

Sustainability Report **2015**



**Growing Towards
a Sustainable
Future**





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Chairman's message



Allow me to present Prime Bank's Sustainability Report 2015. This is the first time Prime Bank issued a Sustainability Report separately from the annual report, showing our devotion to follow international standards and best practices of corporate governance by addressing stakeholders' wider interests. We believe this Report to be the source of information for stakeholders to base communication with Prime Bank, particularly on aspects related to the environment, social, and governance.

As one of the largest bank in Bangladesh by assets, sustainability is the starting point of Prime Bank to implement its long-term growth strategy. We understand the important role of banks in national development, which is to meet the needs of the community for diverse and quality banking products and services, as a stimulant of Prime Bank's growth. Specifically, to ensure PBL's sustainable long term, the Bank focuses on solid risk management.

A company is not a standalone 'organization' which merely deals with goods, services, performance etc. It takes people to transform a company into an organization. It is much truer for banking industry; it does not deal with merely 'paper money' or like. Rather 'people' or 'customers' do dwell in the core or the banking industry being a social business. This very people are the key strength of any Bank, virtually forms a society under the surface of a 'financial institution', the cliché synonym. Since establishment, Prime Bank is carrying out enduring approaches to do everything well-being for the society. To get this end of materializing our vision, to excel at securing and enhancing the financial wellbeing of people, businesses and communities, we have been pursuing various initiatives and programs. At the same time, to assist our customers, support our communities and lessen the impact on the environment, we are pouring out our best through our policies, people and priorities. Here lies our uniqueness.

Assertively speaking, Prime Bank has shown leadership and foresight in publicly declaring a commitment to sustainability & green banking activities by publishing the first GRI G4 Sustainability Report in banking sector in Bangladesh in March 2015. In line with this, Prime Bank completed the 'Materiality Disclosure Service' for the first time and has got permission to use 'Materiality Disclosure Service Icon' from Global Reporting Initiative (GRI), the Netherlands. Sustainability Report formally recognizes the growing number of stakeholders of Prime Bank and is an initiative to put the necessary steps in place to measures, disclose and to be accountable to stakeholders for the economic, environmental and social impact of Bank's activities.

Prime Bank prioritizes the social responsibilities more than anything else. We always give value our all stakeholders and think to serve the large community through our various CSR & green initiatives and through our different tailored products. We always empower and align on people to innovative and deliver value in their work place as well as for the community they serve. The dedication of our staff is a major factor in the Bank's achievements in CSR and contributions to society. The Bank undertook various measures to strengthen employees' engagement in the current year. The Bank also restructured

employees' job titles with a view to enabling better benchmarking of compensation and benefits and providing more flexibility for employees to consider lateral moves and explore internal opportunities for further career development. Moreover, different types of training were organized for employees throughout the year to help them and us remain competitive in an increasingly complex and sophisticated marketplace. Our employees are always our most valuable asset.

In its very genre, Sustainability Report is a report published by a company or organization about the economic, environmental and social impacts caused by its everyday activities. A sustainability report also showcases the organization's values and governance model, and features the link between its strategy and its commitment to a sustainable global economy. Sustainability reporting may be called in different names such as, a non-financial reporting or triple bottom line reporting (i.e. People, Planet and Profit) or corporate social responsibility (CSR) reporting and so on. I believe that the report shows evidence of the potential benefits of adopting sustainability as a business strategy and it also shows a remarkable shift in bank's awareness of these benefits. Prime Bank is a pioneer by presenting Sustainability Report under GRI guidelines in the banking community which represents both a demand for greater social and environmental risk management as well as a new landscape of business opportunities towards becoming the best bank for the customers.

To conclude, we achieved several of our sustainability objectives in the past, we will continue to set the bar higher for ourselves in 2016 and are proud of what we were able to accomplish during this year. We have made considerable gains in various areas, which include responsible financing, empowered employees, transparent reporting, system optimization and community investments. We look to the future with a sense of optimism and a firm belief that we can continue building on our sustainability commitments by relying on a comprehensive strategy, the dedication of our employees and the continuous support of our stakeholders. I encourage everyone to review this report and to provide us with their feedback to ensure all of our initiatives, activities and operations are working in unison and with the singular purpose of positively contributing to our community.



Azam J Chowdhury
Chairman

Message from the Managing Director & CEO



Prime Bank Limited started its journey in the year 1995 with the firm commitment of excellence in customer service with a difference and with a mission to be an efficient, market driven, customer focused institution with good corporate governance structure through designing and adopting policies to embed sustainability into our operations, undertaking awareness and capacity building activities, supporting & financing environment friendly business initiatives, and ensuring transparency in financial as well as sustainability reporting. Continuous improvement of our business policies, procedures and efficiency through adoption and integration new knowledge & technology at all levels are the main part of our daily business. Its vision remained to be the best private commercial bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, profitability along with strong liquidity as well as adopting Sustainability for a Safe Environment.

Prime Bank Limited has been publishing Sustainability Report since 2013. In last two years, we presented our Sustainability Report in the Bank's Annual Report. This year, we have decided to publish a 'Core' Sustainability Report of Prime Bank in accordance with the international standards/guidelines applicable for sustainability reporting. As such, Prime Bank Limited is publishing the 3rd Sustainability Report for the year 2015.

Prime Bank Limited believes in eco-friendly socially responsible banking system which drives the whole nation towards a healthy environment and presents an excellent and hazardless banking. In order to protect the environment, Bank is spreading its wings by introducing both in-house & external green activities towards supporting Green Economy. Energy efficient in-house Management works through reduction of energy & resource consumption such as reduction of paper-use, maximum use of day light and environment friendly business activities by financing renewable energy. Bank's Green banking activities are day-by-day flourishing towards creating a "Greener" future for the welfare of the society. For a sustainable economy Prime Bank Limited plays crucial role in financing environment friendly projects led by green banking which believes in social responsibility. To execute all aspirations, Prime Bank Limited has already formed Green Banking Division for overseeing the overall green banking activities of the bank.

Moreover, Prime Bank always finds its position far away from financing in environmentally harmful projects/industries. The Bank has decided not to finance in any tobacco related business. The bank is providing corporate loan, SME loan, Agriculture loan, Micro credit, Green financing, and retail loan to meet demand of the society. Prime Bank has incorporated environmental risk management as part of the existing credit risk methodology to assess borrowers through Environmental Due Diligence (EDD) checklists. The bank has appointed Environmental and Social Risk Manager as custodian of environmental and social risk management policies and procedures to ensure E&S risk management system in the bank.

Climate change in Bangladesh is an extremely crucial issue and according to 'National Geographic (Magazine)', Bangladesh ranks first as the most vulnerable nation to the impacts of climate change in the coming decades. To encounter Climate

change, Prime Bank allocated Climate Risk Fund of Taka 2.0 million which is 10 percent of the Bank's CSR Fund for supporting and addressing any events / projects related to environmental issues, climate change and natural disaster. Prime Bank Limited has donated 10 tube-wells to ensure pure drinking water at former enclaves' areas at Debiganj of Panchagarh district and Patgram of Lalmonirhat district.

There is a broad consensus that both SME & Agricultural sectors are the principal driving forces in the development of the Bangladesh economy. The Bank is offering congenial loan products and services so that SMEs and farmers can grow and contribute more to the GDP. Prime Bank Limited has adopted a high priority policy goal under financial inclusion program to ensure stable economic growth.

