

ESG REPORT
2023



PROGRESSING WITH PURPOSE

ESG REPORT
2023



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Nationwide Branches





PROGRESSING WITH PURPOSE

In a world where every step counts, progressing with purpose becomes our guiding star. It's the art of moving forward with intention, fueling our journey with the boundless energy of dreams and the unyielding power of determination. We acknowledge and cherish the importance of that every step which is being taken in that direction because at JS Bank we understand and value the notion of moving forward with progress, responsibility and commitment.

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PURSUIT OF EXCELLENCE

INTRODUCTION



About The Report

Climate change has already had significant impacts on various aspects of our planet today. It has led to rising temperature, melting ice, extreme weather events, ecosystem disruptions, agriculture & food insecurity, human health, displacement & migration to name just a few. It's important to note that these impacts are not isolated events and can interact with each other, exacerbating their effects. Taking action to mitigate and adapt to climate change is crucial for reducing these impacts and creating a sustainable future.

Antonio Guterres, United Nations Secretary General has stated in the UN Climate Change Annual Report 2022 that “last year illustrated once again that the climate crisis is not a future possibility but a present reality. From floods in Pakistan, to wildfires in Europe, and drought in Africa, our changing climate is already affecting millions of people around the world, particularly those in vulnerable countries and communities who have done the very least to create the crisis. There is no question as to the cause: the science states unequivocally that human activity is heating our planet. Concentrations of carbon dioxide are their highest in at least two million years and rising. Yet there is still time to avoid the worst. In its latest Assessment, the Intergovernmental Panel on Climate Change, the IPCC, tells us that limiting the rise in global temperature to 1.5 degrees Celsius remains possible – if and only if we take a quantum leap in climate action, now. That requires the world to work together.”

Addressing climate change requires global efforts to reduce greenhouse gas emissions, transition to renewable energy sources, adopt sustainable practices, and promote conservation and adaptation strategies.

The primary reason for our Environmental, Social, and Governance report is to provide our stakeholders with transparent and comprehensive information about JS Bank's sustainability performance. This report illustrates the Environmental, Social & Governance (ESG) issues that Bank views as being important to our business. The report supplements information provided in our annual report and consolidates and summarizes the most important aspects of the work that has been done.

We have chosen to focus on the issues that we consider are material to our stakeholders, on which we can have an impact and those that create economic value. We are committed to providing our stakeholders with information on how we are using our resources and capabilities to make a difference in the pressing challenges that surround us.

Bina Bilgrami
Head, Green Banking

President & CEO Message

“



Our focus remains on creating a better and sustainable bank that grows and serves the nation

Basir Shamsie

At JS Bank, our commitment to our fellow citizens extends far beyond the bottom line. We believe that the actions we take today can create a positive and enduring impact for a better tomorrow. As a responsible corporate citizen, we integrate Environmental, Social & Governance practices in all levels of our business and operations with the aim of protecting our environment, making our communities stronger, and provide economic growth opportunities.

We strive to create an institution that serves the nation by providing innovative and financially inclusive products and services for our customers, stakeholders, colleagues, or the communities we operate in.

As President & CEO, my job is to ensure that we set and follow the highest standards of transparency, ensure that we have robust risk management and controls, and a culture that values fairness and accountability. Our stakeholders' views continue to be of paramount importance as we strive to improve the quality and quantity of non-financial disclosures.

This Annual ESG Report, outlines our commitment to transparent non-financial disclosure. It covers topics ranging from the way we engage with our fellow colleagues to the environment and customer satisfaction across all our businesses. Some of the highlights of our ESG work are detailed below.

We became the first private sector entity to have a project approved by Green Climate Fund (GCF), namely “Pakistan Distributed Solar Project.” This project will provide concessional financing to women-owned businesses, residential and Agri-based customers, and SMEs, for installation of renewable energy with an aim to mitigate carbon emissions.

We also became first commercial bank in Pakistan to be certified by the World-Wide Fund for Nature (WWF Pakistan) for their Green Office Initiative. The aim of this initiative is to reduce greenhouse gas emissions and to decrease the ecological footprint at the workplace through various initiatives such as reducing electricity consumption and paper waste.

Zindigi was launched in January 2022, and has exhibited extraordinary performance. Zindigi offers unprecedented personalization to customers while offering them a variety of

financial uses in a paperless environment. With over 5 million downloads and 2 million new signups in just a year, Zindigi has become the 4th most downloaded financial App of 2022. Having processed around 20 million transactions worth over PKR 100 billion, Zindigi is about robustness at its core.

As part of our own impact reduction, we have introduced carbon reduction measures in self-operations. This exercise includes measurement of energy (on and off grid power) and paper consumption of all JS Bank operating locations.

JS Bank has successfully financed over 385+ solar projects for residential and agriculture purposes in 2022. It has also been actively working towards reducing the carbon footprint of the country and has deployed approximately 5600 KV worth of solar panel systems. JS Bank has solarized 113 branches representing more than 33% of its total branch network across the country.

We continue to promote the use of clean renewable energy products. In 2022, JS Bank facilitated financing for over 3,100 customers with less than 1% scoring a High Environmental Risk Rating reflecting that most of our customers have a low to medium environmental impact.

Our Framework on Environmental and Social Risk Management and Environment & Social Policy has been in place since 2019 and ensures that we fulfill our responsibility towards environmental protection and provide financing solutions for resource efficient and climate resilient economic transformation. JS Bank goes above pre-established standards to create a holistic eco-system of environmental risk management for all concerned.

These actions define who we are and what we stand for and I invite you to read this report and learn about our different initiatives and efforts undertaken by JS Bank.

About JS Bank

JS Bank is one of the fastest growing banks in Pakistan with both a domestic and international presence. The Bank is a leader in Digital Financial Services, SME and Consumer Lending Space. We are recognized for our commitment to excellence by AsiaMoney, EuroMoney, JP Morgan, Asian Banking & Finance, DIGI and Pakistan Banking Awards.

Our origins began in 2006 with the acquisition of Citicorp Investment Bank by Jahangir Siddiqui & Co. Ltd. in 1999, leading to formation of Jahangir Siddiqui Investment Bank Ltd. In 2007, JSIBL and American Express Bank Limited Pakistan's operations were merged resulting in the formation of JS Bank. We are a public listed subsidiary of Jahangir Siddiqui & Co. Ltd. JS Bank is a majority shareholder in JS Global Capital Limited, a brokerage firm and JS Investments Limited, an asset management company.

In 2023, JS Bank acquired 75.12% stake in BankIslami Pakistan Limited, making BankIslami a subsidiary of JS Bank and an integral part of the JS Group.

Both JS Bank and BankIslami will continue to operate as separate and independent organizations. While BankIslami will continue to uphold its strong roots in Islamic Banking, JS Bank will stay true to its trajectory of growth in conventional banking especially in the area of consumer lending space. Both entities will continue to leverage their respective strengths to develop and deliver best-in-class products and services to their customers.

4,500+
Total Bank Staff

40+
Products & Services

Vision

To be the most innovative, customer-centric, and responsible bank in Pakistan.

Mission

Our mission is to be a world-class bank providing innovative financial services to our customers through a motivated team of professionals, supported by the latest technology, whilst maintaining high ethical standards, creating value for all our stakeholders, and contributing to the society through responsible and sustainable development.



Our Values

Integrity

Integrity is at the core of everything we do. We believe in achieving success by building a culture of trust and accountability by adhering to high moral values. We empower our people to say NO.

Teamwork

Teamwork enables individuals to achieve bigger goals which foster a culture of trust and support. We believe in supporting each other and putting team before individual performance. We respect diversity and promote inclusion.

Customer Centricity

Customer satisfaction is our prime objective. We aim to fully understand the needs of our customers and stakeholders so as to adapt our products and services to exceed their expectations.

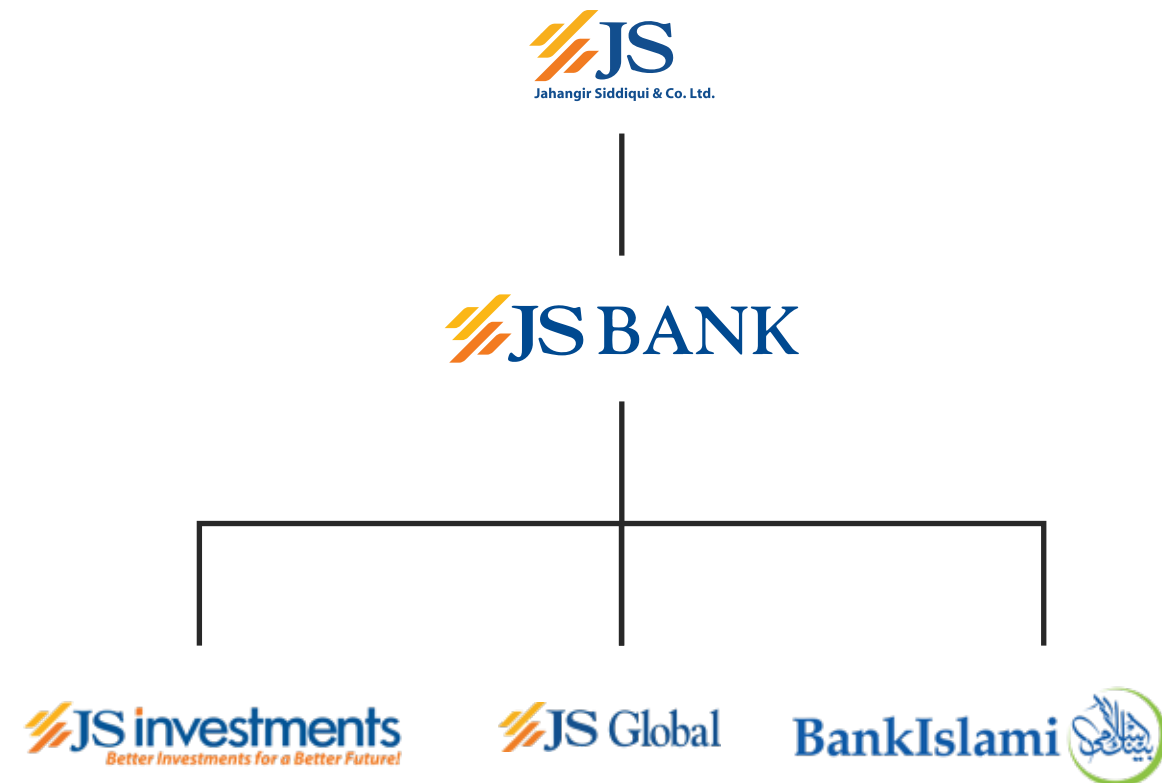
Innovation

We believe innovation is vital at workplace as it gives organization an edge in implementing new ideas, refining services and creating dynamic products leading to business growth by effectively adapting the evolving marketplace.

Professional Experience

As the industry we operate in is evolving rapidly and providing abundance of choice to the customers, we believe only persistent commitment towards excellence will make us the very best among the industry.

Operating Structure



The Holding Company

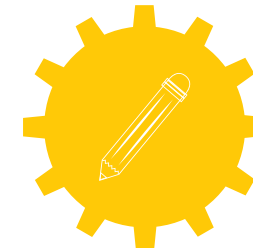
Jahangir Siddiqui & o. Ltd. (JSCL)

Jahangir Siddiqui & Co. Ltd. was incorporated under the Companies Ordinance, 1984 on May 4, 1991 as a public unquoted company. The Holding Company is presently listed on Pakistan Stock Exchange.

JS Bank Limited (JSBL)

Ownership of JSCL: 71.21%

JS Bank Limited (the Bank / JSBL) is a banking company incorporated in Pakistan as a public limited company on March 15, 2006. The Bank is a subsidiary company of Jahangir Siddiqui & Co. Ltd. (JSCL) and its shares are listed on Pakistan Stock Exchange Limited (PSX). JSCL holds 71.21% of the Bank.



Our Subsidiaries

JS Global Capital Limited (JSGCL)

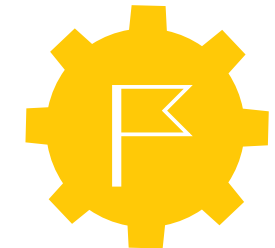
Ownership of JSBL: 92.20%

JS Global Capital Limited is one of the largest securities brokerages and investment banking firms in Pakistan, with a leadership position in the domestic capital markets. It is in the business of equity, fixed income, currencies and commodities brokerage, and investment banking. JS Global Capital Limited was incorporated in Pakistan on June 28, 2000 and is the successor to the securities brokerage business of Jahangir Siddiqui & Co. Ltd. and Bear Stearns Jahangir Siddiqui Limited.

BankIslami Pakistan Limited

Subsidiary of JS Bank Limited 75.12%

BankIslami is an Islamic bank incorporated in Karachi in 2004. It has 400+ branches in 150 cities in Pakistan. It is the first Islamic commercial bank to receive the Islamic banking license under the Islamic banking policy of 2003 from the State Bank of Pakistan on March 31, 2005.



JS Investments Limited (JSIL)

Ownership of JSBL: 84.56%

JSIL is principally owned by the Bank, holding 84.56% of its equity interest. JSIL has obtained the license of an "Investment Advisor" and "Asset Management Company" (AMC) under the Non-Banking Finance Companies (Establishment and Regulation) Rules, 2003 (the NBFC Rules) and the Non-Banking Finance Companies and Notified Entities Regulations, 2008 (the NBFC Regulations). In addition, JSIL has also obtained registration to act as Pension Fund Manager under the Voluntary Pension System Rules, 2005.

Financial Performance

Entity Credit Rating

Long Term

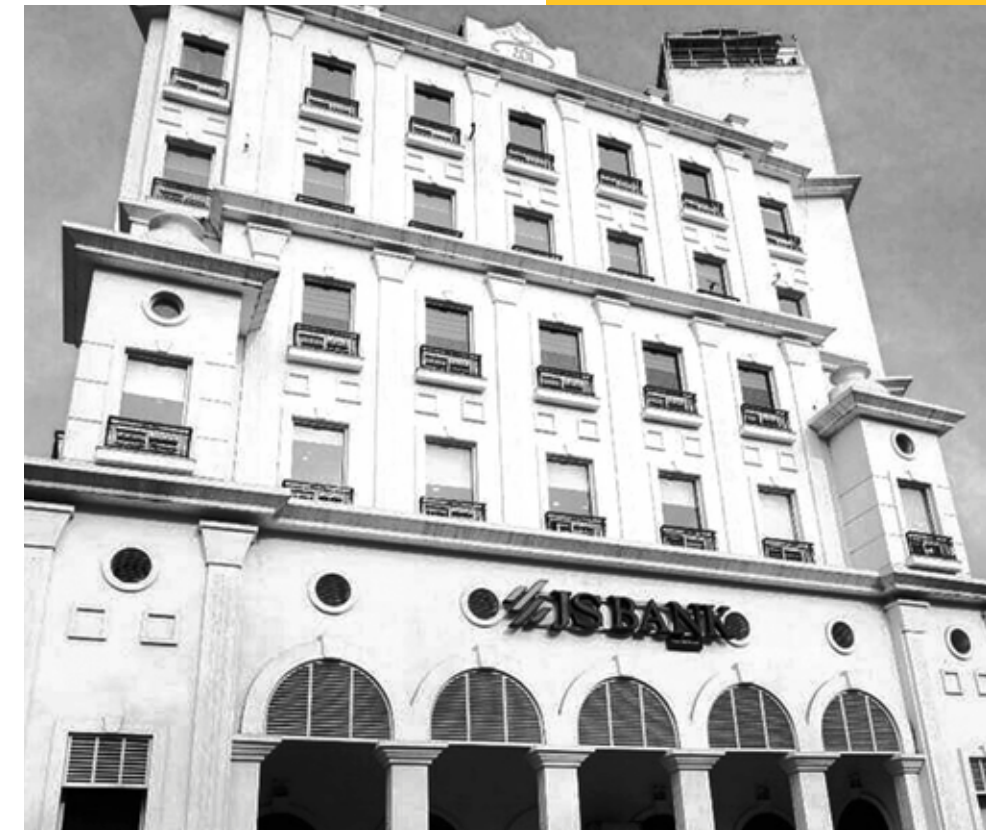
AA-

(Double A Minus)

Short Term

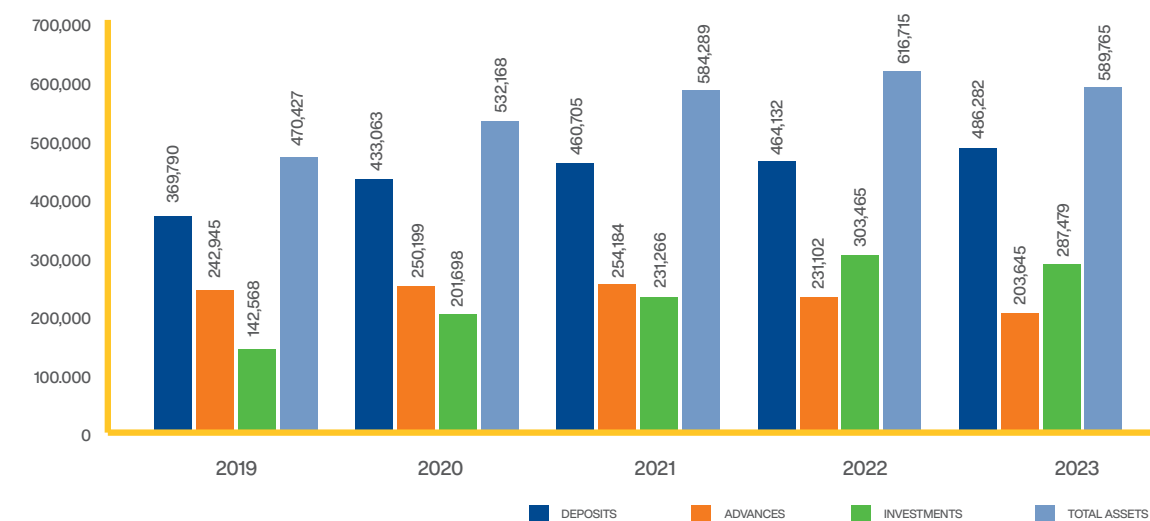
A1+

(A One Plus)



5 Years' Performance at a Glance

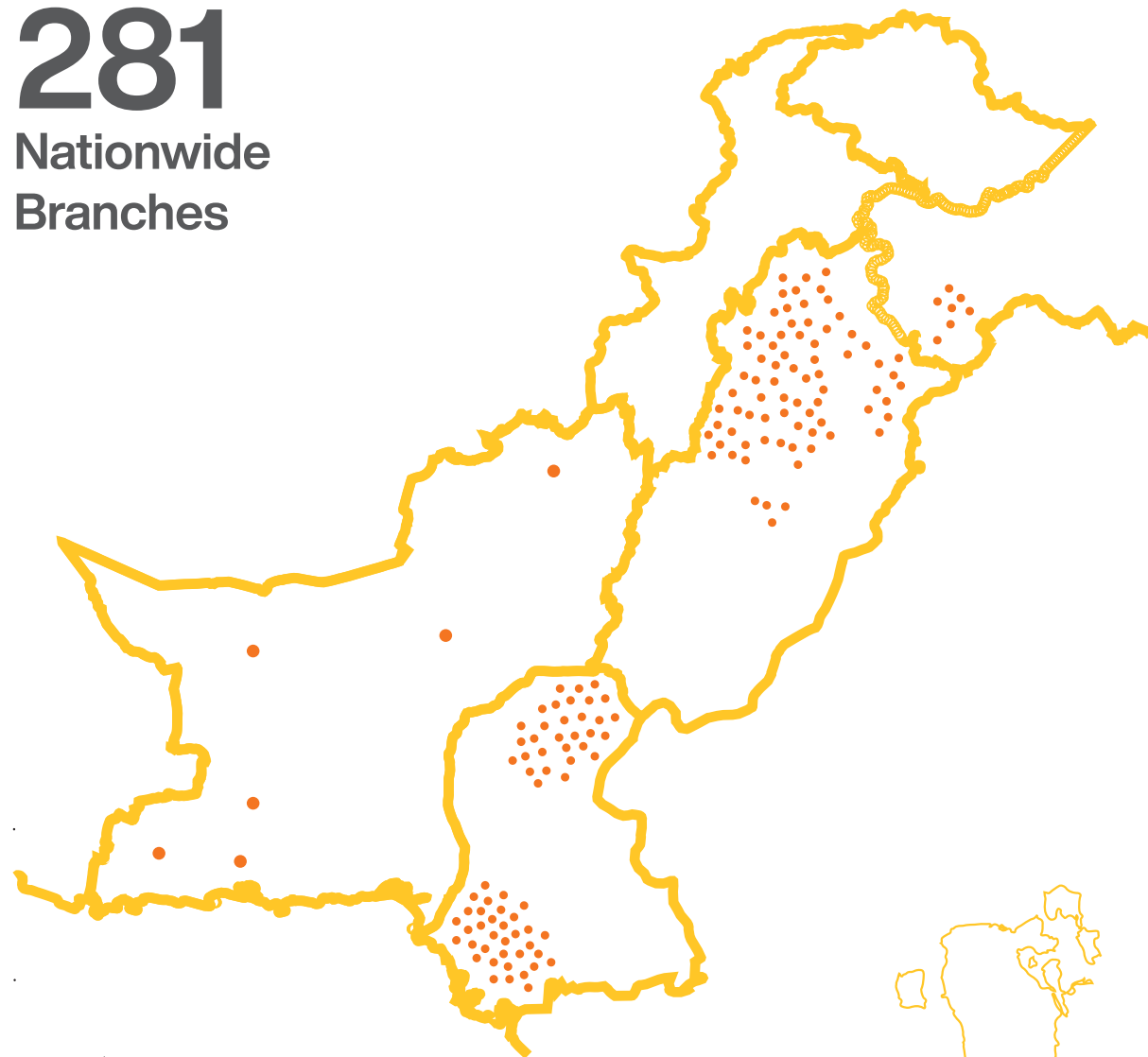
in Millions



Assigned by: Pakistan Credit Rating Agency

Our Presence

281
Nationwide
Branches



01 International Branch
In Bahrain

Accolades

JS Bank has been recognized for its excellent contribution on national and international fronts. A few of the major awards received by JS Bank include:

2023 Awards



ABF Corporate & Investment
Banking Awards



International Finance Awards



AsiaMoney Awards



2022 Awards



JP Morgan



2021 Awards



ABF Retail Banking Awards



ABF Retail Banking Awards



Freelancers Current Account at the Digi Awards

2020 Awards



AsiaMoney Awards



Euromoney



AsiaMoney Awards



Asia Technology Award for Zindigi



President of Pakistan on behalf of the CxO forum



PACE Award



Success Stories

Sustainable Finance

Only commercial bank to be accredited by Green Climate Fund, the first project “Pakistan Distributed Solar Project” was approved by GCF in 2022.

