

2017 CORPORATE SOCIAL RESPONSIBILITY REPORT

JUBAILI BROS (UAE)

at-a-glance...



50%
Increase

Supported **3 EMPLOYEES**
through educational support program



30 hrs

of Social Volunteering

SPONSORED
16 ACTIVITIES



78%
Increase



Planned

03

Health
Sessions



25%
Increase

**BASKETBALL & CRICKET
TOURNAMENT**



Donated
**AED
100,000**
to Non Profit
Organizations

DONATIONS

38 CSR



COMMITTEE MEETINGS

OUR VISION

To be a force of positive impact in local communities where we operate and in the global community on a social, economic and environmental level.

OUR MISSION

To carryout social, economic and environmental initiatives as part of our business operation while keeping in mind the company's core purpose, to make a measurable and lasting impact.

2017 OBJECTIVE

To increase employee engagement by providing employees with financial and moral support to pursue continued education as well as opportunities to participate in health and volunteering activities

We achieved this through:

EDUCATION

- Relaunching of the Educational Support Program

We analyzed the Education Support program, which we launched in 2016 and decided to modify it to make it more accessible to all employees. In 2017 we published an updated version of the policy and implemented a communication campaign to inform all our employees. There was a **50% increase** in the number of applicants from 2016.



EMPLOYEE HEALTH & WELLBEING

- Relaunching of the Sports Support Program

In order to increase the number of teams benefiting from the Sports Support Program we edited it and made it more accessible. With the improved policy and accompanying communication campaign there was an increase in the number of beneficiaries of this program from **5 teams in 2016 to 7 teams in 2017**.

- Implementation of Health sessions

We planned executed health sessions for employees across UAE to provide information on better nutrition. While we planned to have 4 sessions implemented, we were able to host **3 sessions** with approximately **70 participants** across administration, production and warehouse departments.

- Participating in wellbeing activities

Encouraging employees to get out and maintain active lifestyles, we sponsored **4 activities** related to wellbeing in 2017. We supported employees by covering a part of their registration and by providing transportation.



COMMUNICATION

- Consistently posting on Company boards

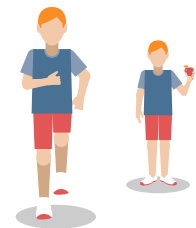
We made sure that all boards around Jubaili Bros facilities were always updated with the latest events and activities; to ensure that all employees, especially those without company email addresses, have access to information on CSR Events

- Soliciting ideas on CSR through Suggestion Boxes

We implemented a suggestion box campaign throughout Jubaili Bros facilities to get ideas and suggestions from employees. While the initiative was executed, we did not get any feedback from employees.

- Tapping of CSR Champions

We assigned influential individuals throughout departments to be the CSR Champions within their departments. We held a meeting at the beginning of the year to discuss and get their feedback on 2017 goals. Throughout the year we communicated with them via WhatsApp, phone and emails, soliciting them to help us increase awareness of CSR events and initiatives. **Employee participation in activities in 2017 increased by 48%** and we believe it was partly due to this initiative.



DONATIONS

- Publishing a Policy for Donations

We drafted and published a policy which outlined the guidelines for donating

- Donated 100,000 AED to various causes

We were able to donate financially to various causes in line with the Donation Policy



REPORTING

- Accurate and timely reporting

We were able to keep better track and report of progress of achieving goals; we met **38 times** throughout the year and were able to stay on track