We are ensuring modern Banking facilities through Alternative Delivery Channel namely ATM, Debit / Credit Card, Internet Banking, BACPS, BEFTN, SMS Banking, Bio-Metric Smart Card, Cash Back service etc. The Bank's remote branches now participate in meeting through Video Conference rather than physical visit. Prime Bank has always been keen in reinforcing its Green Banking initiative. Use of renewable Energy in the form of solar panels in branches, ATM booths as well as SME Unit Offices is part of commitment towards building a sustainable business that brings to the society, environment and the economy of Bangladesh.

Human Resource Training & Development Center of the Bank arranged 15 Green banking related training Programs for 484 employees during the year 2015 to disseminate Green Banking aspects and their impact on society towards sustainability in the long run. Moreover, three (03) officials of the Bank attended one external training program on GRI G4 Certified Training Course on "Sustainability Reporting" held in Malaysia in August 2015. In addition, two (02) officials of the Bank attended one Workshop on "Sustainability Reporting as per GRI Guideline" organized by SR Asia on 6th October, 2015 in Dhaka, Bangladesh.

Through our CSR initiatives, we have reached out and impacted many lives. Over the past 9 years, Prime Bank Foundation (PBF) has played a pivotal role in the field of national development in the education and health sector. To encounter of diseases due to climate change, Prime Bank Foundation has established

Prime Bank Eye Hospital (PBEH) with the aim to provide excellent medical services at a minimum cost (in some cases free of cost) and established Prime Bank College of Nursing (PBCN) to meet the dire need of a large number of qualified nurses to the society. Moreover, PBF has its footprint in the arena of education support program which is designed to support students through a long term renewable scholarship program and established Prime Bank English Medium School (PBEMS) to provide quality English education at a minimum cost as well as a holistic syllabus which equips the students to tackle and comprehend the world.

We have formulated the following Green Banking Strategy as a guiding principle of our Green Banking initiatives for the next few years:

- For achievement of sustainable operations (both in-house and external), we have already developed Green Banking Policy, Green Office Guide & Green Strategic Plan and the same was approved by the board of Directors of the bank in 2015.
- To ensure good Corporate Governance, Prime Bank has already formed Green Banking Division, separate Green Banking Working Committee. Moreover, the Risk Management Committee (RMC) of the Board of Directors of our Bank shall review the Bank's green or environmental policies, strategies and program for governing the overall green banking activities of the Bank.

Prime Bank is committed to build a sustainable business that brings benefit to the society, environment and the economy of Bangladesh. In order to do so, we have plan to increase

both Direct and Indirect Green Financing, enhance Climate Risk Fund for supporting the environmental disaster, organize Green Events and conduct capacity building and awareness program, develop software modules for higher automation, develop sector specific Environmental Policies for different environmental sensitive sectors.

The coming years will be challenging for every one due to climate change. We all are aware of the fact that the change in climate has direct impact on biodiversity, agriculture, forestry, dry land, water resources and human health. To safeguard the planet and it's eco-system from the adverse effect of environmental degradation caused by rising carbon emission, encroachment of rivers, improper disposal of industrial waste, medical & household waste, deforestation, loss of open space etc. Prime Bank in line with global norms has already introduced Green Banking and sustainable practices. Being a leading local bank in financial market of Bangladesh, Prime Bank Limited can influence economy, society, people and the environment, both directly and indirectly, through our stakeholders.

We know we succeed only when our customers, communities and environment succeed. We do business in an open, direct and sustainable way.



Ahmed Kamal Khan Chowdhury
Managing Director

Sustainability Reporting: From Routine to Strategic

We live, breathe, create, extract, produce, pollute and consume in our daily life. We currently use 1.5 times capacity of the earth each year to absorb our waste and provide renewable resources. If we don't act properly, by 2030 this number will be two planets every year. This needs to change, change into a sustainable global economy.

Sustainability is not only an environmental issue, it also takes into account economic & social issues, labor practices, human rights, economic performance, community, society, corruption, corporate governance and responsibility of product & services. And a sustainable global economy is not a luxury. Without a sustainable business model, environmental and social issues will continue to badly impact our economy and compromise for our future needs. The planet and society need a sustainable global economy and an organization needs at first a long time strategy and success. How does it get started? The change to a sustainable economy requires organizational change. To drive change, the organization needs to set goals and measures on how the organization will forward.

Sustainability is the state of global system, which includes environmental, social and economic subsystems, in which the needs of the present are met without compromising the ability of future generations to meet their own needs. Sustainability is a combination of two words; 'Sustain' and 'Ability' i.e. SustainAbility. The simplest and most fundamental meaning of sustainability is: "the ability to sustain" or, put another way, "the capacity to sustain". As per Oxford Dictionary, sustainability means "able to be maintained at a certain rate or level" i.e. sustainable economic growth.

"Sustainability is defined as requirement of our generation to manage the resource base such that the average quality of life that we ensure ourselves can potentially be shared by all future generations.... Development is sustainable if it involves a non-decreasing average quality of life". [Geir B. Asheim, "Sustainability," The World Bank, 1994]

Sustainability Reporting is a key tool to help the organization to set goals, measure progress and manage sustainability within the organization. Reporting on the organization's sustainability performance will give internal and external stakeholders a clear idea of its impact and can increase the efficiency and improve the performance, and reporting enables the organization to move forward into a successful sustainable future.

As per definition of Global Reporting Initiative (GRI), "A sustainability report enables companies and organizations to report sustainability information in a way that is similar to financial reporting. Systematic sustainability reporting gives comparable data, with agreed disclosure and metrics." Many organizations are incorporating environmental and social information into their public reports in response to demands from shareholders and other stakeholders for more information so that they may make better-informed decisions about a company's performance in this area. Organizations of all sizes (including commercial companies, organizations, NGOs, schools and small & medium companies) are choosing to report on their sustainability strategies for several reasons.

Sustainability reporting complements financial reports with forward-looking information and the understanding of key value drivers, such as human capital formation, corporate governance, management of environmental risks and liabilities. Sustainability reporting shows an understanding of the external environments (products, labor, and capital markets and regulatory structures) in which the company conducts its business. Besides, it assesses the elements that emphasize in the company's competitive advantage (through cost leadership and product/service differentiation and the formation of intellectual capital). Sustainability reporting also discloses known future uncertainties (risks) and trends that may materially affect financial performance.

The banking sector in Bangladesh is considered to be in a relatively environmentally friendly industry (in terms of emissions and pollution). However, environmental impact of banks is not physically related to their banking activities but with the activities of the customers. Banking sector is one of the major sources of financing investment for commercial projects, which is one of the most important economic activities for economic growth and encouraging environmentally responsible investments and prudent lending.

Under green banking initiatives, banks are involved in two pronged approaches: firstly, green banking focuses on the green transformation of internal operations of all banks/FIs. It means all the banks/FIs should adopt appropriate ways of utilizing renewable energy, automation and other measures to minimize carbon footprint. Secondly, all banks should adopt environmentally responsible financing; weighing up environmental risks of projects before making financing decisions and in particular supporting and fostering growth of upcoming 'green' initiatives and projects. As per Bangladesh Bank's circular there are three phases of green banking activities as under and the banks have to prepare sustainability report in a standard format with external verification under GRI method.

In Bangladesh, no impact study was conducted though some organizations including banking industry have started to prepare the sustainability report and have received high recognition internationally by this time. For the purpose of assisting, developing, measuring and reporting of the implementation of CSR/Corporate Sustainability (CS) there is exigent need for an independent organization in Bangladesh taking the vision and commitment in implementing and developing sustainable development through the sustainability reporting process.