SME Banking

Maintained leadership position in the SME space by building a profitable portfolio through customized product offerings.

WhatsApp Mobile, Internet Banking

First institution to offer banking services via WhatsApp adding to the convenience that our clients can avail over & above to the state of art Mobile & Internet banking solutions.

Zindigi

Launched Pakistan’s first customizable digital solution providing end-to-end digital journey from account opening to payments for millennials and Gen-Z. Also emerging as leading service provider of payroll wallets to government institutions.

Youth Lending

Awarded the "Best Private Sector Bank" for the PM Youth Entrepreneurship financing scheme. Our proactive & impact-based lending focus helped more than 1,500 businesses, not just with enhanced profitability but also helping in creating 50,000+ jobs across Pakistan.

Mortgage

Largest conventional home loan providing bank in Pakistan with a portfolio size of PKR 15 billion+. Pioneer in introducing fixed mortgage rate proposition in Pakistan.

Solar Finance

Financed over 385+ solar projects for Residential and Agriculture purposes. We have also been actively working towards reducing the country’s carbon footprint and have deployed approximately 5600 KW worth of solar panel systems.

Key Priorities

Cash Management

Our digital payments platform JS Connect improves the efficiency of Institutional treasuries with end-to-end visibility and enhanced controls. We make receivable management simple, easy, and convenient for businesses of all sizes.

Credit Cards

The credit card facility empowers our clients to shop at millions of locations worldwide, facilitated with amazing “Instant” cashback offers along with discounts offered globally at different outlets.

Corporate Banking

We remain committed to meeting the banking, financial, and trade service demands of high profile corporate clients from various industrial sectors.

Personal Loan

Through initiatives such as Revolving Credit and Secured Personal Loans, in addition to our existing personal financing facility, we ensure that our customers conveniently meet their short-term domestic obligations.

Digital Transformation & Data Science

Our goal is to turn data into information and information into insights resulting in transformational solutions, such as Blink, Bulk EB A/C Opening, RDA, Instant Loans, Lead Management System, and RAAST.

Employee Banking

Employee banking services offer tier-based salary accounts and one-stop-shop financing solutions for the workforces of organizations of all sizes.

Gold Finance

JS Gold Finance is a unique financing facility that offers customers the chance to convert their gold ornaments into working capital for business, investments or personal financing requirements.

THE EPITOME OF SUSTAINABLE BANKING

ESG AT JS BANK



Our 2023 Highlights

Environmental



Became the first commercial organisation in Pakistan to be accredited by GCF and executed the project in 2023



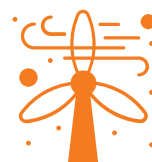
Established the Green Banking Office



Became the first commercial bank in Pakistan to receive certification for the Green Office Program by WWF-Pakistan



Grew digital & paperless transactions by PKR 100 Billion



Invested Rs. 123 Mn in renewable energy projects



Observed and participated in 6 International Days

Social



Contributed more than PKR 208 Mn to Future Trust as a general and endowment fund donation



Covid drive facilitated over 100,000 people



10,000+ people were treated

Governance



Recorded over 130,000 man hours in trainings and learnings



Achieved over 95% satisfaction of customers at branches

Reporting Framework

Environmental & Social Risk

JS Bank's Environmental and Social Risk Management Framework articulates the Bank's approach to environmental and social risk management and outlines the key elements of our Environment and Social Policy. It is designed to incorporate procedures for evaluation and management of environmental, climate and social change risks of current as well as future financing/investments in credit risk management procedures. These procedures enable the Bank to minimize our exposures of foreseeable E&S risk and at the same time provide adequate protection against unforeseeable risks.

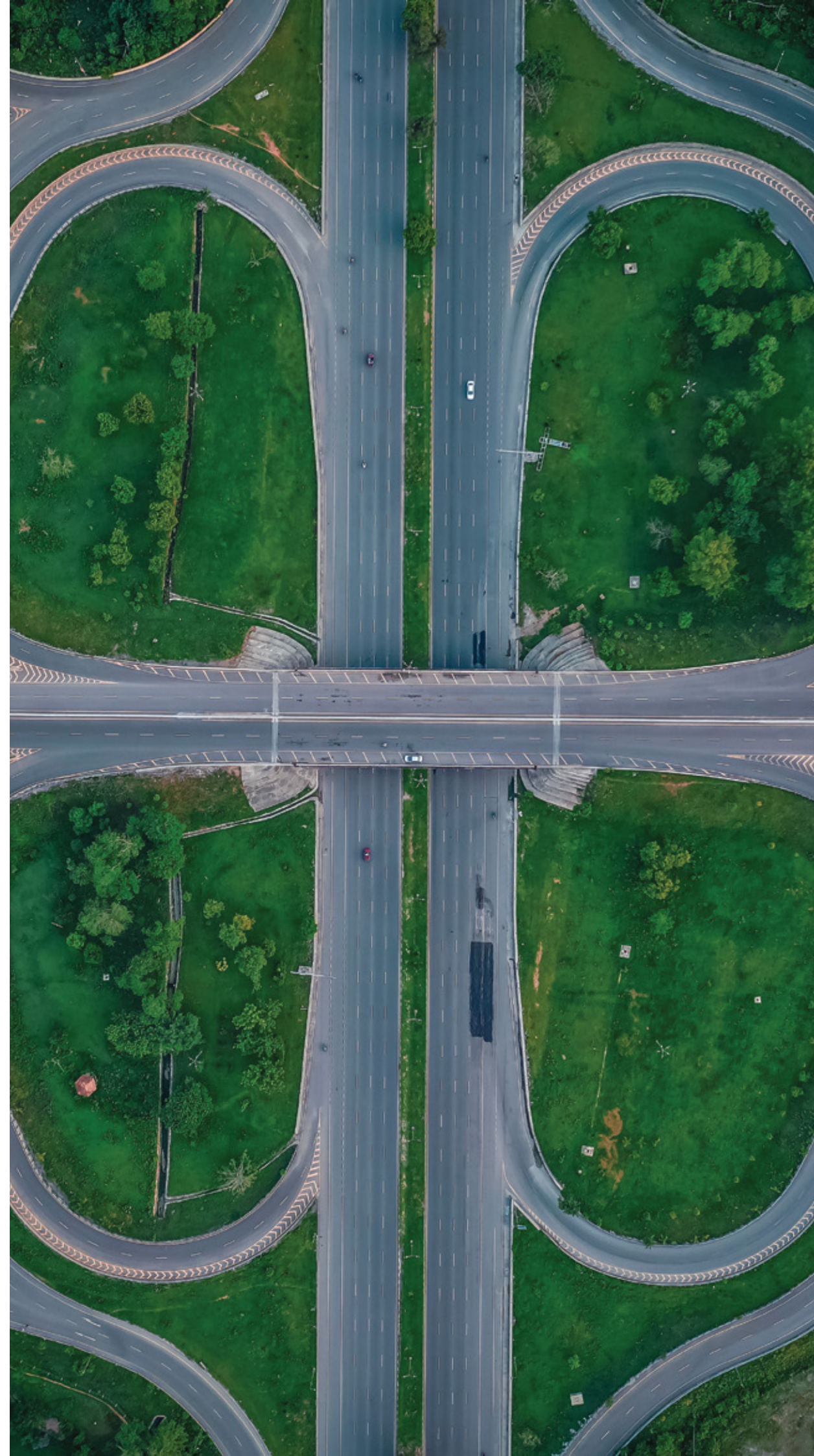
Understanding our clients' environmental and social (E&S) performance is an important element of how we assess and manage risk since the way our clients/investees manage impacts of their operations may pose some level of environmental and social risks to the Bank. If left unmanaged, these risks can impact our reputation, our clients' operations and long-term economic viability, and the communities and environment in which we and our clients operate. This policy applies to all employees of JS Bank Limited and third-party entities such as contractors or loan recipients.



Alignment with UN SDGs

Sustainable Development Goals (SDGs) are a set of 17 global goals established by the United Nations in 2015 as part of the 2030 Agenda for Sustainable Development. The SDGs are designed to address various economic, social, and environmental challenges faced by countries worldwide, aiming to create a more sustainable and inclusive future for all. The SDGs provide a framework for governments, businesses, organizations, and individuals to collaborate and take actions that promote sustainable development. The UN in Pakistan has been supporting Pakistan in various aspects of its endeavor to realize the SDGs.

At JS Bank, we are constantly aligning our operations and activities with the SDGs to create a more equitable, prosperous, and environmentally sustainable world by the year 2030



3 GOOD HEALTH AND WELL-BEING



Pinktober: JS Bank launched a campaign for Pinktober, aiming to educate employees about breast cancer prevention. They organized an awareness session with Dr. Zubaida Qazi from Pink Pakistan Trust, who discussed breast cancer risk factors and the importance of regular screenings. The session fostered proactive healthcare practices and underscored JS Bank's commitment to community well-being.

JS Thrive: JS Thrive was launched in 2023 and is dedicated to fostering a sustainable future where individuals, businesses, and communities thrive. It goes beyond financial success to encompass physical health, mental resilience, emotional well-being, and a sense of purpose. Through JS Thrive initiatives like promoting mental health and improving access to health-care, JS Bank strives to enhance well-being for its employees and society at large.

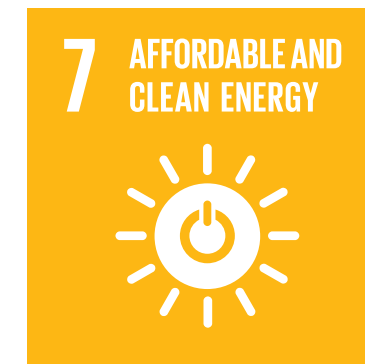


JS Bank is working to improve Gender Equality JS Bank is working to increase the representation of women across all functions and at various levels within the Bank as per SBP's policy to have women's ratio of 20% in the financial sector workforce by 2024. In 2023, women made up 30% of the 1,671 individuals admitted into JS Bank.

In 2021, we collaborated with International Finance Corporation and World Bank to create a family-friendly workplace. The Bank has started working on Gender and PWD sensitization of all its employees and achieved 30% coverage in 2022. The Bank intends to completely sensitize all its employees by 2024 and create Women service champions at all its customer touch points. Also, we now have a Women Financial Services Team that works towards enhancing our Products and Services targeted towards women customers and increasing their financial inclusion.

In 2022, JS Bank introduced the 'JS Her' account, which celebrates and acknowledges a woman's multiple strengths. JS Her account is designed especially for women who can now enjoy extensive banking benefits, preferential pricing, and free micro-critical illness coverage. To date, more than 2,000 HER accounts have been opened.

JS Khud Mukhtar: Financing solution solely for businesswomen of Pakistan, enabling financial empowerment through inclusion, and stability to female entrepreneurs. JS Khud Mukhtar is based on the State Bank of Pakistan's Refinance and Credit Guarantee Scheme for Women. This woman centric financing solution provides an opportunity to promote banking on equality via easy access to finance. In 2022, the Bank processed 8 cases and disbursed PKR 11M whereas this number went up to 32 cases in 2023 and disbursement amount was PKR 129M.



JS Bank has solarized over 35% of its total nationwide branch network. We continue to increase our reliance on clean energy and promote using clean, renewable energy products.

We also financed over 385+ solar projects for Residential and Agriculture purposes. We have been actively working towards reducing the country's carbon footprint and have deployed approximately 5600 KV worth of solar panel systems.



JS Bank brings an exciting opportunity for the youth of Pakistan to achieve financial independence through Prime Minister's Youth Program (PMYP). Through the program, entrepreneurs can access subsidized loans at convenient terms for setting up or expanding their businesses. In 2022, 27 cases were processed and PKR 187M was disbursed whereas in 2023, this figure went up to 74 cases with disbursement amounting to PKR 399M.



JS Bank strives for 'Inclusion for All' At JS Bank, we are working towards an inclusive culture. We believe that for a healthy performance-oriented culture, the Bank needs the right mix of talent not bound by Gender, Disability or Race. Diversity offers tremendously unique perspectives that inspire innovation; hence, we strive to become a more Diverse, Equitable, & Inclusive organization and aim to create an impact.

Continuing our mission of Inclusion for all, we kicked our Project Uraan in 2021, offering career opportunities to Persons with Disabilities. 25 students were provided with internship opportunities to give them exposure to the Bank's work environment along with 22 persons who were made part of our permanent workforce. Project Uraan is an ongoing Program through which we will continue to provide such opportunities to PWD students and professionals.

We strive to become an inclusive bank and have 8 Accessible Bank branches across Pakistan which have been renovated according to standard accessibility guidelines for infrastructure. The employees at these branches are trained to facilitate PWD customers through braille forms and digital interpretation services.



GCF accreditation will enable JS Bank to take on Climate Action aggressively. The Bank has a demonstrated record of undertaking environmental and social initiatives in clean energy, energy efficiency, transport, and infrastructure to comply with GCF requirements for Accreditation. We have become the first (and only) private sector entity to get a project approved named "Pakistan Distributed Solar Project" by the Green Climate Fund Board in Board Meeting # 32. The Project is designed to promote the Financing Scheme for Renewable Energy announced by the State Bank of Pakistan. The Project shall provide concessional financing to Women Entrepreneurs, Residential and Agri-based customers, and Small and Medium Enterprises, for the installation of renewable energy products in order to shift from complete reliance on the national grid to renewable energy sources with an aim to mitigate carbon emissions.



EMBODIMENT OF GREEN BANKING INITIATIVES

ENVIRONMENTAL

Promoting Sustainable Ventures

JS Bank is keen in supporting our client's sustainable initiatives and has become a pioneer in climate finance

Climate change is a threat multiplier, and there is a fundamental inequality in how people are impacted, with the poorest and those less equipped to withstand climate shocks and stresses—essentially those who did the least to cause the crisis — bearing the brunt. Pakistan, although only contributing 0.9% to global greenhouse gas (GHG) emissions, is one of the most vulnerable countries to the impacts of climate change.

JS Bank supports sustainable ventures and recognizes that it is crucial for driving positive change and addressing global challenges such as climate change, resource depletion, and social inequality. By supporting these ventures, JS Bank contributes to the development of a greener and more socially responsible economy.



Green Banking Office

Banks continue to play a crucial role in the global economy and have the potential to drive positive change by aligning their practices with sustainability goals. Green Banking gained prominence in the early 2000s when financial institutions around the world began to promote practices which were not detrimental to environment or the society and started offering green financial products and services

Green Banking is a concept that promotes sustainable and environmentally responsible practices within the banking industry. It involves integrating environmental and social considerations into banking operations, products, and services, with a focus on supporting and financing projects that have positive environmental and social impacts.

At JS Bank, we remain vigilant on climate change and have taken multiple initiatives over the years to mitigate its impact. We take pride in knowing that our initiatives have been acknowledged in the latest Nationally Determined Contributions (NDCs) of Pakistan and we aim to be one of the first private sector

entities to lead public/public sustainable initiatives. We are trying to integrate environmental consciousness as part of organizational culture and reorientation of banking products/services and operations to reduce their environmental impact.

For a sustainable economic environment in the banking sector, State Bank of Pakistan issued Green Banking Guidelines (GBGs) in 2017 to reduce vulnerability of banks from risks arising from the environment, fulfill their responsibilities for the protection of environment and provide finance to transform the economy into a resource efficient and climate resilient one.

In line with SBP's Green Banking Guidelines, JS Bank has established the Green Banking Office to ensure that environmental and social factors are considered in the banking operations and decision-making processes. The office focuses on promoting and implementing sustainable practices and initiatives within the bank. The three main components of the Green Banking Office are:

- o Environmental and Social Risk Management System - Risk Management for increasing financial stability through understanding, management and mitigation of environmental exposures of financing portfolios.
- o Green Business Facilitation - Business Facilitation for fostering development of "green" market through actively tapping the emerging viable business opportunities of financing to clean energy and resource efficiency projects
- o Own Impact Reduction for potential re-engineering of Bank's internal operation and procedures with the view to reducing impact on environment and society.

The backbone of the SBP's Green Banking Guidelines is the Environmental and Social Risk Management (ESRM) which is defined as risk management procedure designed to identify, assess, mitigate and monitor environmental and social risks arising from operations of a business. JS Bank has introduced Environmental and Social Risk Management Framework and has an

Environmental and Social Risk Rating matrix in place as part of the credit application process which is applicable on both current and prospective clients for fresh and renewal of current limits.

The Bank's Environmental and Social Framework is in compliance with the requirements of international lenders because it is based on IFC's Environmental and Social Safeguards guidelines which are used as an international benchmark for environmental and social practices. It provides a comprehensive framework for environmental and social related actions.



Climate Finance Accreditation - Green Climate Fund

What is Climate Finance Accreditation?

It is a unique global initiative to respond to climate change by investing into low-emission and climate resilient development. GCF is a fund established within the framework of the United Nations Framework Convention on Climate Change to assist developing countries in adaptation and mitigation practices to counter climate change. The GCF is based in Incheon, South Korea and its objective is to "support projects, programs, policies and other activities in developing countries

GCF was established by 194 governments to limit or reduce greenhouse gas emissions in developing countries, and to help adapt vulnerable societies to the unavoidable impacts of climate change. GCF works through a wide range of Accredited Entities and recognizes that individual organizations possess the type of

specialist knowledge and experience that can be best utilized to mobilize climate finance on the ground and to channel its financial resources to climate change projects and programs.

Partners include multilateral and national banks, international financial institutions, development finance institutions, United Nations agencies, conservation organizations, equity funds, government agencies and regional institutions. These diverse partnerships enable GCF to build on knowledge and experience to drive systemic change that achieves climate ambitions.

