11 universities participate across Palestine. So far, more than 1,500 students have partaken and benefited from this experience.



Mahmoud Abbas Foundation is non-profit organization founded in Palestine in 2011, in response to the dire situation Palestinians face in refugee camps in the Diaspora, especially in Lebanon. The foundation's Student's Program provides scholarships to Palestinian students, with scholarship amounts directly deposited in the universities' accounts. By the end of 2015, 2000 students benefitted from the program, 800 of whom graduated. Another of the foundation's programs is the Family Interdependence Program, which aims to build bridges and create communication channels between the donating and receiving families. More than 674 families have benefitted from this program since 2015.



SOS Children's Villages International works in over 134 countries worldwide. It provides loving homes and families to children without parents and supports families in difficult living conditions through services in care, education and health. SOS Children's Villages Palestine was established in 1966, the first of its kind in the Middle East. It has two villages, in Bethlehem and Rafah, which provide loving homes to children without parental care. In addition, the Family Strengthening Program, which empowers families and strengthens their capacity to care for their children, works with vulnerable families in the southern West Bank and the Gaza Strip.



El-Funoun Palestinian Popular Dance Troupe is an independent, non-profit organization that is entirely volunteer-based. El-Funoun was established in 1979 by a number of talented and committed artists. Since then, the troupe has been recognized as the leading Palestinian dance group with an impressive track record of over 1500 performances locally and internationally, 15 productions and tens of dance pieces. El-Funoun has won several awards from local and international festivals. El-Funoun presents Palestinian folklore and contemporary culture through elaborated choreographed forms that embody El-Funoun's own unique vision of Palestinian dance, and is widely recognized as the cultural entity that has played the most significant role in reviving and reinvigorating Palestinian dance and music folklore.