Governments around the world have already taken remarkable steps to make sustainability reporting a standard practice to reach sustainable development. Thousands of organizations in the world are now reporting on their economic, social and environmental performance, showing that sustainability reporting adds value. The government of Bangladesh has to encourage to all, that if the businesses and all other organizations monitor and report data on their sustainability performance, they will have the vital information needed by executives to manage risk and identify sustainable opportunities. Government should adopt a uniform reporting practice to prepare sustainability reporting by all organizations for ensuring a level playing field, transparency, innovation, flexibility, better regulation and progress towards sustainability.

The followings are the recommendations to move forward on sustainability reporting:

Increasing awareness

Awareness building initiatives need to be undertaken for various stakeholder communities, both at the firm level as well as sector level. This would lead to useful stakeholder engagement and strategic commitment of the top management, making sustainability an imperative and ensuring reliable and transparent disclosures.

Industry commitment

Industry has to demonstrate a long-term commitment both at a strategic and operational level to sustainable business practices. This is essential for them to realize the potential benefits as they refine their business processes and merits for performance measurement and success.

Capacity Building

There is an urgent need to develop in-house capabilities to assess impact of operations in an objective manner, and measure and monitor such capabilities, as mitigation strategies are implemented. Now, the educational institutions are expected to customize their programs to include sustainability as a discipline and Bangladesh should focus on industry-university linkages to develop an institutionalized knowledge base.

Synchronizing reporting guideline with local conditions

It is very sensitive to describe materiality disclosure including some other indicators of the company as per GRI guidelines within the present local corporate structure in Bangladesh. It requires synchronization in Bangladesh's context based on GRI framework, which is a globally acceptable framework, in all sectors including small & medium enterprises.

Government's initiative

The government can be a catalyst for ensuring speedy adoption of sustainability through policy initiatives immediately pave the way for a sustainable society committed to sustainable development.

Civil Society

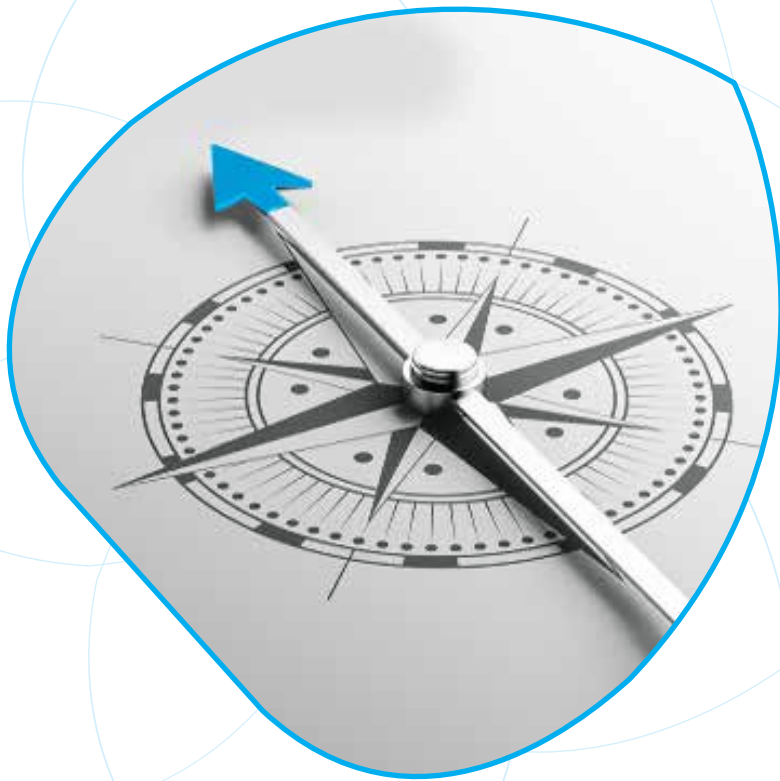
It is well accepted that the competitiveness of a company and the well being of the communities around it are inseparable. A successful community can create demand for products and can also provide a supportive environment to business.

Sustainability reporting is being emerged as a common practice of 21st century business. Where once sustainability disclosure was the province of a few unusually green or community-oriented companies, today it is the best practice employed by companies worldwide. A focus on sustainability helps organizations manage their social and environmental impacts and improve operating efficiency and natural resource stewardship, and it remains a vital component of shareholder, employee, and stakeholder relations. Peter Drucker, writer, professor and management consultant told, "What you can't measure, you cannot manage. What you can't manage, you cannot change". Sustainability reporting is therefore a vital step for managing change towards a sustainable global economy—one that combines long-term profitability measuring social justice and environmental care. And a dedicated sustainability report is a reflection of the company's commitment to the issue of sustainability, which helps companies and their stakeholders identify a comprehensive reference point for reporting, thereby aligning many of their CSR initiatives with goals that can be measured and monitored.

Mahatma Gandhi said, "Earth provides enough to satisfy every man's need, but not every man's greed". By 2050, if current consumption and production patterns remain the same and with a rising population expected to reach 9.6 billion, we will need three planets to sustain our way of life. As such, living well within planetary boundaries with limited resources giving up our greedy lifestyle will be the most promising strategy for ensuring a healthy and sustainable future for our next generation. We may quote:

**"A NEW CHILD IS BORN; WE WILL HAVE TO MAKE ROOM FOR HIM.
I SHALL MAKE THIS WORLD A FIT PLACE FOR HIM TO LIVE IN."**

Shukanta Bhattacharchy



Our Vision

To be the best Private Commercial Bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management and profitability having strong liquidity.

Our Mission

To build Prime Bank Limited into an efficient, market driven, customer focused institution with good corporate governance structure.

Continuous improvement of our business policies, procedures and efficiency through integration of technology at all levels.

Our Core Values

DELIVER

We deliver high standards for our customers, clients and shareholders. We share a passion for serving the financial needs of people, companies and institutional investors.

COMMITMENT

We are fully committed to achieving success for our customers, our teams and ourselves through compliance of regulatory guidelines.

TRUST

We have trust in our team. We work together to deliver the full capabilities of our Bank to all of our constituents. We strive to be consistent and straightforward in our interactions.

SUCCEED

We know we succeed only when our customers, communities and environment succeed. We do business in an open, direct and sustainable way.

Prime Bank Profile & Report Profile



Organizational and Report profile ▲

Products and Services ▲

Supply Chain Management ▲

Organizational Profile G4-3,5,6,7,8,9,10, 11,,13,14,16

Prime Bank Limited was incorporated as a public company in Bangladesh under Companies Act 1994 with the registered office of the company at 119-120 Motijheel C/A, Dhaka-1000. It commenced its banking business with one branch from April 17, 1995 under the license issued by Bangladesh Bank. Prime Bank will be reporting on the guidelines based on GRI G4 for the 2nd consecutive year, and the index has been provided at the end of the report.

Particulars	Details
Name of Organization	Prime Bank Limited
Location of headquarter	119-120 Motijheel C/A, Dhaka-1000
Number of countries of operation	4 (Bangladesh, Singapore, Hong Kong and UK)
Nature of ownership & legal form	PBL operating as a public listed company since its inception.
Markets served	Bangladesh, Singapore, Hong Kong and UK. Other markets are served through liaisons, not directly through Prime Bank.
Total number of employees	2,934
Net Revenue	12,072.86 BDT Million
Any significant variations in employment number	No significant variation in 2015
% of employees covered by collective bargaining agreements	No employees are covered under collective bargaining agreements.