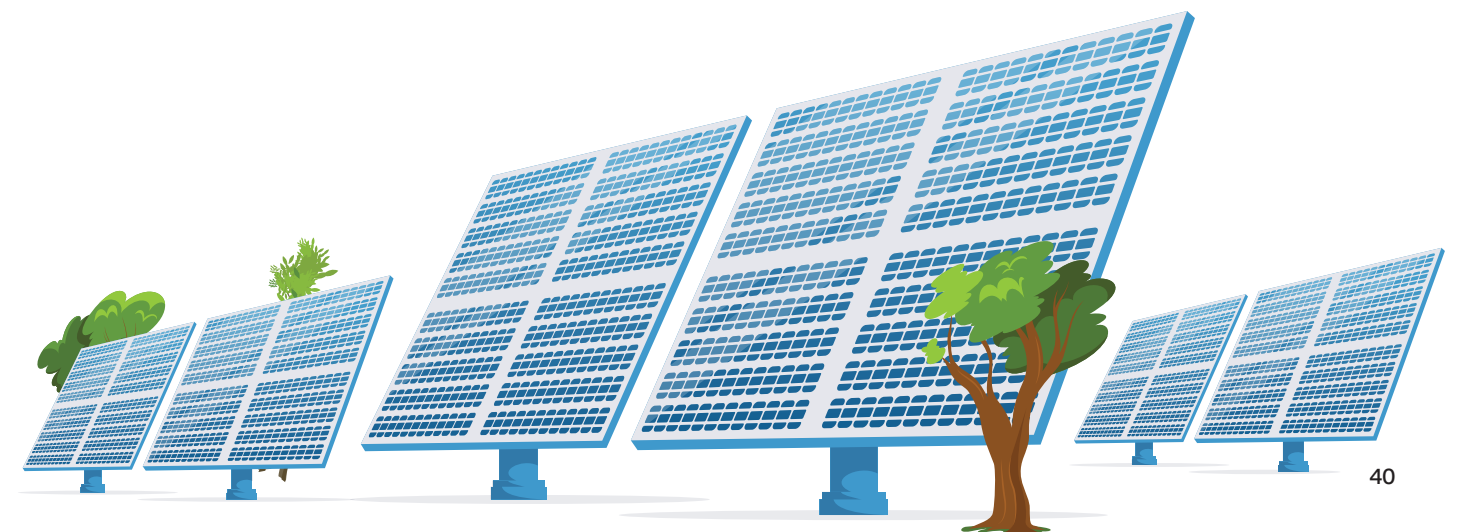
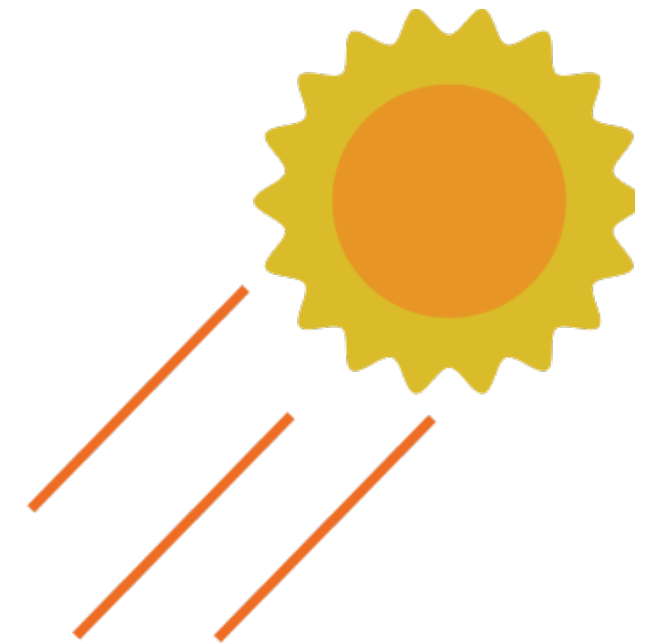
JS Bank's Accreditation:

JS Bank is a direct access accredited entity of GCF. With GCF's accreditation, JS Bank has become the first commercial in Pakistan to have been accredited by GCF and is now amongst the ranks of global banking institutions such as

MUFG, HSBC, Deutsche Bank and Credit Agricole. It is also a signal that we meet GCF's stringent standards which are based on financial standards, environmental and social safeguards, and gender and that we have specialized capacities in driving climate action.

JS Bank is also the first private sector entity to have a project approved by GCF, namely Pakistan Distributed Solar Project (PDSP). Pakistan's growing energy sector is heavily reliant on fossil fuels which current provide around 65% of the country's energy mix. Significant investment in renewable energy is needed to curb emissions, meet the country's growing energy demand and transition its sector to green and reliable energy sources. Pakistan has set targets for emissions reduction and has highlighted the importance of scaling renewable energy sources including solar power in its national plans.

PDSP will provide tailored financing solutions for distributed solar PV products to help bridge the financing gap for these investments in Pakistan. A guarantee facility provided by GCF will be deployed to finance 43 MW solar PV installations for households, agribusinesses, women owned businesses and small and medium enterprises (SMEs). It will support lending through the existing renewable energy scheme launched by the State Bank of Pakistan (SBP) in which partner banks offer concessional loans to customers to acquire solar PV systems. With the GCF guarantee facility, JS Bank can broaden the scope of the scheme by reaching previously untapped market segments and users. The project will also provide technical assistance to strengthen capacity of solar PV vendors and other key stakeholders and raise market awareness of climate change risks and the benefits of renewable energy solutions.



Green Office - Partnership with World Wide Fund for Nature

As a part of the certification process, WWF undertook a comprehensive audit using stringent guidelines to check all the processes and procedures adopted by JS Bank for energy conservation & waste management at its head office. JS Bank successfully fulfilled the criteria of Green Office program and was certified.

As Green Office certified, we prove that JS Bank takes environmental matters into account in its premises, decisions and operations. This ongoing exercise includes measurement of energy (on and off grid power) and paper consumption of all of JS Bank operating locations (Head Office, regional offices and the branch network). Any gap is followed by a rectification exercise through promulgation of energy efficient appliances (Inverter and LED based), increased usage of solar power (for technical equipment) and process automation to cut down on documentation. By adopting sustainable practices and combining effort of our Product, IT and Digital teams, JS Bank

managed to reduce our carbon footprint by 11.7% saving 329 trees in the process.

Mindful of growing need to address environmental challenges, JS Bank participated in the Green Innovation Challenge (GIC) organized by WWF-Pakistan. GIC's aim was to empower the next generation of social entrepreneurs by providing a platform for developing sustainable ventures to reduce or eliminate plastic waste in Pakistan. Teams were invited to pitch ideas in the fields of engineering, communications, economics and data modeling to help tackle Pakistan's plastic waste challenge.

The Green Office initiative is a practical and simple Environmental Management System developed by WWF specifically for office conditions. JS Bank is now in its third year of being a certified Green Office and is the only commercial bank in Pakistan to be certified and is one of the 61 entities to have adopted the Initiative. The Bank continues to successfully meet all the requirements set by WWF. The Green Office Initiative also educates employees to be better and responsible citizens and understand their civic and environmental responsibilities.

JS Bank was also the first commercial bank in Pakistan to have been certified by the World-Wide Fund for Nature (WWF Pakistan) for their Green Office Initiative. The bank has taken initiatives to incorporate energy efficient methods of electricity and has made the environment of the office eco-friendly.

WWF's Green Office is an environmental service

for offices, that helps workplaces to reduce their burden on the environment, achieve savings and slow down climate change. Green Office program's aim is to reduce carbon dioxide emissions and offices' ecological footprint. WWF Green Office is a guide for workplaces to function sustainably.

Office premises hold a key position in energy consumption and in sustainable solutions. Green Office motivates office staff to act in an environmentally friendly way with regard to everyday tasks, and it improves environmental awareness and brings cost savings. The scheme will benefit both the organization and the environment. At Green Offices, the entire work community is guided to act in an environmentally responsible way. The environmental management system pays attention to matters such as travel, energy consumption, recycling and sorting of waste, sustainable procurement and food choices. A sustainability mindset is incorporated into day-to-day life.



Solar Financing Solutions

To provide environmentally friendly solutions, JS Bank has successfully financed over 385+ solar projects for residential and agriculture purposes in 2022. We have been actively working towards reducing the country's carbon footprint and have deployed approximately 5600 KW worth of solar panel systems. Our customers can now generate their own electricity hassle free through the solar panel system installed at their residences, businesses or farms without being dependent on the grid.

Financing Solar Energy for Residential Areas – JS GHAR APNA

JS GharApna Solar Panel Financing offers a comprehensive subsidized solution for financing complete solar panel systems for installation at residences and is key to improving air quality and the sustainability of the country's energy mix. With its partnership with USAID under the Clean Energy Guarantee Program, JS Bank has developed sustainable sources of energy to ultimately reduce the overall carbon footprint. To increase the pace of availability of the solar panel financing, JS Bank has formed an alliance with Alternate Energy Development Board (AEDB) certified energy partners for enabling net metering through local electricity distributing companies, resulting in net savings in the monthly utility bills of customers. These certified energy partners ensure smooth installations and offer best-in-class warranties on solar panels and inverters while providing smooth after sales service – making the whole journey very advantageous for the end user.

Providing Solar Tube Wells for Farmers – JS ZARKHEZ

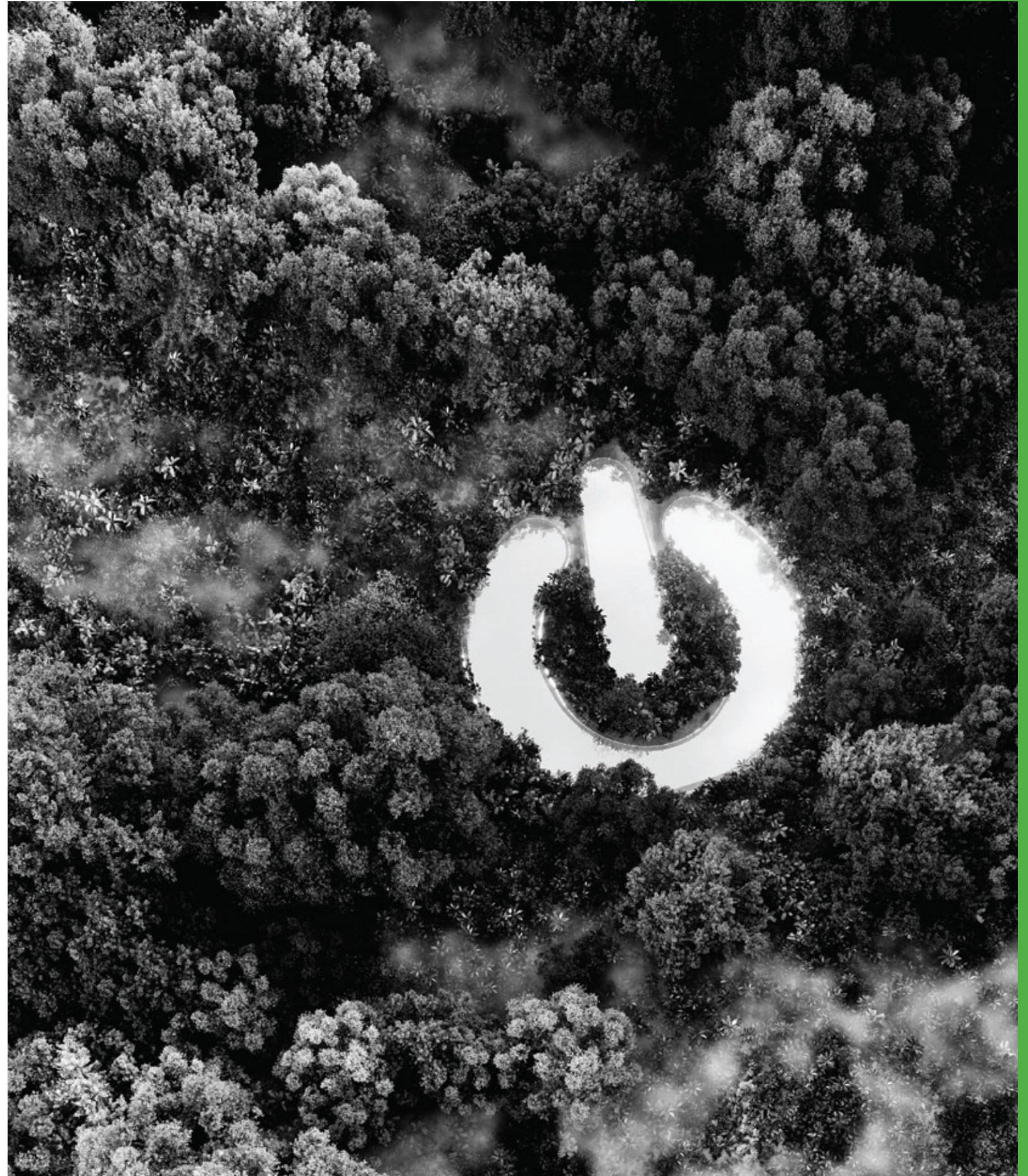
Under the ambit of JS Zarkhez, JS Bank's Solar Tubewell Financing facility enables farmers to purchase solar tubewell for their farms – enabling hassle free extraction of water from the ground for drip irrigation, watering the fields and livestock. JS Zarkhez Solar Tubewell Finance is a term loan facility to ensure continuous supply of water through the generation of electricity ranging from 4 KW to 100 KW, with a quarterly repayment schedule at a highly subsidized markup rate. By joining hands, JS Bank and its energy partners seek to develop a framework for growth of shared values that will assist residential, agricultural and commercial endeavors

Committing to Using Renewable Energy – SMART ROSHNI

Designed to reduce dependency of Small and Medium Enterprises (SMEs) on the electrical grid, JS Smart Roshni allows customers to avail financing of up to PKR 10 Million at a minimal mark-up. Using renewable energy, JS Bank clients can reduce electricity costs, and protect the environment by utilizing non-polluting power generation sources. This reflects our commitment towards the use of alternate and renewable energy and in reducing their costs, grid dependence and consequently carbon footprint, for creating more sustainable future environments. This is an opportunity to help businesses lower their energy bills by improving their access to solar power sources. By partnering with its energy partners, JS Bank aims to expand the commercial solar market by lowering the up-front investment. With easy and low-cost financing solutions provided by JS Bank, we can enable customers across Pakistan to avail solar power generation solutions with financing support.

Digital Paperless Initiatives

JS Bank's Digital Banking allows our customers to use online and electronic channels for conducting various financial transactions and services by using digital devices such as computers, smartphones, or tablets. It aims to minimize the use of physical paper documents since many transactions and communications can be conducted electronically without the need for paper statements, receipts, or other physical documents. Customers can access their account information, transaction history, and statements online through secure portals or mobile apps. By reducing paper usage, digital banking is helping JS Bank promote environmental sustainability and streamlines banking processes for both customers and financial institutions. Our Digital Banking provides convenience, accessibility, and efficiency by reducing the need for physical visits to brick-and-mortar bank branches.



Zindigi

Zindigi is one of the first fully digital banks of Pakistan that offers unprecedented personalization to the customers while offering them a variety of financial uses. Users are able to customize their home pages as per their need, make investments on the go, get financially protected, split bills, send and receive money, make public and private payments and much more.

Zindigi was launched in January 2022 and the year has been phenomenal for Zindigi as it has exhibited extraordinary performance. With over 5 million downloads and 2 million new signups in just a year, Zindigi has become the 4th most downloaded financial App of 2022. Having processed around 20 million transactions worth over PKR 100 billion, Zindigi is robust at the core.

2022 was all about engaging with its customers with innovative products including like investments in Stock & Mutual funds, Translucent Debit card, Zindigi Ultra, Invite and Earn, request money and advance salary that drew positive customer attention. Around 60% of Zindigi's Debit Cards & Virtual Cards are transaction active which is higher than the industry average. Zindigi's customizable interface strengthens the belief that banking

isn't boring anymore. Collaborations with brands like FoodPanda, Telemart and Daraz reinforced Zindigi's presence as a reliable and intuitive mode of payment.

JS Zindigi BVS is an application through which customers can now perform hassle-free biometric verification from their phone without actually going to any JS Bank branch or Zindigi Agent.

Being a youth-oriented brand, Zindigi is supporting the youth of Pakistan through an entrepreneurship program called "Zindigi Prize" and has also supported E-Sports Tournaments to tap into the Gen-Z community.

Zindigi bagged the "Asia Technology Award" as a leading Fintech of Pakistan along with a leadership award given to CO Zindigi from the President of Pakistan, on behalf of the CxO forum. In 2023, it has also won the Award for Best Digital Startup.

With so many successes in such a small span of time, Zindigi is geared towards achieving new heights in the near future by strengthening its existing product portfolio while being at the forefront of innovation



JS Mobile App

JS Mobile App is an intuitive way to bank 24/7 on the go with a Smartphone. JS Mobile App is promoting a paperless environment in our branches and also promoting a digitized banking culture which highlights a green banking culture for a better tomorrow.

The JS Mobile App helps reduce carbon footprint by introducing new features that include Instant Fund Transfers (Bank to Bank transfers), Bill Payments (Instant bill payments all over Pakistan), Cheque Book request (Request for a cheque book), Debit Card activation & Pin change (Debit Card activation directly via App and change of PIN). JS Mobile App also is the only bank in Pakistan promoting its feature of OTP on WhatsApp, this enables users to receive OTPs on their registered WhatsApp number.

To promote more green banking services, in future app updates, we will be introducing Credit Card activation, cash withdrawal requests to increase more digital features that mitigate branch visits. JS Mobile users can send e-cheques instantly, making transactions easier than ever. JS Bank's commitment to customer convenience shines through with personalized products and services that elevate the customer experience. Issuing digital cheques is now effortless with JS App. Just provide receiver's details and amount, and they can withdraw cash hassle-free.

JS Internet Banking

To power customers via their desktop computers or laptops, JS Bank has introduced JS internet banking. A browser enabled banking platform that lets customer send money, pay bills, see account details via their browser. This medium works just like JS Mobile App, reduces carbon footprint and enables customers to perform paperless transactions 24/7 that helps the environment.

With the introduction of JS Internet Banking, users have the option to use any of the platforms to send Funds, pay bills, activate their debit cards, block their debit cards instantly. The inclusion of JS Internet Banking is promoting paperless environment on the browser platform to increase a digital culture.

JS Bot

JS Bot is a WhatsApp powered banking tool which is promoting green banking platform for JS customers by giving them the power to bank via instant messages on WhatsApp. All communications are encrypted and secure JS Bot promotes a paperless approach resulting in reducing carbon emissions.

Users can instantly receive their Account, Credit and Debit Card Statements (directly download their card and account statements, opt for a new digital account (Local and Roshan Digital Account opening directly via WhatsApp) and Dormant Account Activation (customers can activate their dormant account without visiting a branch).

JS Call Center

In addition to providing a wide array of information and problem-resolution support around the clock through one-to-one interaction as well as through self-service modes like Interactive Voice Response (IVR) and Telephonic Personal Identification Number (TPIN), we are the first Bank in Pakistan that allows remittances to be sent to any cell number domestically in alliance with international remittance partners. Remittances can be collected from any JCash agent or through ATM/Debit Card

Raast

Raast is an initiative by State Bank of Pakistan, it was introduced to promote digital banking. This initiative was brought in by the regulator to increase digital payments and in the ambit of digital banking, as a transfer gateway which is free of cost to increase digital transfers reducing paperwork and ensuring a low carbon footprint.

JS ATMs

Our ATMs provide customers with 24-hour comfort to withdraw cash, view ministatements, make funds transfers, and much more.



Open Banking

Under its Open Banking initiative, JSBL is enabling the Fintechs and Startups with financial services over their native platforms on a white labeled (powered by JS Bank) model. This includes our Plug and Play Financial Ecosystem enabling a host of B2C and B2B use-cases. This model allows for JSBL to collaborate rather than compete with the fintechs, fostering a digital payments eco-system across the industry.

JSBL is the market leader in this sector, having secured Pakistan's largest BaaS agreement with Neem, an embedded finance platform, last year. The partnership's goal was to deliver financial services to Pakistan's underbanked segment. Neem's community partners may now use JS Bank's Open Banking platform to include wallets and payment services. JS Bank's infrastructure will be used to provide new financial solutions to millions of underbanked customers and MSMEs and as part of the SBP's key aims, this partnership will promote financial inclusion and digitization in Pakistan.

Digital Onboarding

JS Bank now offers Roshan Digital Account to Non-Resident Pakistanis (NRPs) residing across the world. NRPs can open a Foreign Currency (FCY) or PKR based NRP account that provides them unparalleled convenience through a simple, secure and completely digitized process to avail a host of benefits, paving way for a prosperous and progressive Pakistan. JS Bank is the only bank in the industry that has 4 digital facilitation centers in various cities such as, Karachi, Lahore, Faisalabad and Islamabad, providing exclusive services for NRPs from onboarding till account opening, including after-sales service. Furthermore, JS bank has the first mover advantage to offer account opening via WhatsApp i.e. JS BOT. To educate the consumer about RDA and its associated products, JS Bank has also developed JS Talks, an exclusive in-house podcast brand.

JS Blink Digital Account

JS Blink Digital Account provides a one-stop banking solution bringing everything to one's screen. This brings convenience at customer's fingertips with speed and comfort with swift and hassle-free account opening. JS Blink Digital Account offers a range of multi-currency digital products in both current and savings accounts. One can get unlimited features such as Debit Cards, Mobile Banking, Internet Banking, free transaction alerts, and many more. With 4 digital facilitation facilities spread across cities including Karachi, Lahore, Faisalabad, and Islamabad, JS Bank is the first bank in the sector to offer people exclusive services from account opening to onboarding. Furthermore, JS bank has the first mover advantage to offer account opening via WhatsApp i.e. JS BOT.



Environmental Conservation Participation in International Days

JS Bank organizes and celebrates a number of international days to create social awareness, responsibility, understanding, and appreciation of connections between people and the natural environment. It is important to sensitize the public towards environmental concerns and dedicating a few days for certain environmental causes serves the purpose immensely.



World Water Day

World Water Day is held annually as a means of focusing attention on the importance of freshwater and advocating for the sustainable management of freshwater resources. Creative communication was carried out nationwide across many JS Bank offices where we inculcated the importance of water conservation to our work force.



Earth Hour

The purpose of the day is to raise awareness of the rapidly-rising levels of pollution, climate change, and other circumstances that contribute to damaging the environment and threaten the survival of our planet. JS Bank observed Earth Hour on 25th March wherein our President & CEO, Basir Shamsie and our staff demonstrated the importance of energy conservation and sustainability. With these actions, we have paved the way for our employees to learn about energy conservation.



Plastic Day

Free the Ocean founded International Plastic Free Day to raise awareness surrounding one of the most pressing issues involving our environment. The day is a call to action and brings attention to the plastic we use day-to-day. To spread awareness about the problems of plastic pollution and its detrimental effects on the environment, JS Bank observed International Plastic Day and we affirmed our commitment through a beach cleanup and classified recycle bins at our office to divide recyclable plastic waste.



World Environment Day

The major goal of the annual event is to raise awareness of the value of the resources on our planet and the need to protect them. Every year in June World Environment Day is observed globally. The day helps to raise awareness about the environment and the damage that human activities do to it. To raise awareness regarding the repercussions of climate change, JS Bank celebrated World Environment Day with full enthusiasm by partnering with WWF-Pakistan and launched a campaign to plant 1000,000 mangrove saplings along Balochistan coastal region. This initiative aimed to slow down global warming, regulate water cycles and increase the country's greenery.



Plastic Free Month

At JS Bank, we have started the movement to reduce single use plastic as we reaffirm our commitment to embrace sustainability. We are taking small steps to make a big difference by eliminating or at least trying to reduce the use of single use plastic in our daily life to leave a positive impact on earth.



ENHANCING COMMUNITIES, ENRICHING INCLUSIVITY

SOCIAL



Supporting Our Communities

Responsibility to the community in which we operate is a foundational cornerstone for JS Bank and a testament to our commitment. At JS Bank, we try to demonstrate our values through our contribution to the customers and the communities that we serve. Therefore, everything we do is done with a vision of bringing about a positive change. We have always strived to give back to the society in which we operate.



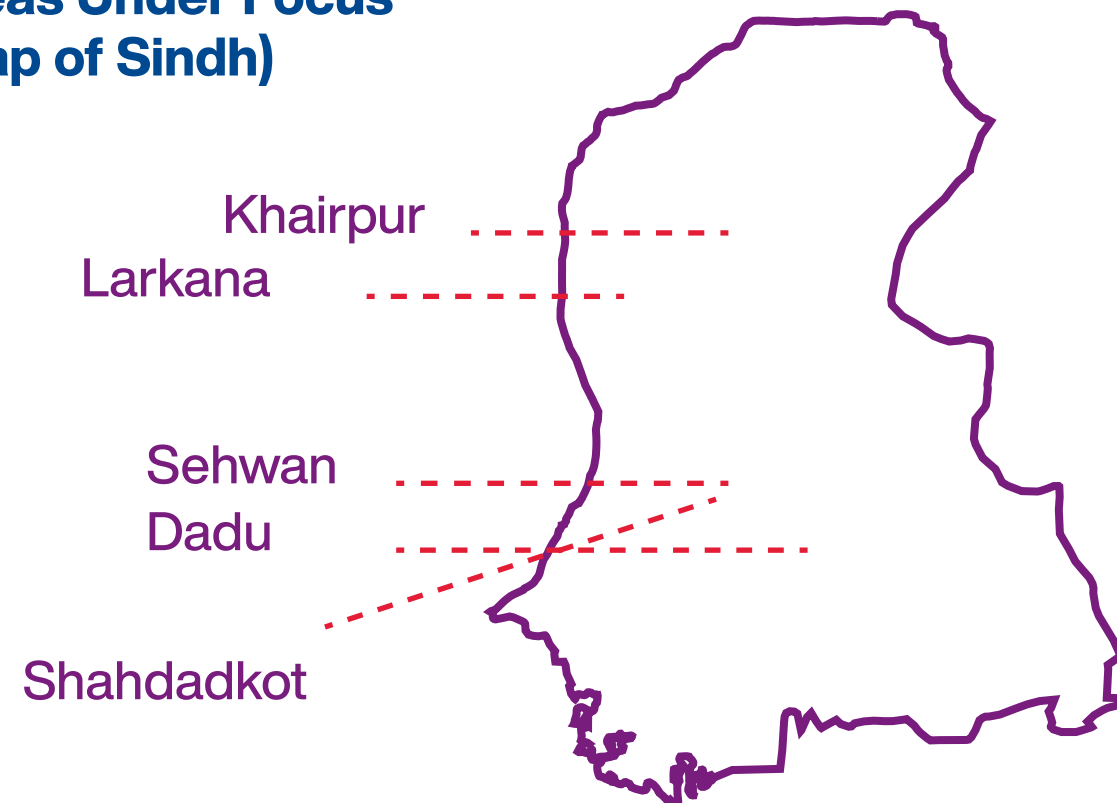
Relief Efforts during Floods 2022

In the summer of 2022, torrential rains induced devastating floods in the country. We extended our support for humanitarian relief in areas affected by flash floods, especially in the Sindh province. This included provision of staple food items and free primary medical camps at key distribution areas.

To support the helpless people of flood-affected areas, JS Bank in collaboration with the Sindhi Association of North America (SANA) <https://sanaonline.org/> organized mobile medical camps and distributed ration bags and mosquito nets to these affected. In this regard, JS Bank's CSR management joined hands with Future Trust and provided a field team for on-ground support along with an ambulance.

The project was divided into two phases comprising three areas, including medical camps, food & ration distribution, and protective care distribution. A donation of PKR 51,178,000/- was provided to Future Trust by JS Bank for supporting medical services in Taluka Sehwan, Sindh.

Areas Under Focus (Map of Sindh)



Phase 1
Villages covered


29

Phase 2
Villages covered


33

Basir Shamsie – President & CEO, JS Bank visited the camps, along with senior team members, to review the efforts of the JS Flood Relief team, which had been working on the ground.





With the formation of a group comprising qualified doctors, paramedical staff, volunteers, and helpers, we commenced our activities in Sindh. In September 2022, the first medical camp was organized at Bakhtiarpur village, 12km away from Sehwan city. The village was underwater with no road access. The team had to reach there by boat. The JS mobile clinics were set up in villages across the region, where thousands of men, women, and children were given free medical treatment and medicines. The team focused on providing the best healthcare to the affected people and fulfilled the role of a socially responsible business entity. While the dewatering of flood-hit areas continued, scores of people were compelled to live in makeshift tents without proper arrangements to cope with the winters. In view of this situation, we decided to go forward.

Quantum of Relief

Villages covered



63

Donations



5 Million

Ration Bags



2,850

Mosquito Nets



2,000

Winter Kits



2,000

Patient Treated



10,146





Future Trust

JS Bank is deeply committed to Corporate Social Responsibility in Pakistan and is working with Future Trust; a non-profit philanthropic/charitable trust, set up by JS Group. Future Trust was founded in 2015 for the promotion, advancement and encouragement of technology and innovation against poverty and general improvement of socio-economic conditions and living standards of the people of Pakistan. It supports youth in acquiring progressive education, vocational and career guidance and entrepreneurship. The Trust also provides monthly sustenance to various penurious families for their livelihood.

Medical:

Future Trust has a deep commitment to public health and supports existing medical facilities all over the country. This includes developing healthcare facilities in deprived rural areas, providing mobile health care in difficult-to-reach areas and establishing a diagnostic laboratory.

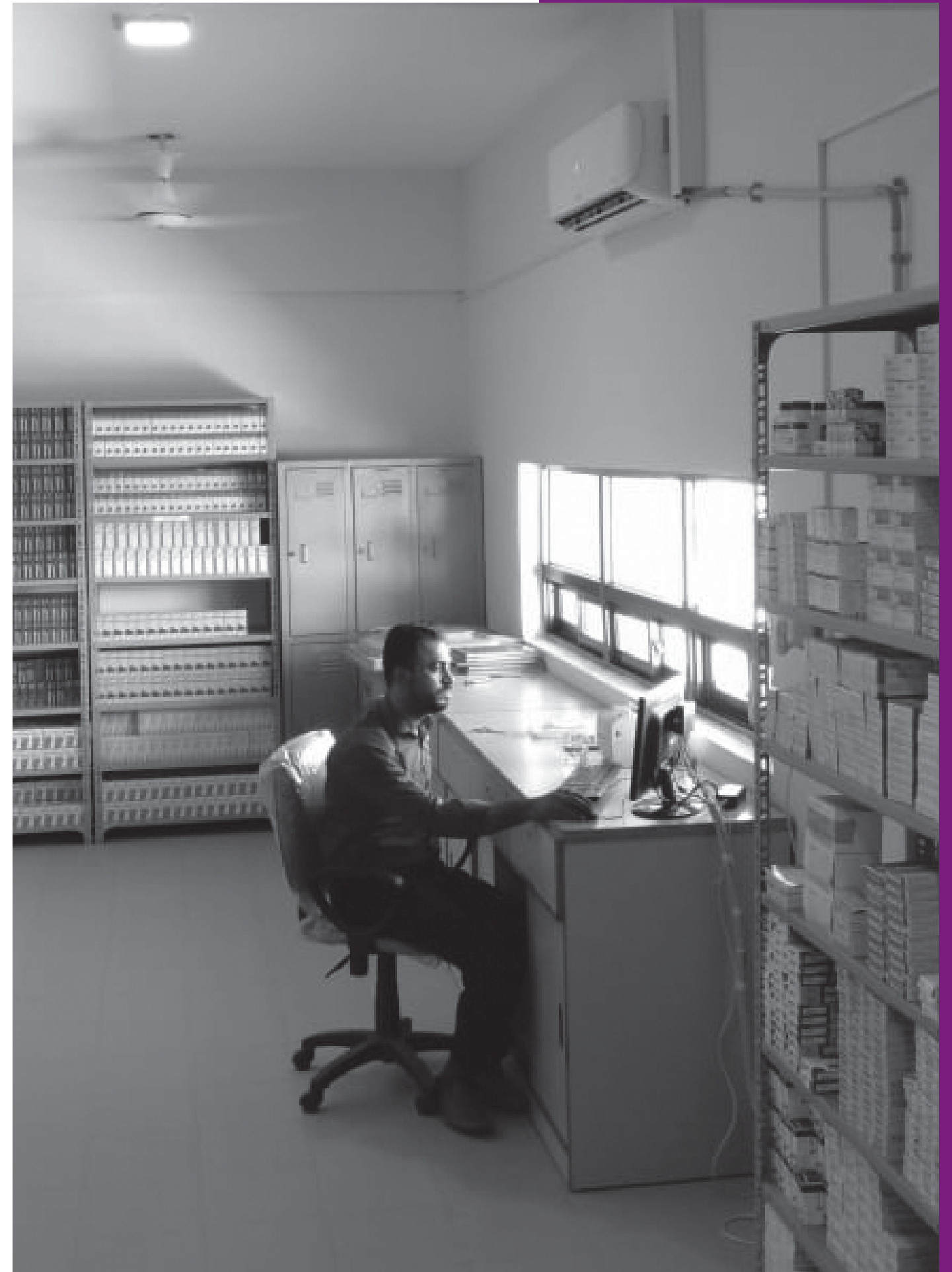
Jahangir Siddiqui Hospital, Sehwan

Jahangir Siddiqui Hospital, Sehwan is a flagship philanthropic project of JS Group. Keeping in view the hardships faced by the people of Sehwan and its adjoining areas for availing quality health facilities and to resolve it on a sustainable basis, a state-of-the-art hospital was established by Mahvash and Jahangir Siddiqui Foundation (MJSF). Future Trust has partnered with MJSF and Indus Hospital for operations of the Jahangir Siddiqui Hospital, Sehwan.

Not only OPDs and medication, but services like mental health screening, nutrition screening, family planning and diagnostic testing are provided free of cost to every patient. Since its inception the total footprint of patients at Jahangir Siddiqui Hospital, Sehwan is more than 100,000 which include patients not only from Sehwan but also from various other nearby districts of Sindh, who were all treated free of cost.

During 2023, almost 29,000 patients were provided family medicine and other additional services at the hospital. Additionally, 3,826 sessions of Community Engagements for raising health awareness were also conducted.

During September 2022, devastating floods hit Bagh-e-Yousuf and Sehwan, severely damaging Jahangir Siddiqui Hospital (JS Hospital). Submerged for about two months, the hospital resumed operations in January 2023. However, comprehensive repair and rehabilitation of the hospital was required. Future Trust initiated the repair work with the OPD block being prioritized due to its high utilization.



Uro Gynae Clinic

Future Trust has been supporting Uro Gynae Clinic since its inception. It was established to treat patients with urological and gynecological conditions. Free of cost consultations, operative procedures, diagnostic facilities and medicines are provided to the under privileged population of Pakistan at Uro Gynae Clinic. In 2023, over 856 patients were provided consultation and treatment at the clinic.

Sindh Institute of Urology and Transplantation (SIUT)

Future Trust continues its support to The Sindh Institute of Urology and Transplantation (SIUT). SIUT is regarded as one of the premier Institutes in the world that provides free of cost treatment of urological and nephrological ailments, oncological treatments, treatments of Hepatic and Gastrointestinal diseases, and Organ Transplantation facilities to the general public. Free OPD treatment is provided to patients at SIUT.





PinkDetect

PinkDetect and Future Trust are working together to support women in remote areas of Pakistan, particularly in terms of tech and healthcare. The Trust joined hands with PinkDetect in its inaugural event in an underprivileged area of Karachi, engaging 120 women aged 19-65 supported by medical students from Aga Khan University Hospital as part of the renowned non-profit Humanity Initiative.

The event included educational sessions on breast health, one-on-one consultations with doctors, and free vital checks and supplements. Additionally, the Trust is collaborating with PinkDetect in development of mobile application for breast cancer awareness and diagnosis and a prototype of the application has already been developed.

Future Lab

In its effort to fight and respond to COVID-19 and increase domestic testing capacity for COVID diagnosis, Future Trust in partnership with Opencell UK launched Future Labs.

Future Labs launched a highly advanced robotic mobile COVID lab, built in the United Kingdom by Opencell UK. The laboratory is a Biosafety Level 2 plus (BSL-2+) facility.

The state-of-art lab is specified to meet the requirements for high throughput COVID testing. Due to the use of 5 liquid handling robots, this lab requires as little as 6 staff members to operate all the shifts. The lab can process over 2000 tests per day.

The Patients' Behbud Society for AKUH

The Patients' Behbud Society for Aga Khan University Hospital (PBS) is registered as an independent, charitable society engaged in collecting and disbursing zakat, in order to help mustehiq patients receive high quality medical treatment at the Aga Khan University Hospital (AKUH), its clinics and medical centers. Future Trust has been continuously supporting PBS for many years.

Medical Support to Individuals

The Trust also provided financial support to various deserving and needy individuals for their medical treatment. During the year, Future Trust has supported 12 individuals in their treatments and surgeries at various renowned hospitals including Aga Khan University Hospital.

Educational / Vocational:

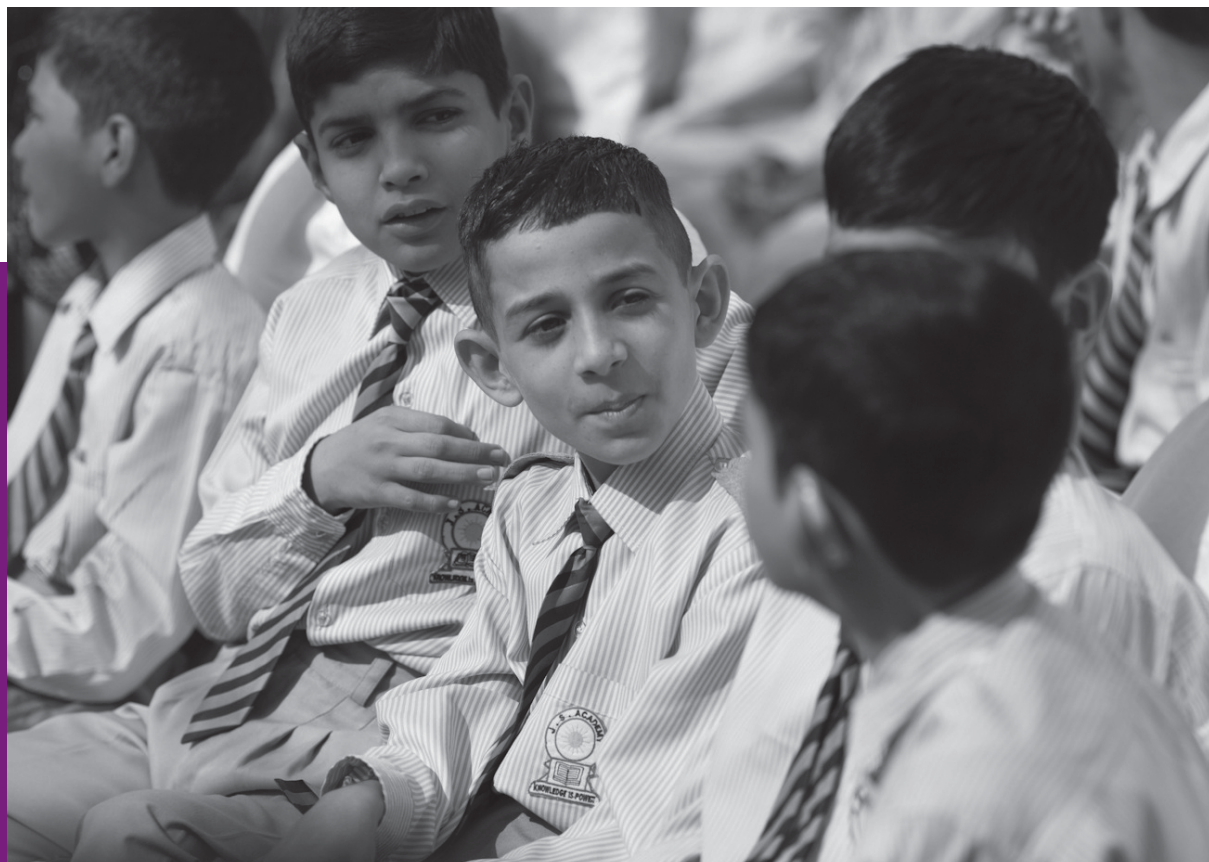
Future Trust's educational and vocational initiatives encompass support for special education, skill enhancement, institutional development and capacity building with the vision of building an educated society.



JS Academy for the Deaf

Future Trust is the major donor of JS Academy for the Deaf. JS Academy's aim is to provide education to the deaf and hearing-impaired children to read, write & communicate in their own Sign Language. The Academy is providing education to hearing-impaired children from nursery to graduation since 2004 and has achieved a very high ranking in providing Quality Education to both deaf boys and girls.

During 2023, Future Trust has solarized the JS Academy for the Deaf. The implementation of this solar system is in line with our dedication to sustainability and environmental stewardship. Utilizing solar power will substantially diminish our carbon emissions and lessen dependence on non-renewable energy sources. Additionally, solar energy will lead to substantial reductions in electricity expenses, generating long-term savings that can be directed towards educational initiatives and infrastructure. Furthermore, the solar system will function as an educational resource, enabling students to gain insights into renewable energy, sustainability, and the significance of energy conservation.



Autism Spectrum Disorder Welfare Trust (ASDWT)

During the last few years, the reports of autism has increased manifold in Pakistan, perhaps due to more awareness and diagnoses. The ASDWT has been specifically set up to act as a catalyst of change, as it provides free counseling and training to parents, teachers, the police and community based organizations, so that a critical mass of trained people can be created to understand, help and support person with learning disorders and disabilities. ASDWT is funded by Future Trust and MJSF since its inception. In 2023, over 3,000 people benefited directly from various activities of ASDWT.

Karigar Training Institute

Future Trust strives to eliminate poverty by extending support to less privileged youth of society to become economically independent by acquisition of specialized vocational skills through Karigar Training Institute (KTI). The training programs at KTI are tailored in response to growing demand in both local and international markets for such skilled workers. The students are enrolled for four months training at the institute, followed by two-months internship in workshops/industries for on-job training in motorcycle repair work, air-conditioning/refrigeration, plumbing and electrical trades.

Milestone Charitable Trust

An estimated 3.28 million people are affected with disabilities in Pakistan. There are only 531 special schools and about 200 non-governmental organizations offering education to the people with disabilities. Milestone Charitable Trust is running a school for children with cognitive and behavioral disorder since 1998 and caters to a number of children with Autism, Down Syndrome, Cerebral Palsy & delayed milestone. Most of the children belong to the underprivileged population of the society. Holistic teaching strategies are implemented in a friendly and family like environment. Future Trust has been a continuous support to the Milestone Charitable Trust.





Dost Foundation Pakistan

Dost Foundation Pakistan (DFP) primarily operates within the Gilgit Baltistan region of Pakistan and headquartered in Skardu. It aims to improve literacy by providing education in remote areas of Skardu. DFP is currently operating 10 schools with over 820 students. It also runs a vocational school that helps the underprivileged to train and earn income at the same time. Future Trust is one of the major donors of DFP.