Lists of Memberships

1. Bangladesh Association of Banks
2. Metropolitan Chamber of Commerce and Industry
3. Bangladesh Institute of Bank Management
4. Central Shariah Board for Islamic Banks of Bangladesh
5. Canada Bangladesh Chamber of Commerce and Industry
6. The Institute of Bankers, Bangladesh (IBB)
7. International Chamber of Commerce-Bangladesh
8. Association of Bankers, Bangladesh Limited (ABB)
9. Bangladesh Foreign Exchange Dealers Association (BAFEDA)
10. Bangladesh Association of Publicly Listed Company
11. Primary Dealers Bangladesh Limited (PDBL)
12. Dhaka Stock Exchange Ltd.
13. Chittagong Stock Exchange Ltd.
14. American Chamber of Commerce in Bangladesh
15. Islamic Banks Consultative Forum IBCF
16. Japan Bangladesh Chamber of Commerce and Industry
17. Central Depository Bangladesh limited
18. Gulshan Club
19. Dhaka Club
20. Kurmitola Golf Club

Precautionary approach

The precautionary approach is not applied directly throughout the organization instead PBL assesses loans regarding their impact on the environment or other social factors. The Bank has a lot of contribution towards Corporate Social Responsibility (CSR), and always tries to help preserve the environment and enhance communities throughout the entire country. Hence, PBL takes into environmental and social factors and not only economic factors when it does business with clients.

Report Profile G4-28,29,30,31,32,33

Reporting period	Date of the most recent previous report:	Reporting cycle	Contact point	Report the 'in accordance' option
For the year 2015 (January to December 2015)	30 th March, 2015 (Sustainability Report in the Annual Report 2014)	Annual	Md. Touhidul Alam Khan, DMD, and Head of Sustainability Reporting Committee.	The report will be "in accordance-Core" and the GRI Content Index is provided at the end of the report.

External assurance

PBL did not seek external assurance for the current report as the service is not available in the country. The Bank is interested to seek external assurance from firms outside the country for its next Sustainability Report.

Product & Services

Conventional Banking

- Current Account
- Savings Account
- My First Account (School Banking)
- Shukonna' (Female SB Account)
- Short Notice Deposit (SND)
- Fixed Deposits (1/3/6/12 months)

Deposit Schemes

a. Single-Installment Based

- Double Benefit Deposit Scheme
- Monthly Benefit Deposit Scheme
- Account 150% Deposit Scheme
- Education Savings Scheme
- Brighter Tomorrow

b. Monthly-Installment Based

- House Building Deposit Scheme
- Laksmapurong Savings Scheme
- Lakhopati Deposit Scheme
- Prime Millionaire Scheme
- Contributory Savings Scheme (CSS)
- Nobagoto Account

Islamic Banking

- Al-Wadeeah Current Account (AWCA)
- Mudaraba Savings Account (MSA)
- Mudaraba My First Account
- Mudaraba Shukonna Deposit Account
- Mudaraba Special Notice Deposit (MSND)
- Mudaraba Term Deposit Receipt (MTDR)

Mudaraba Deposit Scheme

a. Single-Installment Based

- Mudaraba Double Benefit Deposit Scheme (MDBDS)
- Mudaraba Monthly Benefit Deposit Scheme (MMBDS)
- Mudaraba 150% Deposit Scheme
- Mudaraba Education Savings Scheme (MESS)
- Mudaraba Brighter Tomorrow Deposit Scheme

b) Monthly-Installment Based

- Mudaraba House Building Deposit Scheme (MHBDS)
- Mudaraba Laksmapurong Savings Scheme (MLPSS)
- Mudaraba Lakhopati Deposit Scheme (MLDS)
- Mudaraba Millionaire Deposit Scheme (MMDS)
- Mudaraba Contributory Savings Scheme (MCSS)
- Mudaraba Nobagoto Account
- Mudaraba Hajj Savings Scheme (MHSS)
- Mudaraba Cash Waqf Deposit Scheme

ATM/Proprietary/Prepaid Cards

Debit Cards

- Prime Bank Master Debit Card and Prime ATM Card

Credit Cards

- Master Card Gold Credit Card
- VISA Gold Credit Card
- Master Card Silver Credit Card
- VISA Classic Credit Card
- International Credit Card
- Platinum Credit Card
- Hasanah Credit Card
- JCB Credit Card

NRB Banking Services

- Foreign Remittance
- Investment Bond for NRBs
- Account Facilities for NRBs

Treasury Services

Fund Transfer

Off-Shore Banking Services

Other Services

- ALTITUDE Internet Banking
- SMS Banking
- Phone Banking
- Prime Cash
- Utility Bills Pay Service
- Locker Services

Loans and Advances

Corporate Banking

- General Credit
- Export Finance
 - Project Loan:
 - Working Capital (WC):
- Structured Finance
- Lease Finance

Retail Banking

- SwapnaNeer Home Loan
- SwapnaShaj Home Loan

- Abash Home Loan
- Car Loan
- Any Purpose (Personal) Loan
- CNG Conversion Loan
- Doctor's Loan
- Marriage Loan
- Travel Loan
- Household Durables Loan
- Education Loan
- Hospitalization Loan
- Loan against Salary
- Carnival Loan
- Retail SOF (FO)
- Retail Secured EMI

Islamic Banking Hasanah (Investments)

- Auto Investment (Burak)
- Household Durables Investment (Asbab)
- Medical Investment (Shifa)
- Quard-e-Hasana

SME Banking

- Anchol (Women Entrepreneur's Loan)
- ChaltiRin (Working Capital Loan)
- SampadRin (Capital Loan)
- Prime Subidha
- Srijon Loan
- Sahaj Rin (Collateral Free Loan)
- Prodip Loan

Agriculture Banking

- Abad (Crop Loan)
- Khamar (Farm/Non-Crop Loan)
- Nabanno (for any Agri-purpose Loan)