Fakhr-e-Imdad Foundation

Fakhr-e-Imdad Foundation (FIF) serves as another philanthropic entity within the JS Group. Established on May 2000, as a non-profit organization, FIF primarily focuses on delivering quality education, vocational training, IT training, and healthcare services in rural regions of the country. FIF's educational institutions are situated in underserved areas such as Mirwah Gorchani, Mandranwala, and Tando Ghulam Ali in Sindh. Over the years, Future Trust has supported FIF through Endowment Fund and General Donations.

Acumen Pakistan

Future Trust supports leadership program with Acumen Fund Pakistan that aims at individuals who are steering social change initiatives from different regions, sectors and socio-economic backgrounds and are dedicated to addressing Pakistan's most critical social problems. Various individuals are selected to equip them with knowledge, support system and practical wisdom to drive positive change in the society. The Pakistan Agriculture Accelerator program was also launched which focused on empowering agri-enterprises to gain transformative skills to build and scale sustainable food systems in Pakistan.

Basant Hall Children's Library

The Basant Hall was established in 1901 in Hyderabad, Sindh. Endowment Fund Trust is conducting conservation work on this historical building so that it can serve as arts and cultural complex. The building serves as community center with no commercial use.

For this purpose, a children's library is established with the aim of providing access to information, literacy, cultural development and recreational programs. The library provides material both in physical as well as digital format. Future Trust has supported the Endowment Fund Trust in digitalization of the library.



Jahangir Siddiqui Auditorium, IBA city campus

IBA is the oldest business school outside North America and continues to consistently provide high quality education to students from Pakistan and abroad. As part of supporting this initiative, Mahvash and Jahangir Siddiqui Foundation has constructed a state-of-the-art auditorium complex at IBA city campus to further facilitate the learning experience of the future role models and the best available talent being taught at this prestigious organization.



Institute of Contemporary Studies

During the year, Future Trust has supported Institute of Contemporary Studies (ICS). ICS, established 24 years ago, manages institutes specializing in health sciences and skill-based training across Pakistan. The National Excellence Institute in Islamabad, accredited by the Pakistan Nursing Council and the Punjab Medical Faculty, offers diverse education in pharmacy, nursing, physics, chemistry, physiotherapy, and psychology. Additionally, ICS operates the College of International Skills Development (CISD) with 30 campuses nationwide, providing training in IT, artificial intelligence, data sciences, culinary arts, fashion design, English language, and other fields.

Educational Support to Individuals

Future Trust offers financial assistance to low-income individuals by reimbursing educational expenses for their children. Specifically, the program covers the costs associated with the education of up to two children per eligible family. Over the course of the year, the Trust has extended its support to a total of 61 students, ensuring that they have access to the educational resources they need to thrive. This initiative serves as a vital means of promoting equal opportunities for children from economically disadvantaged backgrounds, empowering them to pursue their academic goals without financial barriers.



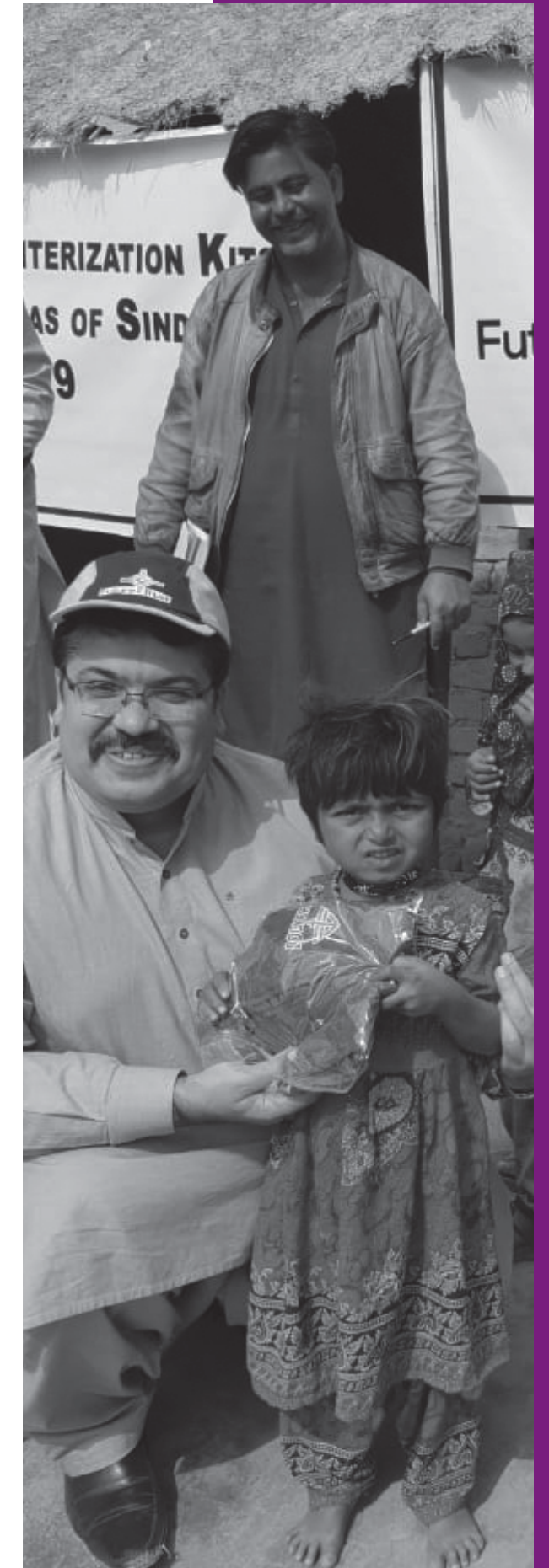
Community Services:

The Trust strives for and contributes towards the general social and economic uplift of the people without any discrimination. In these hard times people cannot even afford the basic requirements of living. Future Trust provides financial support to various under privileged and needy families with the purpose of solving their basic problems of living.

The Trust supports Anjuman Kashana-e-Atfal-o-Naunihaal (the Institute) for the installation of solar system at the Institute. It is providing shelter for the orphan, abandoned and unclaimed girls, where these girls are being educated in reputable schools and colleges, and also being taught some basic life skills. At present, the institute is providing shelter to 125 girls with the ages ranging between 6-24 years. The institute has also made arrangements for placement of 800 abandoned babies, so far, with respectable families all over the world.

Distribution of Winterization Kits

During 2018 severe cold hit the region of Achro Thar due to the climate change. Achro Thar is located mainly in Sanghar district with some parts in Khairpur district. This region is deprived and people are in need of humanitarian support because of limited sources. The people live faraway in the dunes of desert with no road access. Future Trust supported the deprived families in faraway villages of Achro Thar with winterization kits distribution. These kits were distributed among five hundred families of twenty-two villages.



Installation of Hand pumps in Tharparkar

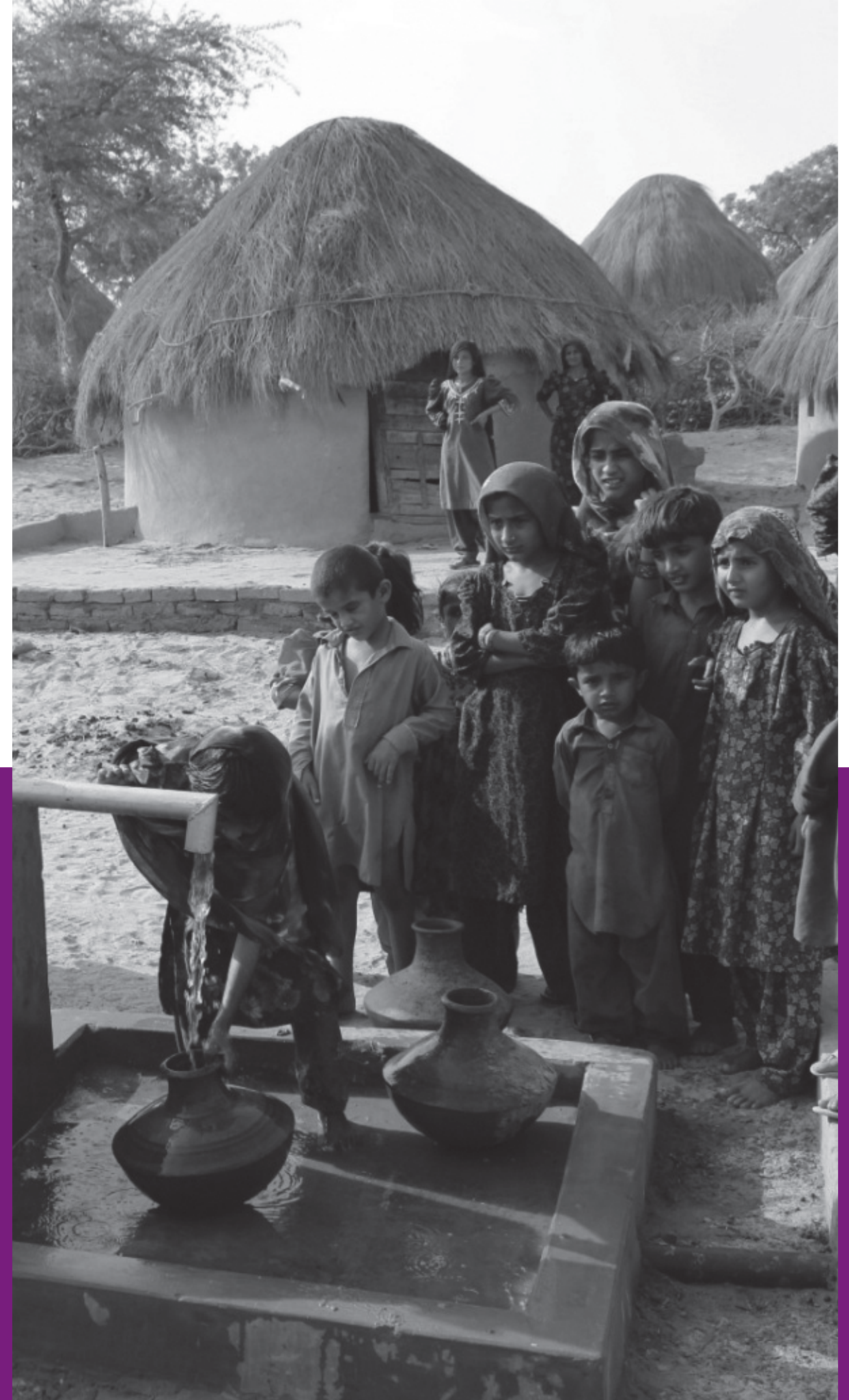
Tharparkar is one of the most impoverished districts of Sindh, Pakistan, with the highest infant and child mortality rate in the country. For every 1,000 children born 45 to 50 do not survive or 90 to 100 die within their first five years of birth. One of the reasons of these deaths is lack of clean water, which causes malnourishment in pregnant women coupled with poor post natal care at many hospitals.

MJSF and Future Trust joined hands for the provision of clean water to the people of Tharparkar. In this regard, 256 hand pumps were installed with a small cemented pond at different villages of Tharparkar.

Jerrycan Distribution for Flood Victims 2022

During 2002, Floods in Sindh resulted in widespread devastation, causing significant damage to infrastructure, loss of life, and a severe disruption of basic services. Floodwaters contaminated with sewage, chemicals, and other pollutants increased the risk of waterborne diseases, including diarrhea, cholera, and hepatitis. Lack of access to safe drinking water and sanitation facilities posed significant health risks, especially for vulnerable groups such as children and the elderly. To address these issues, Future Trust, decided to reach out to the victims of the flood on humanitarian basis.

The Trust decided to distribute Jerrycanes (water purifiers) in District Mirpurkhas which was among the heavily affected areas. While several organizations were providing bottled mineral water to the flood victims, this solution only temporarily fulfilled the immediate need for clean drinking water. In contrast, Jerrycanes water purifiers offer a more sustainable solution as they have the capacity to fulfill this crucial requirement for an extended period.



Ration Distribution

During 2020 heavy rainfall in District Tharparkar badly affected crops and livestock. Hundreds of livestock animals died. Over fifteen incidents of lightning were reported in Thar in which 30 people lost their lives. The families lost their belonging, fodder, livestock due to lightning and have no food for survival and were forced to live on the road side with their remaining belongings without shelter.

In addition, the locust attack had also caused severe damage to the crops. About 80 percent of the agricultural area had been estimated to be affected by the locust attack in Tharparkar. Most of the Thari population was facing severe scarcity of food. Further, not only heavy rainfall and the locust attack on crops pushed the local population into severe difficulty, but also the closure of local Cattle/Livestock markets, due to COVID-19, added to the difficulties of Thari people.

Due to the difficult situation of Tharparkar, Future Trust planned for distribution of ration bags in various affected areas among which fourteen villages were identified as centers for ration bags distribution in Taluka Mithi, Taluka Diplo, Taluka Islamkot and Taluka Nagar Parkar. In four days plan total 2,000 ration bags were distributed in most needed families of Mithi, Diplo, Islamkot and Nagarparker.



Provision of Free Meal to the Underprivileged

Future Trust is providing daily free of cost lunch for the underprivileged security and janitorial staff. This initiative aims to address the daily lunch needs of the underprivileged members of the society. Due to the high inflation rate, these security and janitorial staff find it challenging to afford daily lunch expenses, leading to skipped meals and potential impact on their health. The goal is to ensure that these underprivileged staff receive nutritious and satisfying meals, enhancing their overall job satisfaction and productivity.

Support to Needy Individuals

Future Trust provided financial support to various under privileged and needy individuals with the aim to support in their livelihood.



Mahvash & Jahangir Siddiqui Foundation

Mahvash and Jahangir Siddiqui Foundation (MJSF) is a charitable non-profit organization registered under section 42 of Companies Act 2017. MJSF was established to address challenges related to poverty through sustainable development across the areas of Education, Healthcare, Social Enterprise and Disaster Relief and Rehabilitation. Through MJSF's various initiatives, MJSF aims to create opportunities and provide support to empower disadvantaged members of society. In addition to projects directly managed by MJSF, MJSF has partnered with key international organizations including various United Nation agencies, Acumen and Oxfam.

In times of humanitarian disasters, MJSF also runs fundraising programs

Day Care Surgery Unit

In order to improve the resources available for treating sick children, MJSF have constructed a Day Care Surgery Unit and Emergency Operation Theatre at the National Institute of Child Health. With the provision of the Day Care facility, 30% of the load at the present surgery ward has been relieved. The National Institute of Child Health attends to more than 38,000 patients each year from all over Sindh. It is the only public sector hospital in Karachi that conducts pediatric surgeries, free of charge

Wheelchair Distribution

Pakistan is home to three million people with disabilities, of which almost 20% are immobile. Additionally, in emergency situations these individuals are even more vulnerable. MJSF collaborated with the US-based Walkabout Foundation and the Special Talent Exchange Programme (STEP), to distribute 300 customized wheelchairs to individuals with disabilities.



100 Rupees per Day

In many households across Pakistan, a little extra revenue goes a long way. Driven by aspiration to provide a sustainable, additional income for flood-affected families, MJSF introduced the '100 Rupees per Day' project. This livelihood program, launched in collaboration with the Organization for Sustainable Development Initiatives (OSDI), operates in Matiari district of rural Sindh and targets families that earn less than PKR 5,000 (USD 50) per month. Through this initiative, selected families receive 30 chickens, one month of feed and enclosures for the birds. They also receive training on how to raise healthy poultry for good quality eggs. With an average yield of 60%, the chickens provide each family with about 18 eggs per day. This produce is then sold at the current market rate, allowing the family to earn at least PKR 100/day, increasing their earnings to USD 80/month

Magnus Kahl Seeds (MKS) Project

Pakistan is the third largest onion producing country in the world, and yet has the lowest average yield of all major onion producing countries. MKS identified Pakistan as a country whose agricultural sector suffers from neglect despite having the potential to be the basket for many of its neighbors. It is also one of the select group of countries which has the ability to produce both onion and onion seed. Despite this, the vast majority of quality onion seed available in Pakistan is imported thus MKS has invested in Pakistan to reduce its reliance on imports for quality onion seed and to develop Pakistan a key onion seed-growing region for global markets.

MKS has taken a number of steps to overcome widespread poverty amongst farmers and lack of agricultural skills by providing free training and free quality inputs to farmers. To support MKS's initiative, MJSF have committed to finance 200 farmers in Chitral by providing interest-free loan of PKR 25,000 (USD 250) per farmer for a period of 11 months. These loans will help farmers purchase necessary agri-chemicals to ensure that yields from their small land holdings are optimized.





Earthquake Relief

MJSF greatly contributed to the earthquake relief that had caused widespread devastation in Khyber Pakhtunkhwa and Azad Jammu Kashmir and claimed 70,000 lives according to official records whilst the Asian Development Bank estimated that over 2.8 million people were left without shelter.

MJSF mobilized its response team instantly and took direct action in immediate relief operations, rebuilding livelihood, and making grants to domestic NGOs in the affected areas conducting further relief work. MJSF also provided temporary housing, food aid to thousands of families, and continuous medical supplies to hospitals treating earthquake victims. In addition to this, MJSF also arranged for transportation and other logistical operations by organizing several vehicles and ambulances for mobile hospitals.

Swat Crisis: Internally Displaced Persons (IPDs)

It is estimated that military operations between armed forces and militant groups in Pakistan's northern areas affected up to 3 million IDP. The densely inhabited Swat Valley in Khyber Pakhtunkhwa province was most affected and consequently nearly the entire populace was forced to evacuate due to the conflict.

MJSF strives to provide a rapid response within such crises, most importantly for the safe relocation of victims as quickly as possible. MJSF partnered with other foundations and private sector companies and coordinated the provision and distribution of food aid and further assistance for the rehabilitation of displaced families. MJSF's partners included AirBlue, Kashf Foundation Relief Fund, and the Omar Asghar Khan Development Foundation

One Room Shelter

As a part of MJSF's initiative to nurture sustainable rehabilitation of flood survivors, MJSF provided financial support for the 'One Room Shelter' project, implemented in regions of rural Sindh by the International Organization for Migration (IOM) and the Seed Foundation. MJSF's project envisioned the reconstruction of homes for 250 families and aimed to create more secure, flood-resistant dwellings for these families in their own villages. In training these communities to build their own houses using local products and techniques, they are able to be less reliant on foreign materials that are expensive, limited in availability and less adapt at coping with natural climatic variances.

Drought and Famine Relief

Tharparkar, commonly known as the Thar Desert, encounters a serious drought almost every year causing considerable threat to human life. According to the World Food Program, Tharparkar is Pakistan's most food-insecure regions.

MJSF have formulated a two-pronged approach for immediate drought relief. MJSF provided medical aid and treatment first and then distributed essential food hampers in hard-to-reach areas where support from other humanitarian responders is not available



For Customers

We serve our customers through various lines of business to provide them with unparalleled products and services

Branchless Banking

We provide state-of-the-art, convenient and secure branchless banking services to individuals to empower them through the provision of innovative and efficient financial services for bolstering economic and social opportunities.

Cash based Over the Counter Products & Services

These include funds transfer, utility bill payment, mobile bill payment, ISP payments.

Mobile Wallet (MW) Accounts

All Jcash retail agents allow for free of charge opening of Mobile Wallet Accounts for any valid CNIC holder of Pakistan. It allows your mobile number to become our actual Mobile Wallet Account number, therefore allowing you to easily remember it, always carry it with you and perform and keep track of your transaction activities at any time.

Home Remittance

The Home Remittance Account is a bank account tagged with your mobile number and can be operated through your phone. It is a special account with features and limits to facilitate customers who receive international remittances.



JS Her

Our first-ever women centric proposition offering a suite of exclusive services & products to women to aid in financial inclusion and empower women.

JS Her represents the spirit of womanhood; and through this platform, we reach out to women from all walks of life to create awareness of our products & services:



Pink Bus branding activation

As a part of our banking on equality's strategy, JS Bank partnered with Pink Bus to engage and educate females all over Karachi. We talked about ways women can achieve financial independence and how JS Bank is equipped to cater to all the banking needs of a modern woman. This activation enabled us to directly impact over 300 women and their children travelling on these buses.



Ronaq Bazar

JS Deposits Team went on grounds along with Branch Banking RMs to Ronaq Bazar at Habitt City on Chaand Raat. The idea was to promote JS HER via this BTL activity. The on-premises activities were designed to engage existing and potential customers via minute to win it games, rewards & giveaways all while generating leads for JS HER current & savings account.



The locate Summer-Popup 2.0

JS Bank was a proud sponsor of The Locate Summer-Popup 2.0 held in June 2023 to promote JS HER and JS Credit Cards. These were 2 days of fun and games for potential customers, generating leads, addressing queries, all while making sure we connected with existing and potential customers on a grass root level.

Deposit product team, marketing team along with Branch RMs were available on grounds to ensure we were able to carry out maximum engagement, generate leads all while ensuring the potential customers enjoyed their time at The Locate Summer Popup 2.0.