Supply Chain Management

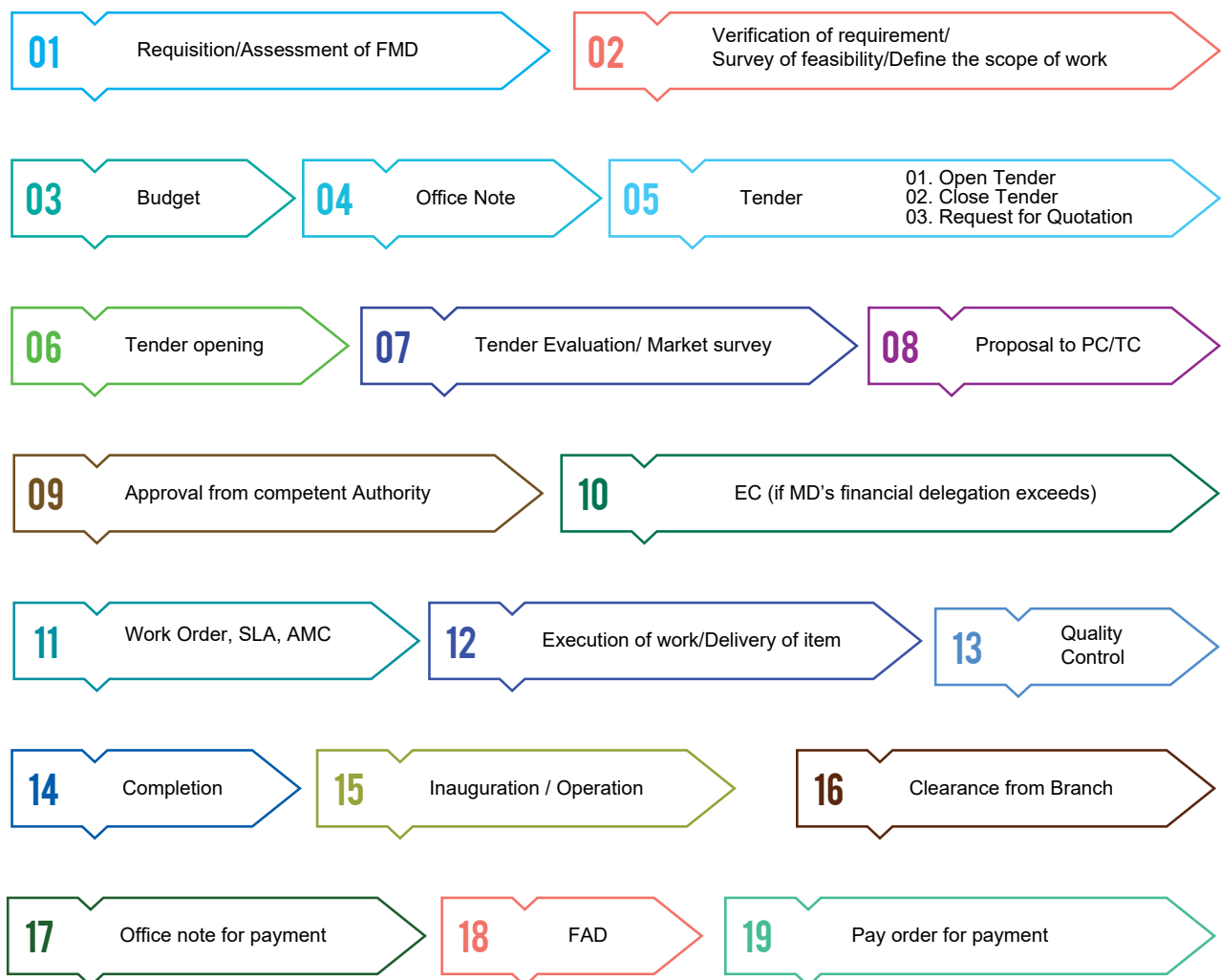
Supply Chain Management (SCM)

Supply Chain Management (SCM) includes planning and management of all stages that are involved directly or indirectly in fulfilling customer request. Importantly, it also includes coordination and collaboration with channel partners, which can be suppliers, intermediaries, third-party service providers, and customers. In essence, supply chain management integrates supply and demand management within and across companies.

Supply Chain Practice in Prime Bank

Nowadays modern banking company needs a number of specialized support services which also needs to be arranged, managed and provided in a disciplined way so that the bank can function smoothly. Facility Management Division (FMD) is a major part of Prime Bank. It has a significant role in development and business growth of the Bank. At present FMD is a very growing and effective division for the Bank in terms of Just in Time (JIT) service and overall quality output. It is well accepted that without smooth and timely support service, no bank can grow and FMD has been playing vital role to provide such smooth and timely service to the Bank. FMD is engaged in the task of arranging, managing and providing such specialized support services to various functional divisions and branches of the Bank so that they can function smoothly and can achieve the institutional goals in a desired and expected manner.

For smooth support services, FMD is responsible for procurement of goods and services from different market segments. Standard work flow chart for procurement of goods/services/work is as follows:



Goods and services are procured through Request for Quotation (RFQ) or Open Tender Procedure from enlisted and non-enlisted supplier. For selecting and awarding jobs through RFQ or Tender Process, good ratio of quality to cost, terms of delivery and payment are considered. The bidder's functional capabilities and financial dependability are also taken into account. In necessary cases, Bank also includes environmental and social factors among the features that affect its selection of suppliers.

During receiving of goods and services, timeliness of services & goods and checking quality based on specification is ensured. Before delivery, requisition received for Printed & Security and Table Stationery items through FMD Automations System. For other items requisition also received through letter or e-mail. In this case, FMD maintains JIT (Just in Time) and TQM (Total Quality Management).

Goods delivered to Divisions of Head Office and Branches through courier service, post office or directly by the respective suppliers. Tradeoff decisions between cost and timing of delivery/customer service are considered for transport management. Strategies to ensure deliveries, resolve complaints, improve communications and determine service requirements. FMD also tries to ensure as much as possible that suppliers do not affect the environment, or do not use any child labor or affects the society in any way. The Bank is aware that if it works with unethical suppliers, than a reputational risk arises, hence it is very careful in choosing suppliers to work with.

The Bank always adheres to well set payment policies for all suppliers and explain them in details about the payment method and reviews process before providing work order. Before payment settlement, quality, time and user certification is considered.



Materiality Disclosures & Stakeholders Engagement



- Materiality Disclosure ▲
- Stakeholders Engagement ▲
- Mapping of Stakeholders ▲
- Communication Channel among Stakeholders ▲

IDENTIFIED MATERIAL ASPECTS AND BOUNDARIES

Prime Bank Limited has reported on GRI G4 included in the annual report last year, and in 2015 is taking a step forward and is now issuing a separate Sustainability Report. With regards to this year's Sustainability Report, the report describes all activities of the Bank in Bangladesh, and does not address its subsidiaries (both locally and internationally). Also, the Sustainability Report mostly focuses on the operations of the head office and sometimes in its branches as well. When the report is only mentioned for head office, it is clearly stated in the report.

Sustainability at Prime Bank

The Bank's vision is to excel at safeguarding and augmenting the financial wellbeing of people, businesses and communities. As a financial institution, PBL play an essential role in aiding economic and social development, supporting jobs, growth, innovation and prospects for people and businesses. The Bank understands that the decisions we make have an influence and that we are in a distinctive position to use our proficiencies and resources to make an encouraging contribution beyond our core business. Demonstrating PBL's progress and commitment to corporate responsibility is increasingly important not only for the Bank's own people and community partners, but also for the organization's customers, shareholders and investors. In addition, the Bank is committed to continually revising its policies, procedures and strategies in light of our environmental, social and economic impacts. At PBL, we believe in being the leaders in what we do and meeting the highest standards. In line with this philosophy, we have prepared this report based on the G4 Sustainability Reporting Guidelines and Implementation Manual. Our self-assessment against the G4 guidelines is provided towards the end of the report. No external assurance has been taken for preparing this report.

Entities included in the annual report and sustainability report G4-17

The entities that have been included in the annual report are Prime Bank Limited and all its subsidiaries. For the context of the sustainability report, Prime Bank's branches and Head Office have been considered in most cases, exceptions have been stated otherwise. The reasons for omission of its subsidiaries are the fact that they are very small in operation and do not materially affect the bank's activities. So in regard to this report, only Prime Bank (branches and Head Office) are taken into consideration.

Scope and framework of the report

The report contains the social, economic and environmental initiatives of PBL. The various aspects mentioned in the G4 guidelines and sector specific guidelines were evaluated and considered material based on their significance to our business operations and to our stakeholders in accordance with the G4 Reporting Guidelines and Implementation Manual issued by GRI.

Defining Report Content and the Aspect Boundaries G4-18

An external analysis was taken out to categorize general matters of the most interest. Relevant information available from the internet was used and an initial priority was ascertained based on a comparative study of the sector. Subsequently, the consequences that the selected topics have for the various stakeholders were clarified.

An internal analysis was then executed to distinguish the importance that PBL placed on each of the above issues. In this connection, the Bank's strategic lines were reviewed together with relevant internal information and internal dialogues were held with the various divisions involved in the development of the identified issues.

Significant changes from previous reporting periods in the Scope and Aspect Boundaries G4-22

There have been no significant changes in the reporting period in the Scope and Aspect Boundaries for this year. This year we will be issuing the Sustainability Report separately from the Annual report under the GRI G4 standards. It can also be seen throughout the report that nearly all our material aspects are similar to last year.

Effect of any restatements of information provided in previous reports G4-23

There has been no significant restatement of any information during the compilation of this report. All information is relevant for the year 2015, and there have been no significant restatements. If there are any restatements, it is because the matter is still material as it was before.

Six areas that summarize Prime Bank's most material aspects

Transparency and long-term approach in customer relationships

Ensuring the best long-term outcome for customers and doing so in an open and comprehensive manner

Responsible investments

Responsible investment of customer's capital to promote favorable returns while taking consideration for the environment, social responsibility and ethics

SOCIAL RESPONSIBILITY

Helping to improve society in a positive direction by preventing ill-health and social segregation

ENVIRONMENTAL RESPONSIBILITY

Reducing our environmental impact

LONG-TERM EMPLOYER

Creating a workplace and culture distinguished by health, development and diversity

BUSINESS ETHICS

Building trusting relationships with suppliers and partners by adhering to laws and regulations, and acting in a honest and fair manner in general.

LIST OF MATERIAL ASPECTS FOR SUSTAINABILITY REPORTING AT PRIME BANK LIMITED G4-19

With regards to PBL, the material aspects represent four content areas (the best interests of the customer, empowering society and the community, employees' quality of life and wellbeing, and inhabiting with the environment), which describe impacts on all of the bank's stakeholders. The material aspects for the sustainability report are listed below:

- 1. Promotion of financial independence for customers**
(Supplying information, products and tools, independently tailored service and consulting, and financial education)
- 2. Customer diversity and promotion of sectors within the Bangladesh economy**
(Advancement of small and medium-sized organizations)
- 3. Attaining financial freedom in a multichannel world**
(Banking services via Internet, mobile, and telephone, offering customers' better access and increased control over financial management)
- 4. Serving a diverse range of clients**
(Encouraging a perception of excellence in service to every customer segment)
- 5. Availability**
(Making the buildings and branches of the bank as well as banking services reachable to people with disabilities)
- 6. Evolving products and services to encourage environmental sustainability**
(Funding for ventures that encourage environmental causes)
- 7. Analyzing environmental risks in financing**
(Supervision of environmental risks when giving finance)

- 11. Encouraging a culture of conversation and openness with employees**
(Arrangement of channels for intra-organizational dialogue with employees)
- 12. Promoting diversity, equal opportunities, and clarity**
(Promotion of gender and sector equality, prevention of discrimination, and promotion of diverse employment)
- 13. Personal development and training**
(Arrangement of training and learning at the bank)
- 14. Supporting an appropriate work environment**
(Policies on human capital, remuneration and benefits, and wellbeing and caring for employees in several aspects of the work environment and of their lives)

- 15. Power consumption management and energy efficiency**
(Management of activities intended at lowering the Bank's consumption of energy)
- 16. Controlling of paper resources**
(The Bank's determination to reduce the consumption of paper in its operations)
- 17. Decreasing environmental impacts**
(Environmental management of the Bank and reduction of its environmental effect)

- 8. Responsible supply chain management**
(Incorporating CSR and sustainability factors into procuring activities)
- 9. Growing our area of influence**
(Direct and indirect economic and social effects on the Bangladeshi economy and society)
- 10. Community action**
(Spending in the community, as well as funding of community activities and donations)

- 18. Corporate governance and ethics**
(Presentation of the composition and activity of the Board of Directors, and assimilating ethics at the Bank)
- 19. Prevention of corruption and money laundering**
(The Bank's assurance to the prevention of corruption, and presentation of the activity of the Bank's compliance unit)

Presentation of Material Aspects for the Report in Terms of Social, Economic, and Environmental Impacts

G4-20, 21

The following diagram presents all of the material aspects reported by Prime Bank based on two points of view:

- Impact Zone – **Internal or External**- does this aspect affect external stakeholders, internal stakeholders, or both (the external circle versus the internal circle in the diagram)
- Impact Zone – **Social, Economic and Environmental**- does this aspect affect create economic, social or environmental value, or a combined value.

Customers

1. Promotion of financial independence for customers
2. Customer diversity and promotion of sectors within the Bangladesh economy
3. Attaining financial freedom in a multichannel world
4. Serving a diverse range of clients
5. Availability
6. Evolving products and services to encourage environmental sustainability
7. Analyzing environmental risks in financing Community

Community

8. Responsible supply chain management
9. Growing our area of influence
10. Community action

Employees

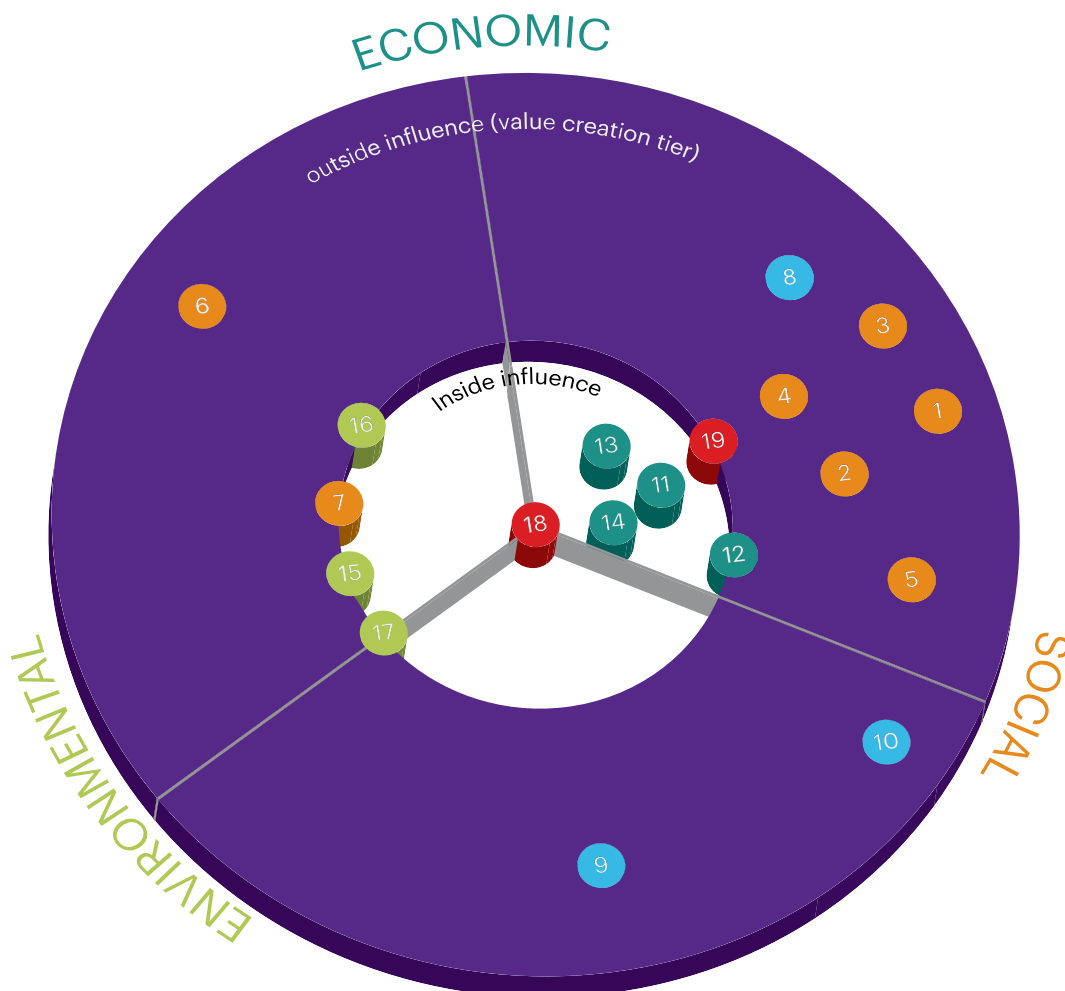
11. Encouraging a culture of conversation and openness with employees
12. Promoting diversity, equal opportunities, and clarity
13. Personal development and training
14. Supporting an appropriate work environment