JS Bank x Mashion Bazaar

Mashion is the go-to destination for the new age Pakistani woman to get her daily dose on anything and everything she cares about. They inspire, entertain, and empower their audience through optimistic and diverse storytelling. The brand has been at the forefront of providing one of its kind platforms to women across Pakistan (and globally). Over the past few years, they have grown into an online community of over 1 million women & men who love their content related to beauty, fashion, entertainment and interaction with celebrities & Influencers.

Mashion has been there for the past 4 years. On their 4th Anniversary, they launched a new vertical called Mashion Bazaar. JS Bank were platinum sponsors for the event, this partnership was done in collaboration with JS Her & JS Credit Cards. We directly impacted 700 women on ground during the two-day event and managed to reach 1 Million people through our digital channels.



JS Her Podcast Campaign

To increase our audience, reach and engagement, we created personalized content for each episode of #IamHER Podcast, featuring stories from host and guest. This allowed the bank to appeal to different interest and create more immersive listening experiences. We also used sneak previews to generate buzz and excitement for upcoming content, using the power of teaser marketing. The JS #IamHer podcast received overwhelming 96% positive response for the campaign. The campaign achieved a high level of success with a total of 11 million+ impressions and 9.1 million+ views.

Other Women Initiatives

Benazir Income Support Program (BISP)

JS Bank is now a partner of BISP (Benazir Income Support Program), which is the largest G2P program of the government of Pakistan having over 9 million active beneficiaries. This partnership will allow BISP beneficiaries to open their accounts with JS Bank so that they can seamlessly receive their BISP Grant and also gain access to banking services. This initiative will also play a key role in fulfilling our social responsibility of increasing financial inclusivity in Pakistan.

SBP Gujranwala Event

JS Bank held a financial literacy session at a local district industrial home for women in Gujranwala and nearby districts, Sanatkar. With over 150 women present at the venue, the agenda of this session was to embark awareness on financial proficiency a modern woman requires and how JS Bank can help them achieve their financial independence through JS Khud Mukhtar and JS Her Accounts. The session was well appraised by the audience as the majority of them were unbanked and received a financial literacy session for the first time.

Pakistan Women Chambers Presidential Conference

Islamabad Women Chamber of Commerce and Industry (IWCCI) organized 'Pakistan Women Chambers Presidential Conference 2022'. The aim is to bridge the gap between women chambers, government organizations other relevant industry stakeholders to identify the structural barriers and propose mechanisms to foster a sustainable women friendly business environment.

The conference drew visitors such as officeholders from women chambers from across the country, business owners, government, media, and diplomats in the event. Through this partnership JS Her & JS Khud Mukhtar promoted financial literacy in businesswomen of today and means in which a financial institution like JS Bank can help their business grow.



For Employees

Culture at JS Bank

JS Bank is an ambassador for promoting Diversity, Inclusion and Equity in the workplace.

Culture that is Diverse, Equitable, and Inclusive

JS Bank is an ambassador for promoting Diversity, Inclusion and Equity in the workplace. At JS Bank, our culture is derived from the Leadership's vision of Inclusivity. Our leadership is one that believes in the power vision, cushions experimentation and cultivate a high-performance culture. Our culture is about celebrating our peoples' unique selves. Cultivated with such strong values, our culture yields nothing but inspiration and belonging for everyone, outperforming everyone else in the industry. We are turning diversity from a business challenge into a business opportunity.

Breaking Barriers & Embracing Inclusivity

To bridge the financial gap for differently abled persons and to allow access to JS Bank's branches and services, we have upgraded certain branches to be access friendly. These branches are designed around the need of differently abled people and staffed with well-trained support teams to ensure excellent service.

Committing to promoting inclusivity for all and providing quality digital banking services, JS Bank has partnered with ConnectHear to adapt its virtual interpretation application. Our customers and colleagues with hearing impairment nationwide can connect with an interpreter with just one tap for better facilitation.

The Bank has started working on Gender and PWD sensitization of all its employees. We are working to increase the representation of women across all functions and at various levels within the Bank as per SBP's policy to have women's ratio of 20% in the financial sector workforce by 2024.



Celebrating Women at JS Bank

Women Town Hall

JS' first ever Town Hall session was organized in Karachi by HR exclusively for women as part of our organization's broader efforts to promote diversity and inclusion. It was an initiative to signal the Bank's commitment to creating an equitable and inclusive workplace where all voices are heard and valued.

The town hall served as a platform to empower and support female employees by creating a safe space for open dialogue, sharing experiences, and discussing challenges they may face in the workplace. The session was also attended by our PWD colleagues along with their on-site interpreters.



Breast Cancer Awareness - Empowering Warriors, Sparking Hope!

Our Breast Cancer Awareness Event 2022 unfolded to create awareness and empowerment across Pakistan. Dressed in hues of pink, employees from all corners of the country gathered to embrace women's femininity and join the fight against breast cancer with the powerful slogan #fightlikeawoman.

The event came alive with the expertise of Dr Aisha, an oncologist from Shaukat Khanum Memorial Hospital who gave her insights on breast cancer, including early signs, risk factors, and treatment options.

Breaking the barriers of gender exclusivity, the Breast Cancer Awareness Event opened its arms wide to both male and female participants. It was a heartfelt testament to the collective responsibility in the fight against breast cancer. Through this inclusivity, the attendees recognized that they could provide unwavering support to their loved ones facing the battle together.

JS Bank's innovative awareness campaign reached far and wide, transcending physical boundaries. The online presence of the event on social media, coupled with eye-catching flyers and posters, sent ripples of knowledge throughout the digital realm and beyond. It was a call to action for every individual to raise breast cancer awareness in their communities proactively.

As a symbol of warmth and hope, each participant received scented candles, representing unity and solidarity during challenging times.

The impact of the Breast Cancer Awareness Event 2022 was profound and multifaceted. Attendees left the event with a newfound sense of empowerment, ready to face breast cancer head-on. They had embraced the essence of #fightlikeawoman, recognizing the strength and courage inherent in every woman.

Human Resource Management

Our HR policies provide written guidance for all our management on how to handle a range of employment issues. They play an important role in practically and effectively implementing our HR strategy. They also provide consistency and transparency for employees and managers, helping to enhance the psychological contract and create a positive organizational culture.

As all transformations primarily start and are dependent on its people, at JS Bank, we developed the People Strategy to play a fundamental role in making JS Bank the bank of choice for both our customers and our employees.

The People Strategy was directly linked to our Business Strategy and set the direction for all the key areas of HR, including sourcing, hiring, onboarding, performance management, learning & development, talent management, succession planning and reward & recognition. One of the key pillars realized for the People Strategy was to hire the Right Person for the Right Role. This is being achieved by efficiently planning our workforce capacity, initiating competency-based assessments for key job roles and improving Candidate Experience. Further to sustain the strategy, values driven culture was invigorated by assigning the central leadership with the task of creating a humanistic workplace.

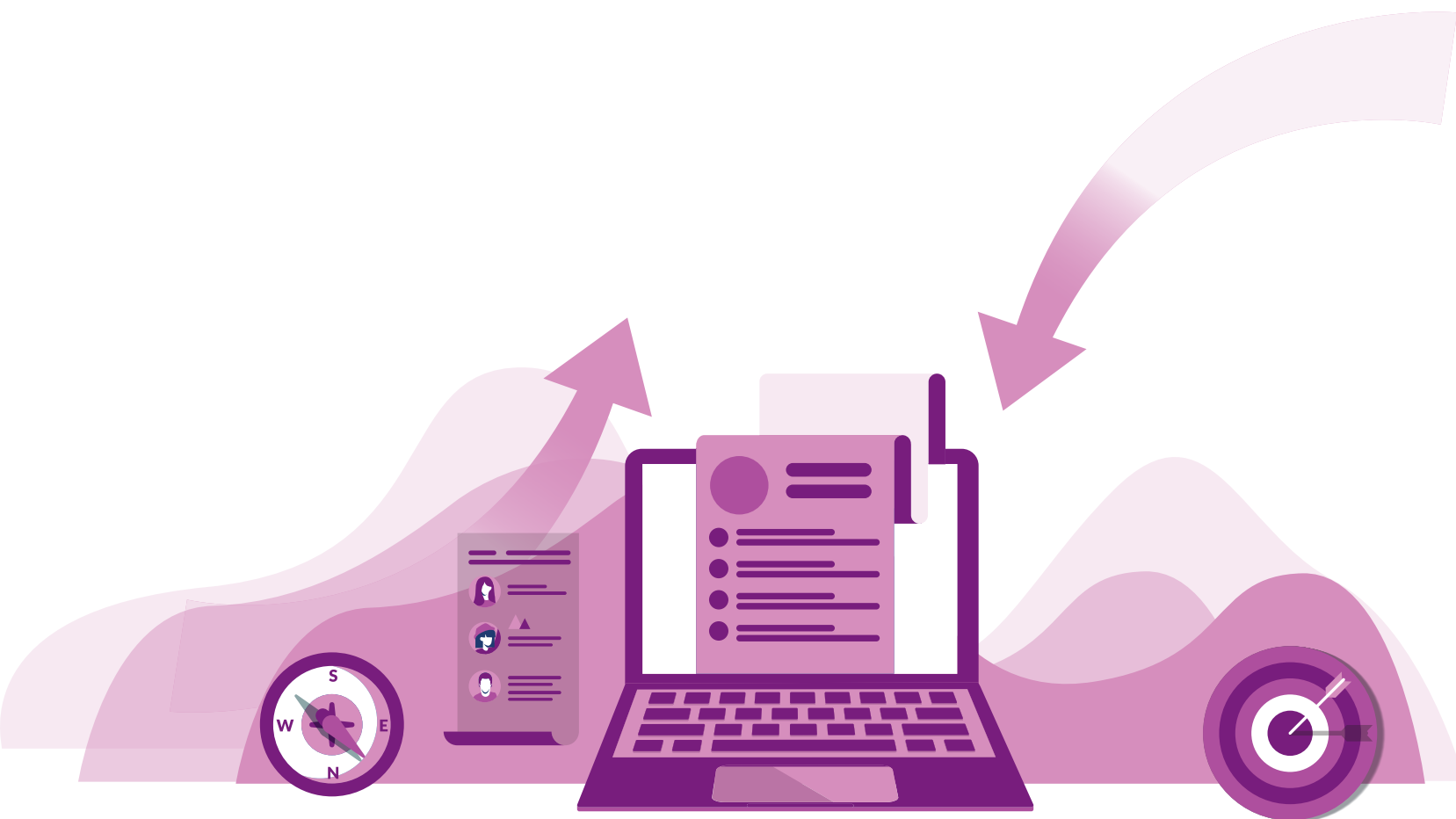
Speak Up Policy

JS Bank is focused on consistently working at the best standards to conduct our activities and business. Integrity is our core value and ingrained in all our business conduct. We endeavor to acquire and maintain the trust of all our stakeholders' employees, customers and partners by serving and managing them professionally and ethically. The Speak Up policy is established to receive and handle complaints in a fair and transparent manner and provide protection to complainant against victimization. This policy provides a channel to Bank's staff and external parties such as shareholders, vendors, customers etc. for raising concerns/complaints about internal business practices that are inconsistent with generally accepted accounting principles, falsification, alteration or substitution of Bank records, violation of JS Bank's Code of Conduct

The objective of the program is to address/resolve these concerns/complaints to prevent and/or detect improper activities for safeguarding the interest and reputation of the Bank and its stakeholders. HR has a clear disciplinary procedure policy according to which Disciplinary Action Committee explicitly handles all complaints in a fair and transparent manner via a standard process to remove all kinds of biasness and ensure victims and witness's protection.

Whistle Blower Policy

As a critical element of the policy, reporting employees are provided with complete confidentiality and security. No adverse employment action, e.g., termination, lower appraisal rating, etc., is taken against the whistleblower employee in retaliation for reporting the incidents on impropriety falling within the scope of Code of Conduct and Whistleblowing Policy/Process. In line with the policy guidelines, employees are encouraged to remain vigilant and in case of detecting any abnormal/in appropriate/criminal matter, immediately report the same.





Diversity & Inclusion Policy

JS Bank seeks and values diversity among its employees, recognizing that a mix of people enriches our Bank and is essential to creativity and business growth. As a bank, we are committed to equal employment opportunity and unbiased treatment of all individuals based on job-related qualifications and without regard to race, color, gender, age, national origin, religion, creed, sexual orientation, gender identity, marital status, citizenship, disability, veteran, status or any other basis prohibited by law.

Our people are expected to support the Bank's commitment to diversity and equal employment opportunity.

At JS Bank, diversity and inclusion are at the core of our culture. We have made sure to entail every aspect of our journey when it comes to diversity and inclusion. Be it for women empowerment, people with disabilities or different religious beliefs and background, we have been the ambassador of equity in rights for everyone. It is our priority to bring in a program to ensure diversity is not only mentioned in words, but in spirit and action.

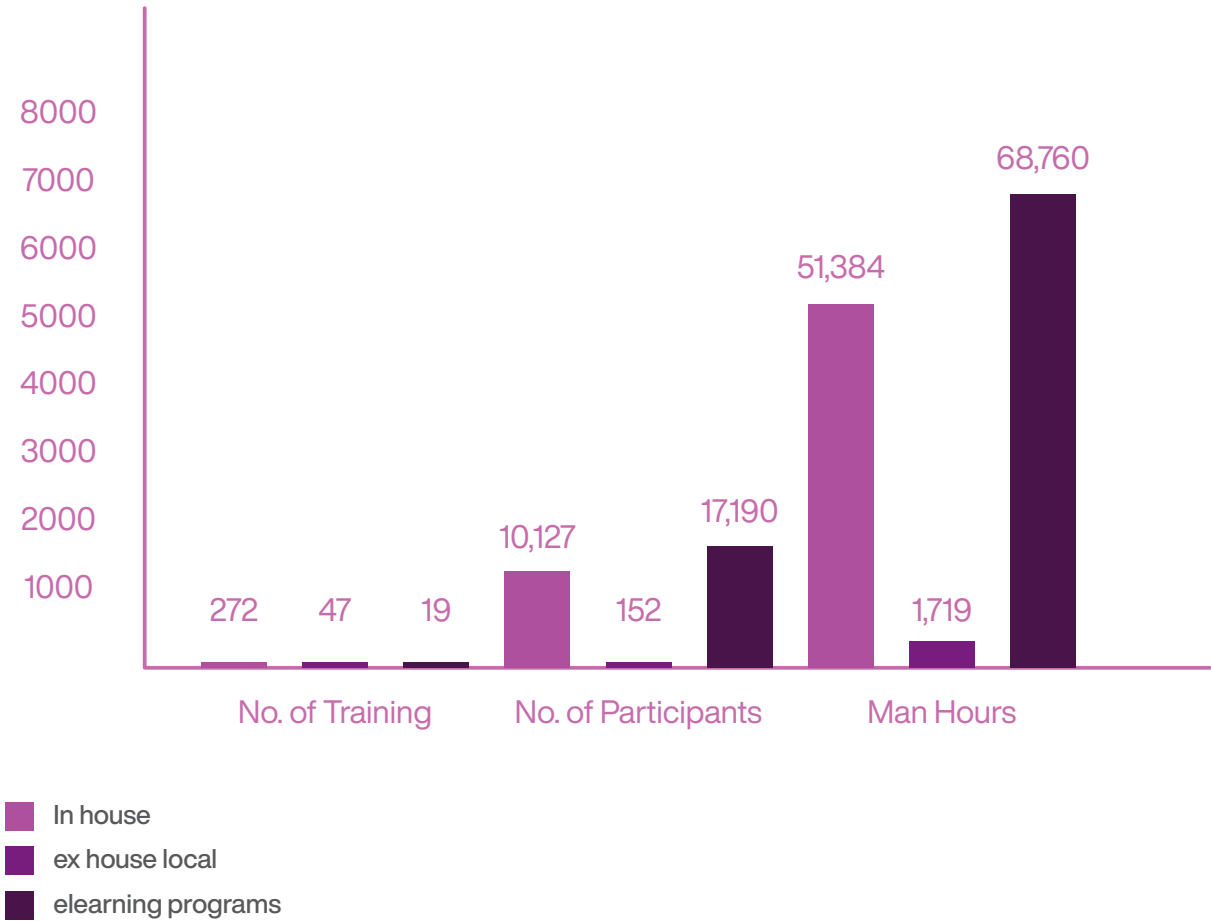
We collaborated with NOWPDP to not only train but hire a batch of people with disabilities into our workforce, making sure they have the same responsibilities and same rights as other colleagues. We are the first Bank in the market to establish such a standard, along with ensuring our culture is sensitized and inclusive for dealing with them on a regular basis.

For women, we are doing multiple initiatives including but not limited to Reboot-for females returning to work after career break, lean-in, and creating a digital eco system to enable female entrepreneurs to enhance their business reach and potential, allowing them spaces to grow and earn. We make sure to celebrate every occasion with our people, be it Eid, Christmas, or Diwali. We cherish each of our colleagues and do not stay apart from making them feel special. We also won the Global Diversity and Inclusion Award 2020 and 2021 for all our diversity initiatives and policies.

JS Bank Learning Academy

JS Bank Learning academy was established in October 2016 with the sole purpose of driving the Bank forward by utilizing and training human capital.

	Year	No. of on-site training	No. of staff who received training	No. of man-hour of training
In-house & Ex-House	2022	319	10,279	53,103
eLearning		19	17,190	68,760



	No. of Training	No. of Participants	Man Hours
In-house	272	10,127	51,384
ex-house local	47	152	1,719
eLearning program	19	17,190	68,760



JS Thrive

Promoting Well-being for a Sustainable Future

JS Thrive represents the Bank's commitment to creating a sustainable future where individuals flourish, businesses thrive, and communities prosper. At JS Bank, we firmly believe that well-being extends beyond financial prosperity. It encompasses physical health, mental resilience, emotional balance, and a sense of purpose. JS Thrive encapsulates these dimensions of well-being, fostering a culture of growth, resilience, and fulfilment for all.

By aligning JS Thrive with the United Nations Sustainable Development Goal (SDG) 3, "Good Health and Well-being," we actively contribute to the global movement towards creating healthier and more sustainable societies. SDG 3 aims to ensure healthy lives and promote well-being for all. JS Thrive directly addresses the targets outlined in SDG 3, such as:

Promoting Mental Health

We aim to provide resources, support, and awareness programs to enhance mental health and well-being among our employees. By prioritizing mental wellness, we contribute to reducing the burden of mental health issues in our workforce and society.

Improving Access to Healthcare

JS Thrive focuses on preventive health measures, providing comprehensive healthcare benefits, and facilitating access to medical facilities. We aim to ensure our employees have the resources to maintain good health and well-being.





Enhancing Work-life Balance

We recognize the importance of work-life balance in promoting well-being. JS Thrive incorporates flexible work arrangements, stress management programs, and initiatives that encourage a healthy integration of professional and personal lives.

Empowering Healthy Lifestyles

Through wellness challenges, fitness programs, and nutrition education, JS Thrive encourages healthy lifestyles among our employees. By promoting physical fitness and healthy choices, we contribute to reducing the prevalence of non-communicable diseases and fostering healthier communities.

Through JS Thrive, we are making significant strides in building a resilient workforce and a sustainable future. By embracing a comprehensive approach to well-being, we empower our employees to thrive, fostering a positive ripple effect on their families, communities, and society.

As we move forward, we remain dedicated to continuously improving JS Thrive, ensuring its alignment with SDG 3 and integration into our organizational fabric. By prioritizing our people's well-being, we contribute to achieving broader global sustainability goals.

JS Thrive represents our unwavering commitment to a future where well-being is not just a buzzword but an integral part of our organization's DNA. Together, we continue nurturing the well-being of our employees, stakeholders, and communities, creating a healthier, happier, and more sustainable world.

PWD Representation

Persons with Disabilities (PWDs) normally face severe limitations while accessing financial services offered by financial institutions because of a combination of physical constraints and perceptions about their abilities to handle financial matters.

The need arose to make banking easy and convenient for them through supportive physical infrastructure, accessible products and services, assistive technologies, and supportive staff interactions.

Keeping in view of the above and in line with State Bank of Pakistan's guidelines for Banking on Equality, 08 branches were selected pan Pakistan as PWD – Role Model branches.

The purpose of these branches was not only to facilitate PWD customers but also to serve as model branches for our employees who face similar challenges. These branches were relocated / renovated to comply with PWD guidelines and were also equipped with interpretation services deployed through Connect Hear. Further, organizations such as NOWPDP were engaged for sourcing of potential candidates for each branch with similar challenges and provided them the platform to make and excel in their professional career.

JS Bank joined hands with NOWPDP-a not-for-profit organization working to create inclusion for People with disabilities in the business community. Via this collaboration, we made an explicit commitment to sustainable and transformative progress on disability inclusion across the organization, and to embrace and empower people with disabilities. The initiative comprised of a comprehensive and wide-ranging policy on disability and an action plan, which served as the primary framework for implementation. We termed this project URAAN an initiative to embrace and empower people of determination.

Policy Review

We started with a review of our HR policy to ensure it is compliant with the rules and regulations of SBP, and equitable on the grounds of representing PWDs. This was the initial step where we reviewed our employment policies and practices to determine where gaps may exist and find ways to create practices that advance diversity, equity and inclusion. The review also considered the international and local best practices.

Sensitization Surveys

In the second step, a perception survey was rolled out to a diverse sample of organization. The survey helped determine how disability is perceived by the employees of the organization. This carved the way towards developing sensitization training sessions. The survey was rolled out to a sample of 10% of the bank wide population, and responses were collected from a total of 241 people across various departments, grades, cities, gender, and multiple other demographic dimensions.

Sensitization Sessions

An important step in the program was sensitization sessions. These sessions aimed at the capacity building of our people to work with a diverse workforce, especially PWDs. These were built on the results gathered from survey and created awareness around communicating with PWDs in an apt manner, behavioral changes with respect to those with a disability, and how could they make operating procedures inclusive. We conducted a total of 6 sessions and trained 150 people from across the organization.





Launch of JS Catalyst – Summer Internship Program

JS Bank launched the JS Catalyst Summer Internship Program 2023 and on boarded 16 interns to embark on an enriching journey of innovation, collaboration and growth. The program started with an invigorating orientation session, where the interns had an interactive discussion with the HR team and several ice breaker activities. All interns were welcomed very warmly with signature JS Bank kits.



JS #FitME Challenge

JS Bank launched a fitness program for its employees called the JS #FitME Month, aimed at engaging them in healthy activities and promoting a culture of wellness in the workplace. The program included daily and weekly step count challenges, as well as exciting Plank and Push-Up Challenges, and it was met with great enthusiasm!

The step count challenges were a great way to get teammates moving and active throughout the day, while the Plank and Push-Up Challenges helped to build strength and endurance.

Throughout the month, participants track their progress and shared their results with their colleagues. This created a sense of friendly competition and camaraderie, as they worked together to achieve their fitness goals. Overall, the #FitME Month was a great success, and we hope to see our teammates promoting wellness in the workplace and at home too. By prioritizing their health and well-being, people can create a more positive and productive work environment for everyone

Decibel

Keeping track of the rapidly evolving business environment, the Bank's strategy focuses on continually identifying new opportunities that enable business enhancement. The bank strives to fulfill consumer needs through innovative products and services, strong alliances, and automation of service delivery.

JS Bank digitized HR services across its operations in Pakistan through Decibel that provides a broad range of flexible, customizable analyses, management reports, and decision-making solutions to meet HR needs. It allows the Bank to focus on what matters by enabling HR processes and talent management interventions on one platform.

The Decibel app is a centralized attendance management system tracking time and attendance. It auto calculates leave eligibility on a worker's years of services, hours worked and other legal criteria. It also allows accurate tracking of paid / unpaid leaves so workers are granted the right number of leaves.





Mission Innovation

As an internal initiative to bring in innovative and implementable ideas designed to take the Bank forward, 'Mission Innovation' was launched in September 2018. The idea behind Mission Innovation was developed keeping in mind the Bank's rapid growth and to enhance and/or improve this rapid growth over the years. It was decided that a culture of innovation needed to be fostered throughout the Bank with the goal of bringing incremental efficiency in a bid to optimize investments and reduce costs.

Flexible Working Hours

In line with JS Bank's commitment to creating a supportive and productive environment for its employees, the Bank offers flexible opening hours. The flexible working procedure is designed to provide employees with flexibility and choice to meet their needs and the needs of the organization, thereby improving staff productivity and retention. This flexibility reinforces a culture of excellence through a focus on outcomes rather than location or hours worked.

Mission Innovation	All eLearning modules have been developed and revamped
	L&OD has made an investment to upgrade the Learning Management System (LMS)
	We have launched a gamified consumption experience in Learning Management System (LMS)

Learning Management System (LMS) was rolled out in April 2018 to aid e-learning among employees making JS Bank the first bank in Pakistan to have a dedicated mobile learning app.

Learning Need Assessment (LNA) is an on-going exercise to create accurate, appropriate and engaging training material, evaluations, and assessments in order to ensure the training curriculum addresses identified needs of the Bank.



Gamified Learning Management System

As part of JSBL's Learning and Organizational Development Strategy the Bank is committed to investing in quality learning interventions and learning technology for all staff. In line with this key objective, JS Bank has launched a Gamified Learning Management System which allows the employees to earn points and badges on the completion of each course and compete with their colleagues on our leaderboard! With the Gamification features incorporated, learning on the LMS feels less like work and more like play, as employees can improve their knowledge and skill sets in their journey of professional growth with JSBL.

Subject matter experts from the bank have developed multiple eLearning modules in collaboration with our L&OD team to make the offerings engaging, informative and relevant. All the participants must do is log in to the LMS, enroll in a course, go through the content and clear the quiz. Upon successful completion, they receive a certificate and earn points and badges which leads to rewards. eLearning modules can be accessed from the Course Gallery or the e-Modules tab.

- Anti Money Laundering
- Cyber Security Awareness
- Fair Treatment of Customers
- Harassment at Workplace
- Operational Risk
- JS Bank Code of Conduct

Employees Come First

During the heavy rainfall and monsoon seasons, JS Bank facilitates its staff to stay in nearby 5-stars hotels rather than allowing them to risk their lives by driving in precarious rainy conditions. This facility is given to all staff members regardless of their grades.

During the peak of Covid19, JS Bank was one of the few organizations which spearheaded free vaccination drive for all its employees and their family members to get vaccinated at against deadly virus.

Staff families who need medical aid are helped financially through Future Trust



Investing Employee Development

JS Bank is in relentless pursuit of building a high-quality human talent pool. Retaining key talent means motivating and developing staff by imparting additional knowledge and skills to keep them abreast of the latest developments in banking and finance. JS Bank has made the Learning and Organizational Development (L&OD) function an integral part of the employee development process.



Summary of Learning
Courses for 2022

387

LMs Reached

5,338

No. of Participants

185

No. of Courses

1,911

Unique Learners

47

Soft Skill Courses

139

No. of
Functions

Summary of businesses inducted

28

Credits (Corporate/
Commercial / SME)

04

Legal

10

T-24

27

General Banking
Operations

02

Travel & Event
Management

05

Consumer
Finance

38

Information
Technology

15

Trade Finance

02

Risk

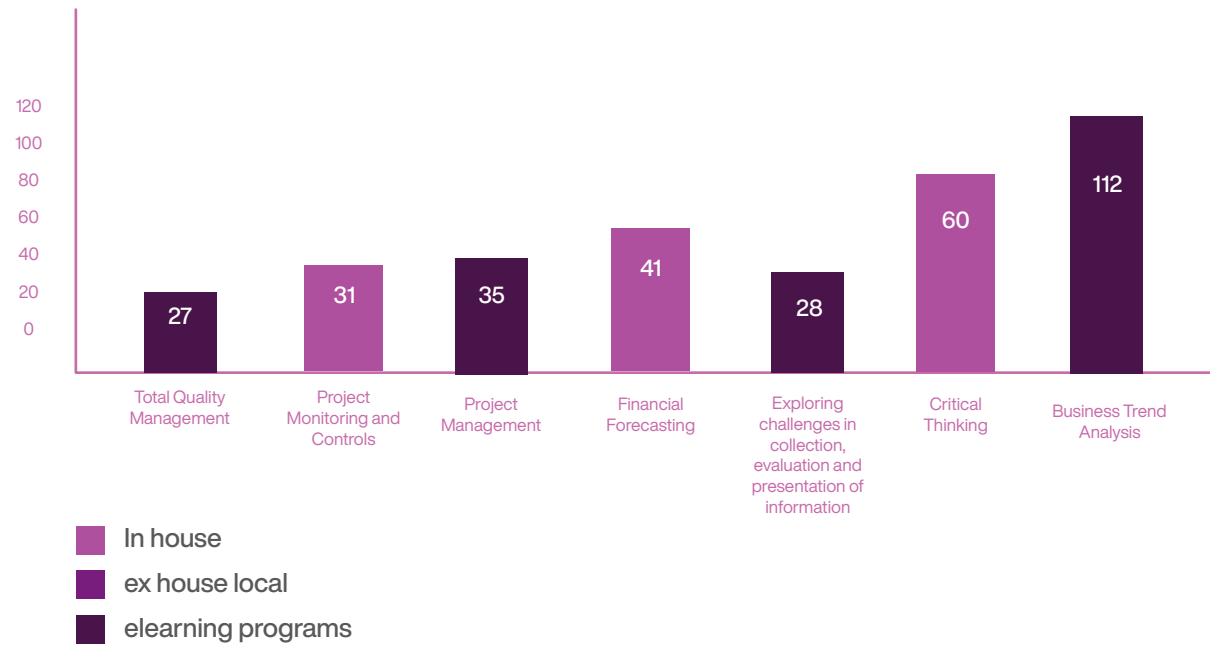
47

Soft Skills

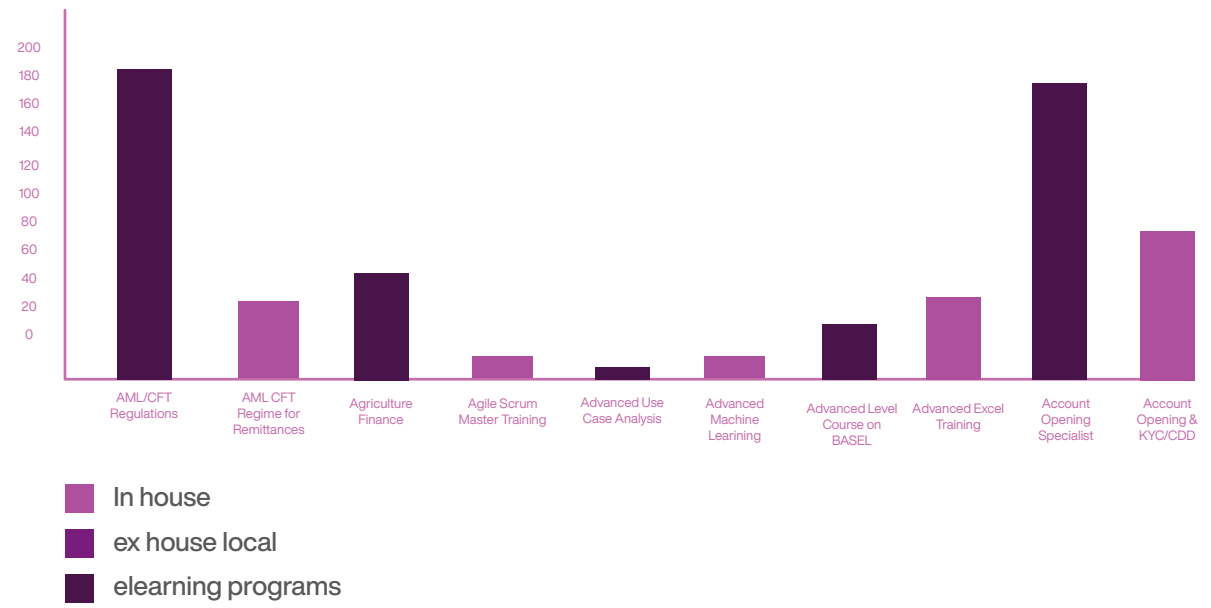
07

Business Trend Analysis

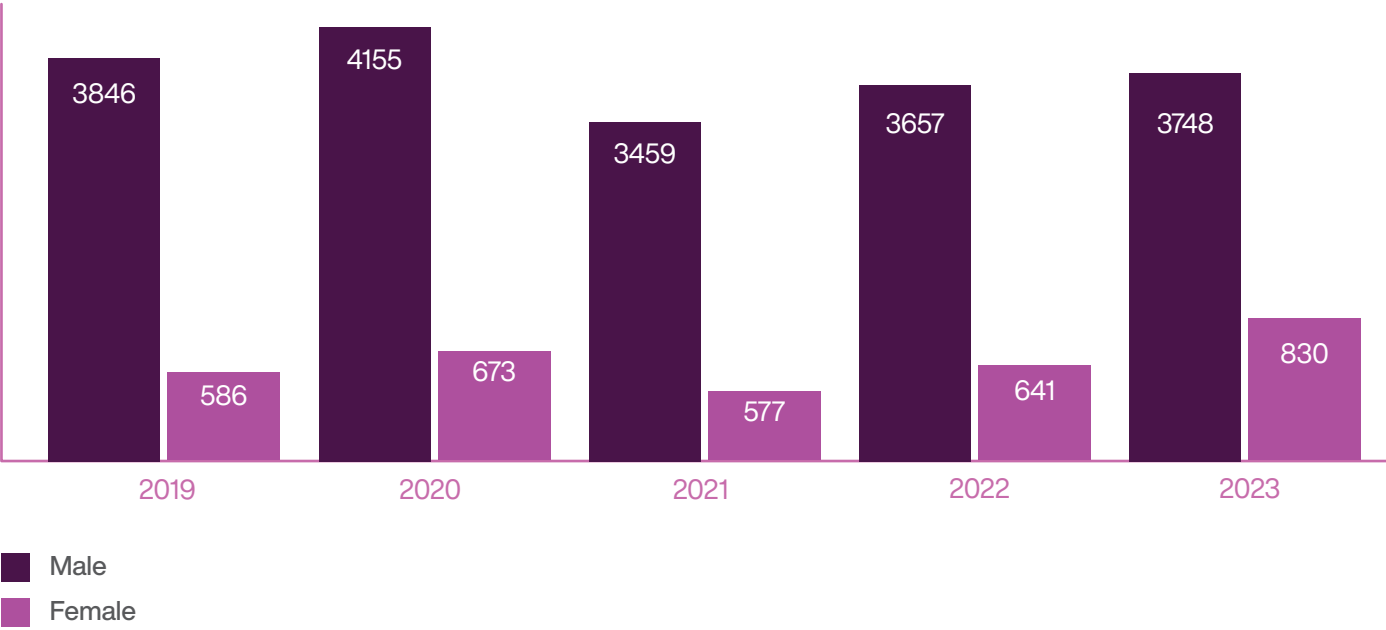
Number of Participants/Course



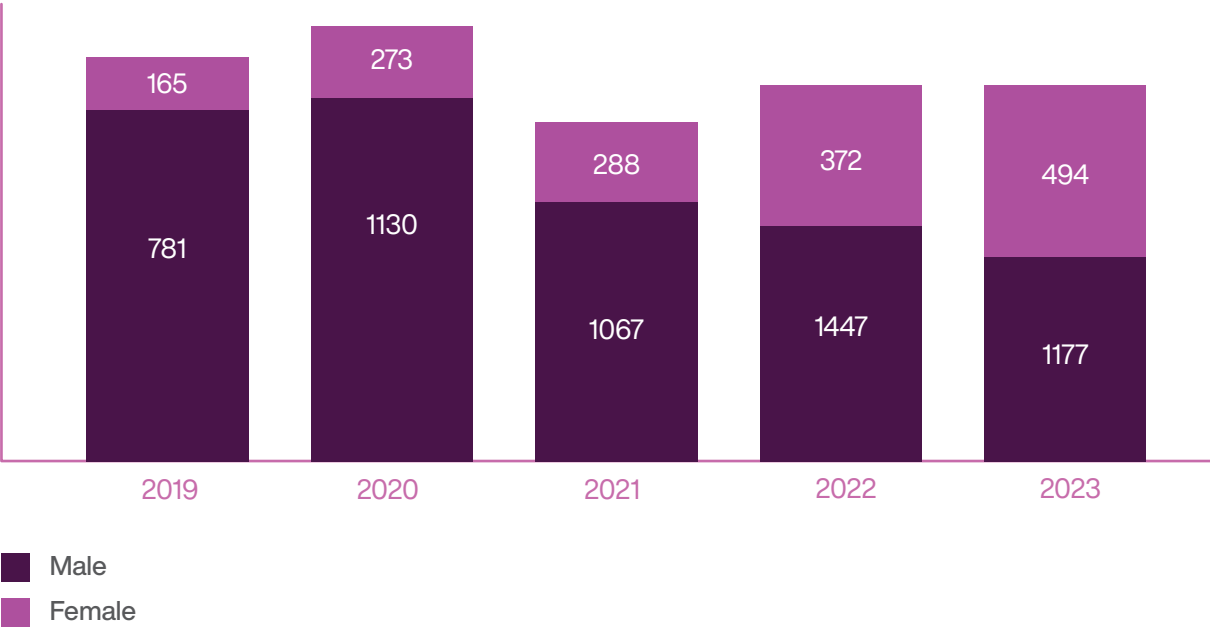
Business Trend Analysis - Enrollment Trend



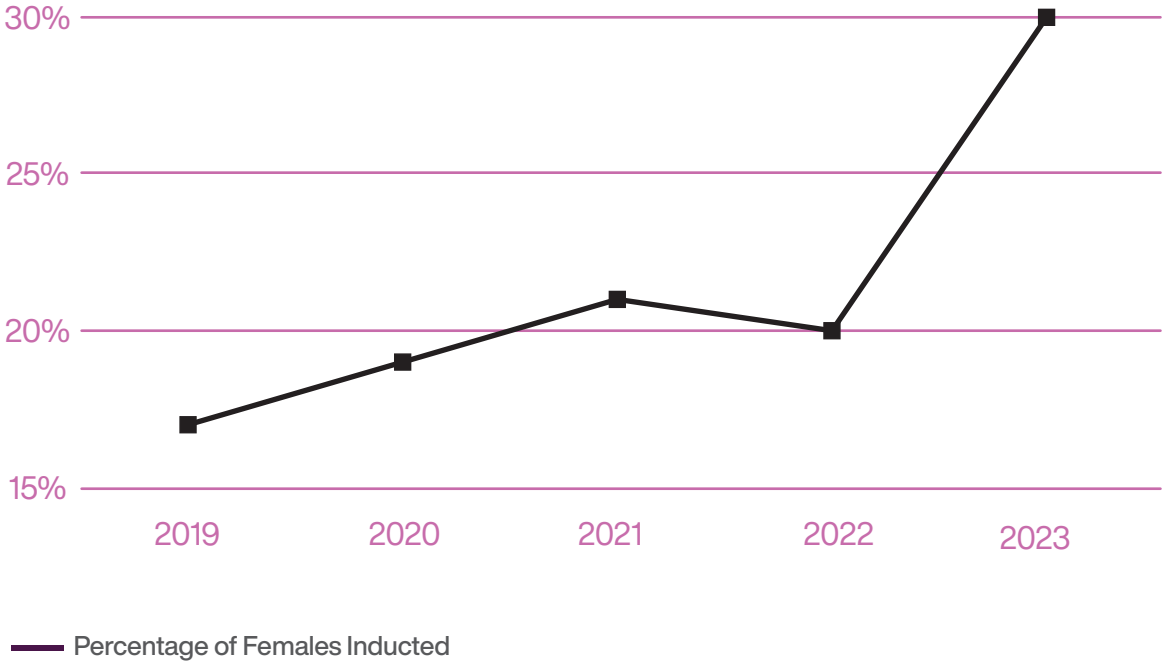
Employee Strength



Employee Induction



Percentage of Females Inducted



Employee Snapshots



Neha Kumari
Degree Verification & Data
Management Officer – HR

I joined JS Bank as an intern and after my internship I was offered a full time role in the onboarding department. Throughout my time at JS, I had great learning opportunities which have vastly improved my skillset. JS Bank has an open door policy and a diverse culture which I believe is essential to make the employees feel welcome and valued at the workplace.



Mohsin Ali Phulpoto
Lead - Sustainable
Initiative

Empowered by JS Bank's steadfast support, I am grateful for the remarkable strides we have made towards Sustainable future. From assisting sustainability initiatives to taking a leadership role, I have personally witnessed JS Bank's unwavering commitment to nurturing young talent into impactful leaders within the organization. Our collective efforts and innovative initiatives are inspiring other financial institutions to join us in forging a path towards a greener and more sustainable future. With unwavering determination, I am dedicated to placing JS Bank on the map as a pioneer in sustainability and green practices



Noel John
Brand Manager
Marketing & Communications

As JS Bank's Brand Manager, I've collaborated on impactful projects reflecting our commitment to social responsibility. Working with teams, we champion initiatives from Breast Cancer Awareness to Women Empowerment, Financial Inclusion, proliferation & promotion of Arts & Culture. At JS Bank, we cultivate an environment where values thrive. In Marketing & Communications, I ensure our projects embody conscientious, passion-driven objectives, collaborating cross-functionally to bring impactful initiatives to life. We align with JS Bank's broader goals of sustainability and social responsibility.