Environment

15. Power consumption management and energy efficiency
16. Controlling of paper resources
17. Decreasing environmental impacts

Ethics

18. Corporate governance and ethics
19. Prevention of corruption and money laundering



Engaging Our Stakeholders

Stakeholder engagement is embedded into Prime Bank's practices, operations and processes. To achieve the desired goal together, Prime Bank involves all its stakeholders in the business management and decision-making process, as well as determining the Bank's strategic direction. Prime Bank defines stakeholders as groups that have an impact on and/or are affected by Bank's operations. A 'stakeholder' is more clearly defined as any group or individual who can affect or be affected by the achievement or non-achievement of the objectives of the Bank. Through various kinds of involvement, Prime Bank is able to align its business strategy direction with the expectations and needs of all stakeholders.

We understand that it is important to look at our business from our stakeholders' perspective and to find areas where our agendas overlap. This means listening to and working with our stakeholders across the country/globe and being very clear about our intentions and priorities. We define anyone who comes into contact with the Bank as a stakeholder. Our engagement processes ensure that stakeholders have direct contact with the bank, so that we can respond to issues that may arise, and that we are able to take account of stakeholder views in our ongoing and long term decisions. We consider ongoing, open dialogue and relationships of trust, integrity and respect as the markers of successful stakeholder engagement.

The Board is open to suggestions, recommendations or advice from any stakeholder and welcomes appropriate and constructive engagement from all those who have an interest in the Bank. Prime Bank maintains regular engagement with key stakeholder groups. A number of avenues have been established to facilitate communications between the Board and shareholders, employees and other stakeholders.

We believe that by continuing to engage and listen to the aspirations of our stakeholders, Prime Bank can continue to grow, help communities to progress and increase sustainability. Prime Bank has a method of multi-stakeholder engagement; we want to make sure every stakeholder can easily, comfortably and effectively present their opinions, ideas and concerns. Prime Bank also ensures that this input is clearly understood. Throughout 2015, Prime Bank was engaged with the following stakeholders:

Stakeholders Overview [G4-24], [G4-25]

Stakeholder Group	Their Concern	Our Responsibilities
Shareholders and Analysts	<ul style="list-style-type: none"> ▲ Dividends and share value ▲ Performance and integrity of the Board and management ▲ Public goodwill and reputation of the Bank 	<ul style="list-style-type: none"> ▲ Generate profits and ensure optimal return on investment ▲ Proper oversight and control of the Board and management ▲ Bank's Code of Conduct, management oversight and response ▲ Public affairs management
Bangladesh Bank and other regulators	<ul style="list-style-type: none"> ▲ Good corporate governance and business ethics ▲ Legal compliance ▲ Support for government policy 	<ul style="list-style-type: none"> ▲ Develop and communicate a framework that promotes good governance and ethical behavior at all levels ▲ Ensure compliance at all times ▲ Providing timely and accurate information ▲ Immediate response to queries made by authorities ▲ Comply with rules and regulations
Customers	<ul style="list-style-type: none"> ▲ Dealing with PBL is a positive experience ▲ Information provided by the Bank is accurate and reliable ▲ Customers' privacy is assured ▲ Promises to customers are kept 	<ul style="list-style-type: none"> ▲ Protect the privacy of our customers, including data protection and confidentiality ▲ Provide a positive customer experience ▲ Comply with company values and Code of Conduct

Employees	Health, safety and well being	<ul style="list-style-type: none"> Ensure that we properly safeguard those who work for us and those who may be affected by our operations Promoting and maintaining an amicable relationship with all employees Shape future leaders Recognize exceptional performers Ensuring all employees have a proper work life balance Investment on Human Resource Information Systems
Society	Social Investment	<ul style="list-style-type: none"> Do our part to improve the quality of life for all members of society Investment on citizens Investing in entrepreneurs Addressing rural youth Empowering women Encourage people for saving
Suppliers	<ul style="list-style-type: none"> Supply chain functions well Supply chain is sustainable 	<ul style="list-style-type: none"> Work with suppliers to address issues in the supply chain

Frequency of Dialogue with Stakeholders [G4-26]

The Bank's Business & Social Responsibility begins with open dialogue with our stakeholders and hence steps have been taken to strengthen this dialogue by enabling closer connections with our stakeholders. The stakeholders identified on this basis together with topics of engagement, the method and the frequency of engagement are presented in the following tables:

Stakeholder	Communication channels	Frequency of dialogue
Shareholders and Analysts	General Meeting of Shareholders Conferences Meetings Stock exchange and press releases Contact through Internet, e-mail and phone	Once a year Several times a year Several times a year Ongoing Ongoing
Bangladesh Bank and other regulators	Periodic Meetings Regular Reports E-Mail Phone Calls Website	Several times a year Several times a year Ongoing Ongoing Ongoing
Customers	Branches Website Information on statement Satisfaction Surveys	On a daily basis Ongoing Several times a year Monthly/quarterly/yearly and ad hoc
Employees	Intranet Website Internal Meetings Corporate Events E-mail	Ongoing Ongoing Several times a year Quarterly/Annually Ongoing
Society	Website Competition and training Conferences and seminar Meetings	Ongoing At least a dozen a year At least a dozen a year Several times a year

Media	Website Press Conference Press Release Telephone E-mail	Ongoing Several times a year Several times a year Ongoing Ongoing
Suppliers	Periodic Meetings Phone calls and emails	Several times a year Ongoing

Stakeholders' issues raised and actions taken [G4-27]