Areeba Shaikh
Business Planning
Manager – Digital Banking

Working in digital banking at JS Bank has been a very fruitful experience for me as it opened me up to a wide range of learning opportunities. It has given me a firsthand experience of the massive impact that a spree of digitization has on an organization. My experience has been rather exciting as I go through a variety of different initiatives and ventures everyday ranging from E-commerce partnerships, product decisions, employee engagement tasks, digital change analysis and much more. More so than all, I've had the privilege of having played an instrumental role in the development of Digital Strategy for JS Bank from inception.



Bina Bilgrami
Head Green Banking

In my current role, I am leading the strategy, policy, execution and promotion of environmentally friendly practices that aid the Bank and our customers in identifying and managing environmental risks as well as reducing their carbon footprint and related socially adverse actions. JS Bank is cognizant of its national obligation to safeguard against environmental vulnerabilities and play its due role in transforming the country towards a low carbon and climate resilient economy through implementation of Green Banking Policy under the SBP's Green Banking Guidelines.



**STRENGTHENING
ETHICAL CORPORATE
CONDUCT
GOVERNANCE**

Managing Our Operational Footprint

We are committed to sustainability in our business and operations and the way we make our communities stronger, provide employment opportunities and endeavor to protect our environment are reflection of our values. As we grow, we are looking to manage our offices and branches in an efficient and sustainable manner. We are focused on reducing our energy use and paper wastage by using renewable energy to manage and limit our carbon footprint.



Controlling Procurement Spending

Through Oracle Cloud, a self-service requisitioning application that controls spending. It is a web-based system that allows employees to create, manage, track orders digitally to replace manual paper-based requests. This has also slashed procurement costs by cutting transaction overhead, controlling spending and realizing full value of the preferred supplier agreement.

Solarizing Branches

JS Bank continues to add to the number of branches operating on on-site solar power generation. It was one of the first banks to have its branches operating on solar power in a bid to incorporate energy efficiency and renewable energy initiatives so that the branches function efficiently while reducing operational costs. JS Bank has solarized 113 branches representing more than 33% of its total branch network across the country. We continue to increase our reliance on clean energy and overall promote the use of clean renewable energy products

Managed Printing

A collaborative team effort of JS Bank's IT, Operations and Finance department has led to reducing paper consumption across JS Bank's Head office. Printer usage is recorded through a centralized software to help monitor paper consumption and equipment maintenance. All the printers at the Head Offices and branches have features like sleep mode and duplex printing to reduce energy and paper consumption. This has not only decreased the Bank's carbon footprint but also resulted in savings reducing waste of paper and lowering operational as well as capital expenses is now being rolled out in branches with eco-friendly printers having features like sleep mode and duplex printing. This will reduce energy and paper consumption, resulting in reducing waste of paper and lowering operational as well as capital expenses.

JS Recruitment Portal (J Rec)

To speed up the recruitment process, J Rec was introduced to facilitate the HR Department in the hiring process. The whole exercise is completely digitized resulting in less of a paper trail and effective time management. Loan Origination Software (LOS) Consumer Finance LOS Consumer Finance applications like Car Dealer Apps have been designed to be automated from end-to-end, resulting in a drastic reduction of paper usage. This not only enhances customer experience but also facilitates the Bank in the screening process and close monitoring of the activities while reducing paper usage.



Digital Banking Initiatives

Empowering and Engaging Various Departments Through Digital Transformation

With aim of digitizing and transforming outdated manual processes in the Bank, the Digital Banking Department in collaboration with other departments has taken key initiatives which have resulted in resource optimization and an expected reduction in fraudulent activities. This includes:

CAD Process Automation:

Credit Administration Department (CAD) is a department within the Bank which relies heavily on manual labor for its entire process of evaluating credit applications. It is now equipped with Robotic Process Automation (RPA)

technology which circulates documents electronically and takes the necessary approvals. This is expected to reduce the man hours count by approximately 50,000 and is expected to significantly lower paper consumption and energy costs.

Branch Operation Process:

An average branch in JS Bank prepares 32 reports out of which 26 are prepared daily. To minimize the workload of the branch staff and for effective time management and paper usage, the Digital Banking department has automated reports.

Treasury Process Automation:

The Treasury department has various processes such as blotting and automatic replies for email regarding investor accounts. These are critical functions in the Treasury department and they have been automated providing benefits of reduction in man hours spent and paper usage while enhancing user experience.

Recycling

At JS Bank, we use the process of waste paper recycling called pulping in which used/old papers are mixed with water and chemicals to create a mixture called pulp. The Bank's Admin department emails all departments to provide them with documents which are to be destroyed annually.

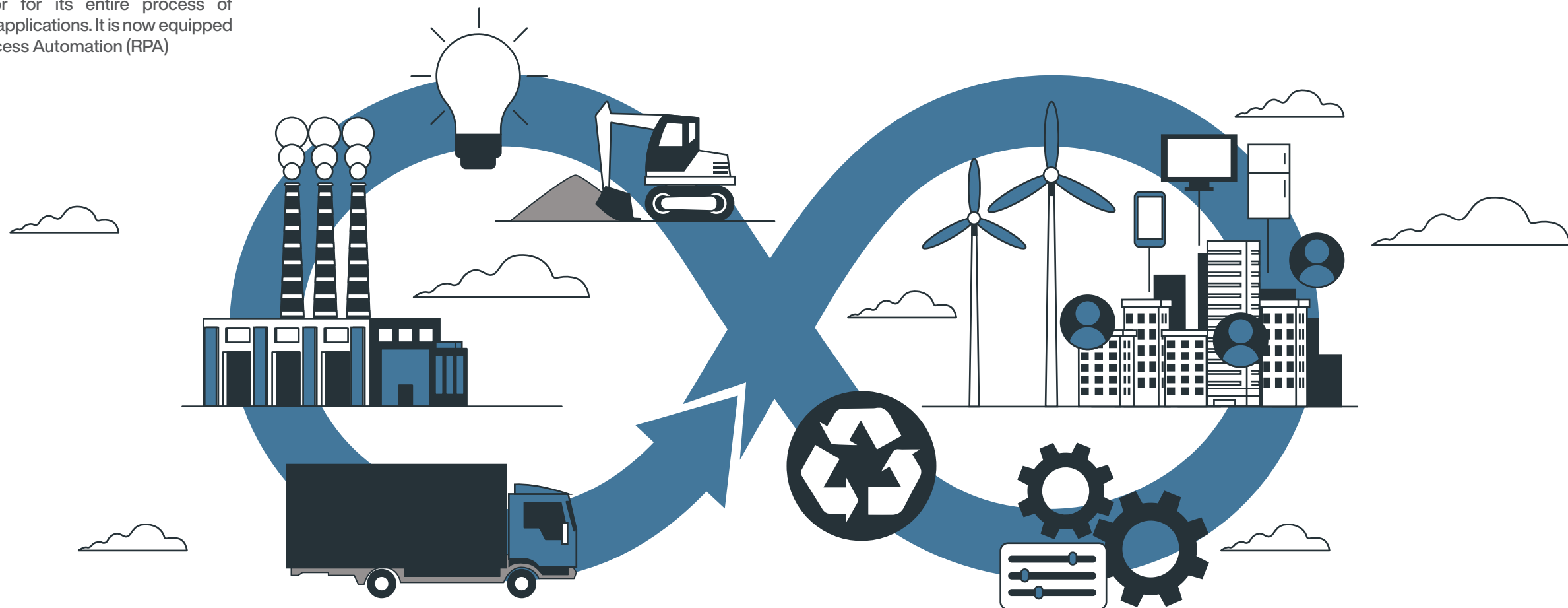
Destruction of Old Records

2,943

Boxes

Amount Saved

1,235,000



Stakeholder Engagement



Shareholders

We engaged with our shareholders through various means to ensure transparency, accountability and effective communication. This includes quarterly earnings statements, Director's Reports, annual reports, annual general meetings and also through our online presence such as website and social media handles.



Regulators

Our principal regulator is the State Bank of Pakistan (SBP) and we are committed to meeting its regulatory compliance obligations in an effective manner. For this purpose, the Bank has developed a robust compliance program to ensure adherence to regulations.

We are in constant contact with SBP and committed to full disclosure on our part. The regulator conducts on-site audits to assess the Bank's compliance with regulations, risk management practices, internal controls, and overall financial stability. We full complete cooperation by allowing access to our records, systems and personnel. Our senior management commits a significant amount of their time to meeting with SBP for their guidance and support and to keep them well informed on current market events.

Our other regulators are Securities and Exchange Commission of Pakistan (SECP) and Pakistan Stock Exchange (PSX) and we are also complying with their directives.

The regulators are kept informed of any significant events or changes for timely and transparent communication.



Customers

Customers' feedback is very important to us and we utilize different forums for them to make suggestions so that we can evaluate and improve upon our own performance. The Bank's Complaint Handling Policy and Grievance Redressal Mechanism ensures that complaints are resolved efficiently in a timely & fair manner and the recurrence of complaints is prevented where possible.

Customers have the option of registering their complaints at the JS Bank's branches, 24/7 phone banking center, our website, via email and post mail.

The bank performs various exercises such as rolling out SMS & emails to customers and awareness through social media in order to maximize the utilization of these channels to further increase the visibility & accessibility.



Communities

We are committed to the communities where we are our present. From providing meals during the holy month of Ramadan to sponsoring social and cultural events to making sure that we live in a cleaner and greener country. JS Bank is an active participant in ensuring that we are responsible community members and global citizens.




Employees

Our most important stakeholders are our employees. We engage with them through townhall forums, bank-wide events and by providing them with learning-and-development opportunities.

Upholding Good Governance

By creating stability, trust and confidence, JS Bank fosters good governance and creates an environment where we endeavor to serve our clients, our communities and our stakeholders efficiently and effectively.





JS Bank's reputation is a priceless asset, and we are committed to upholding the highest standards of ethical behavior and maintaining its reputation as a trusted financial institution. Our Code of Conduct provides clear guidelines for employees to ensure that their personal business ethics align with the Bank's values and interests. Honesty and integrity are paramount in our approach to building lasting business relationships. We strive to provide our customers with products and services that are delivered in a fair, transparent, and ethical manner. Our Code of Conduct emphasizes the importance of upholding ethical standards in all our business dealings and relationships, both internally and with external stakeholders. We remain committed to fostering a culture of ethical behavior and conducting our business with the utmost integrity. Our Code of Conduct provides a clear framework for employees to operate within and helps to ensure that our business practices are in line with the highest ethical standards. At JS Bank, we aim to be transparent in all of our operations and transactions. The complete Code of Conduct is provided to all employees and is also available on our website for easy access. The Code of Conduct covers the following:

- Business Ethics and Compliance with the Law
- Treatment of Employees and Others
- Sexual Harassment at the Workplace
- Conflicts of Interest and Business Opportunities
- Books and Records
- Protection and Proper Use of Bank Property
- Outside Pressure
- Customer Privacy and Information Security
- Intellectual Property
- Non-public Information and Insider Trading
- Money Laundering and Terrorist Financing
- Other Acts of Misconduct
- Environmental Sustainability
- Compliance with the Code
- Disciplinary Action
- Responsibilities after leaving the Bank

Board of Directors

The Board of Directors of JS Bank sets the Bank's strategic direction and ensures that the organization stays true to this direction - enabling it to achieve its long-term objectives while ensuring regulatory compliance.

The Board of Directors of JS Bank is enriched with skills, core competencies, diversity, experience, and knowledge and, at the same time, committed to strong corporate governance to protect the overall interests of the Bank and its stakeholders. The Board continually reviews the Bank's financial and operational soundness, governance, internal controls, and significant policies as per regulatory requirements.

The Board of Directors of JS Bank presently has five (5) Independent Directors including one Female Independent Director. The Independent Directors meet the criteria of independence as defined in the Companies Act 2017 and the State Bank of Pakistan directives. Further, the Board also has one Non-Executive Director and one Executive Director, who is also the President & CEO of the Bank.

Senior Management

Our senior management structure is designed to promote all our businesses while ensuring that each of our businesses runs effectively and in a manner that promotes a strong corporate culture. The Bank's management committee is made up of those who are responsible for the day-day operations of the company and ensure the development and implementation of the corporate strategy.

Policies

Compliance

JS Bank's Compliance Program is a systematic setup of controls established and managed within the organization for the purpose to meet regulatory requirements, protect customers, maintain financial stability, prevent financial crimes, and uphold our reputation in the industry.

The Compliance function of JS Bank is independent of business lines to carry out its activities effectively, and is not placed in a position where there are real or perceived conflicts in respect to its scope of responsibilities or reporting lines. The Compliance department is not prevented from highlighting compliance issues relating to any business activity to the Board or senior management where it is deemed necessary.

The compliance policy is in line with the bank's mission and vision statement and identifies the "Three Lines of Defense (TOD) Model" for its risk management process which includes Department/Management/Staff, Compliance Function & Internal Audit respectively. Furthermore, the policy outlines the roles and responsibilities of people involved in the compliance function which includes the Board of Directors, senior management & Chief Compliance Officer (CCO) in line with SBP's Prudential Regulations for Corporate and Commercial Banking



Internal Audit

Internal audit plays a vital role in safeguarding assets, managing risks, ensuring compliance, improving operations, and strengthening organizational governance. It provides independent and objective assessments that support informed decision-making and help organizations achieve their objectives effectively.

At JS Bank, the Internal Audit Department reports to the Board Audit Committee and is structured to conduct periodical audits of branches and Head Office units. For audits of branches, the regional offices in Karachi (South Region) and Lahore (Central and North Regions) have been established. Management/ Head Office units are audited by teams located at the Head Office in Karachi by conducting audits of various centralized operations, Risk Assets Reviews, IT/IS audit, etc.

The Fraud Investigation Unit (FIU) within the Internal Audit Department investigates frauds related to branches, mobile/ internet/ branchless banking. The Quality Assurance Unit is there to ensure in-house on-going appraisal of the functioning of the Internal Audit Department.

Customer Satisfaction and Fair Treatment of Customers

The fair treatment of customers is synonymous with a consumer-centric approach of conducting business that reaps higher customer satisfaction.

JS Bank has institutionalized a Consumer Protection Framework where the priority is to keep customer benefits in mind while designing, selling and managing products and services without any discrimination. The focus is to maintain fairness in our consumer dealings, clarity in communication, to develop a service culture and to design an effective grievance handling mechanism. There is also a focus on financial literacy of our customers for promoting responsible conduct and informed financial decision-making by consumers, through our Consumer Education and Financial Literacy Program.

Anti-Money Laundering (AML) and Customer Due Diligence (CDD) Policy

This policy reflects the commitment of JS Bank Limited to comply with applicable AML/CDD laws and SBP Prudential Regulations, and to implement programs and standards designed to prevent the use of JS Bank products and services for money laundering or other criminal activity including the financing of terrorism, transfer of illegal/ill-gotten monies and as a conduit for white collar crime.

JS Bank is committed to ensuring the implementation of relevant laws and regulations to detect and deter money laundering and to report certain activities that may indicate the criminal use of financial systems. This policy addresses guiding principles and fundamental components of the Bank's Anti-Money Laundering (AML) and Combating Financing of Terrorism (CFT) Compliance program. The policy also defines the key requirements of the Compliance program to mitigate the legal and regulatory risks.

Financial Consumer Protection Framework

JS Bank is constantly looking for innovation and aiming at the highest level of customer satisfaction with respect to promoting our financial products, meeting our customers' needs and focusing on the best interests of our customers.

The main objective of the Financial Consumer Protection Framework is to have a satisfied consumer; who is a person who receives what he needs, who understands his rights and obligations, who can pay for the service being offered according to his needs and receives adequate customer services and feels protected.

Equal Opportunity Employment Policy

JS Bank ensures that there is equal opportunity for employment. With regards to this, the Bank does not make any distinction, exclusion or preference based on age, race, color, sex, religion, political opinion or social origin. JS Bank maintains a non-discriminatory policy in every stage of employment and fully complies with all non-discrimination laws.

Gender Policy

Striving to be gender sensitive in its recruitment policy, JS Bank ensures that language of all advertisement carry the statement, "we are an equal opportunity employer", that there is no gender discrimination on positions, promotions or salary levels and that no harassment of any sort is tolerated. Any such incidents reported are handled through the Head Office in consultation with the Human Resources department.

Procurement Policy

With the procurement policy in place, JS Bank would like to obtain the best overall value for goods and services through an open and competitive procurement process that is fair and transparent, maintains quality and helps in accurate record keeping and reporting. We endeavor to integrate socially and environmentally responsible vendors into our procurement process.



Information Disclosure Policy

JS Bank recognizes the importance of and reaffirms its commitment to transparency and accountability in all aspects of its operations. Through the implementation of the Information Disclosure Policy, the Bank recognizes the need to ensure that required information other than confidential business information is disclosed to the relevant parties. It covers a range of topics including:

- Access to Information
- Disclosure of Financial Information
- Authorized Spokesperson
- Language of Disclosure
- Website
- Environmental and Social Reports



Policy Participation

SBP's Renewable Energy Finance Committee

JS Bank has the honor of being a member of SBP's Renewable Energy Finance Committee which consists of five banks and based on their experiences in the renewable energy space is tasked with expanding the scope of the scheme to facilitate SMEs, residential customers and agri-based customers.

Focus Group on Green Banking Guidelines

JS Bank was invited to be a member of a Focus Group on Green Banking Guidelines established by SBP in 2018. JS Bank was one of the only four banks to be a member of the Focus Group belonging to government ministries, federal and provincial environmental protection agencies and trade.

Working Group on Green Finance

JS Bank was invited to be a member of the Working Group on Green Finance which was created by the Ministry of Climate Change. The purpose for its creation was to be an advisory group and a platform for different stakeholders to discuss and share different financial models, experiences and feasibility for green finance in

Pakistan. JS Bank is one of the only two banks to be invited to become a member with other international financial institutions such as World Bank, IFC, ADB, UNDP, and Government ministries such as Planning Commission & Ministry of Finance.



Digital Transformation

Go Green initiative focusing on Suppression of Paper Statements; over 240K customers touched resulting in substantial cost saving. JS Bank developed a statement of accounts system that has brought Annual and Bi-annual accounts statements on SMS for customers to view and download PDF password-protected files with just a single click. This initiative has played a vital role in saving stationery and paper costs by promoting building green Pakistan.

JS Bank Credit Cards customers have the option to apply for Supplementary Credit Cards for their family members by clicking on a URL via SMS and can apply instantly for Supp Credit Cards. JS Bank customers have the option to apply for up to 06 supp credit cards.

Employee Banking has taken a revolutionary digital step by JS Bank, now EB customers will have a digital channel where opening an employee account will be on few clicks.

Online Account Opening Form (AOF) System has been developed for Bahrain International Customers. A fully digital, paperless initiative for JSBL international customers. The system is currently in the production deployment phase and will be launched in a couple of weeks.

JS Bank has focused on 2023 to automate manual processes and procedures, which is tremendously saving time, and cost for multiple departments including, trade, treasury, retail, consumer, etc.

65 Digital Projects



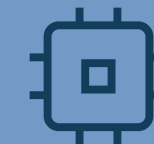
Delivered across the Bank

19 New Processes



Automated for a total of 69 RPAs

Build vs Buy



Focus on in-house software/platform development rather than buying USD pegged expensive solutions

Trade-Based Money Tracking



Development of SBP mandated Trade-based Money Laundering monitoring system; saving the bank on capital expenditure.

Serving Our Customers

Celebrating Customer Care Day

We celebrated Customer Care Day 2023 at our branches across Pakistan. The day was a way for us to show our appreciation for our customers and the trust they put in us. Branches were fully decorated with balloons, danglers, and standees. Customers were greeted with smiles and offered refreshments. There were also giveaways, such as pens, notebooks, and coffee mugs, which they all appreciated. In addition to the festivities, employees at the branches had insightful conversations with customers about their banking needs. They also answered any questions that customers had. Customer Care Day 2023 was a day to celebrate our customers and the trust they put in our bank. We are committed to providing excellent customer service, and Customer Care Day is a reminder of that commitment.

Customer Satisfaction

Customer satisfaction is paramount for us as it plays a crucial role in our success. Therefore, customer-centricity is one of our core values resonating with grievance management, complaint handling, and valuing customer feedback to understand their needs and offer a best-in-class customer experience.

The Bank's Customer Experience Team (CET) organizes, plans and monitors Customer Experience on all touch points to ensure optimized interaction between the Bank and its customers. To stay updated about our service, we conduct branch experience surveys on a regular basis. The surveys are designed and conducted to assist branch banking in understanding how our customers perceive our products and services and to utilize this feedback in making further improvements. The last survey was conducted in June 2023 in which we received feedback from over 2,000 phone calls. The results were an astounding 90% and above.

Over 95% Satisfaction In

Branch Environment

Branch Staff Behavior

Product Knowledge

Purpose of Visit Fulfillment

Unnecessary Delay Elimination

Customer Greeting

Handling customers' complaints is another aspect of our customer service. It is essential for maintaining a positive reputation and ensuring customer satisfaction. To gauge customers' satisfaction on our complaint handling mechanism, our last survey was held in June 2023, in which we scored 88% in easement of complaint lodgment