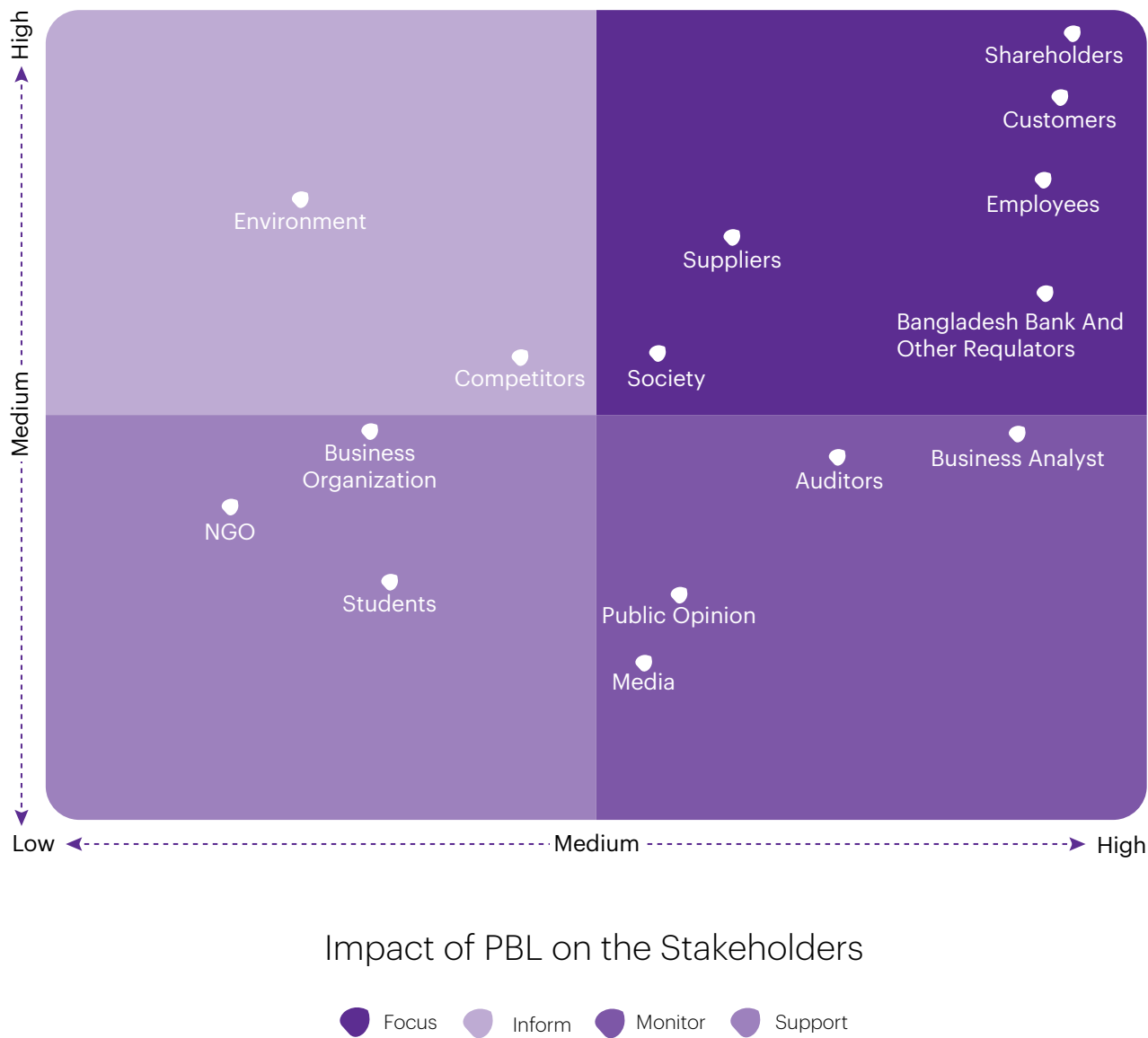
Stakeholders	Issues Raised	Action Taken by PBL
Shareholders	<p>Transparent activity, swift and smooth access to following information regarding the Bank:</p> <p>Plans to raise capital to improve capital adequacy ratio</p> <ul style="list-style-type: none"> ▲ Plans to improve provision cover ▲ Plans to improve cost income ratio ▲ Plans to upgrade credit rating ▲ Privilege cards to shareholders ▲ Maturity mismatches and plans to bridge the gaps ▲ Holding the Annual General Meetings at a time convenient to shareholders to facilitate maximum participation 	<p>PBL ensures that the annual reports have been presented in the most transparent way possible. The bank makes sure that there is efficient exchange of information through communication with shareholders.</p> <p>We have established a transparent and close communication with our shareholders, as well as with our existing and prospective investors. We make every effort to implement strategic plan aimed at achieving Vision and Mission of the Bank and to share the results. Principle of equality is our utmost consideration for us. We response to all concerns of shareholders provided they are not related to commercial secrets with a view to ensuring the management and shareholders maintain ongoing dialogue. We value the principles of transparency, accountability, and look for regular briefings.</p>
Bangladesh Bank and other regulators	<ul style="list-style-type: none"> ▲ Maintaining relationships with key regulators and policy makers in a changing environment. ▲ Proper compliance with guidelines set by authorities. ▲ Submitting reports on a timely basis according to guidelines. ▲ VAT and tax calculations submitted precisely and timely. ▲ Other Government regulations including taxes. ▲ SMEs' access to finance. ▲ The role of business in society. ▲ Various issues that affect the well-being of Bank employees. ▲ International financial developments. 	<p>PBL Continues to build and strengthen relationships with regulators and Government policy makers through regular meetings with senior executives.</p> <p>We take utmost care in complying with all applicable laws and regulations to ensure the safety of the customers' investments. The Bank maintains regular dialogue with regulators with a view to assuring regulatory compliance and strengthening the relationship with other public and professional institutions.</p> <p>PBL follows forums, conferences, and press news to ensure that the bank is up to date with all legislations.</p>

Employees	<p>Steadiness of employment and professional growth opportunities, fair salary and bonuses and responding to requests submitted by employees. Key points may be mentioned as under:</p> <ul style="list-style-type: none"> ➤ Remuneration including performance-based compensation. ➤ Staff welfare. ➤ Implementing and managing the 'Social and Environmental Management System' (SEMS) at the Bank. ➤ Implementing anti-money laundering practices. ➤ Whistle-Blowing Mechanism. 	<p>Prime Bank believes that high motivation and satisfaction levels of employees are of fundamental importance in ensuring sustainable business performance. Target driven culture of the Bank which rewards employees based on the degree of achievement of the pre-set targets for both the Bank and the individuals assure the accomplishment of the objectives of both, efficiently and effectively. In addition, the Bank organizes training and awareness sessions and sends circular instructions with a view to increase awareness of our employees on various sustainability issues embedded in the SEMS.</p>
Customers	<ul style="list-style-type: none"> ➤ Quality of employee interaction and service: professionalism, respect for customers, transaction time, etc. ➤ Customer convenience factors such as branch layout, availability of staff, etc. ➤ Customer expectations and demands with respect to facilities such as utility bill payments and other regular payments such as insurance premiums, school fees, credit cards, etc. ➤ Interest rates, securities, terms and conditions etc. ➤ Safety of deposited fund and ease of communication with the Bank. ➤ Amicable resolution of customer disputes. 	<p>Customer satisfaction is utmost importance to us. Opinions and expectations of our customers inspire us in developing new products and services. We take every effort to delight our customers which ranges from improving information security to responsible marketing communication, innovative and environment-friendly products, and supporting customers in business development. We conduct periodic surveys to learn about our customer satisfaction level and to get their views on improvements in level of services to delight them.</p> <p>A team has been formed as 'Complaint Management Team' of the Bank who will act with the objective of satisfactory settlement and resolution of complaints/disputes put forward by customers.</p>
Suppliers	<ul style="list-style-type: none"> ➤ Unbiased rules for selecting and co-operating with suppliers. ➤ Ensuring that payments are made on a timely basis. ➤ Regular review of supplier performance by Chief Operation Officer. 	<p>PBL uses impartial procedures for selecting vendors. It also ensures timely performance of agreements from vendors. PBL has a formal procedure to make sure payments are made on a timely basis and also keeps constant contact with suppliers.</p> <p>Regular review of contract performance includes compliance with terms & conditions mentioned in the work order/purchase order.</p> <p>A sample of suppliers is selected for screening by the 'Internal Control & Compliance Team' to identify our highest risk suppliers for review and potential remediation.</p>
Society	Supporting social projects.	<p>PBL provides financial funding for social projects with emphasis on co-operation with universities. PBL encourages employees to take part in social campaigns.</p>
Environment	Reducing the negative impact on the environment.	<p>PBL continually monitors its impact on the environment and takes all measures to reduce the impact on the environment as much as possible.</p>

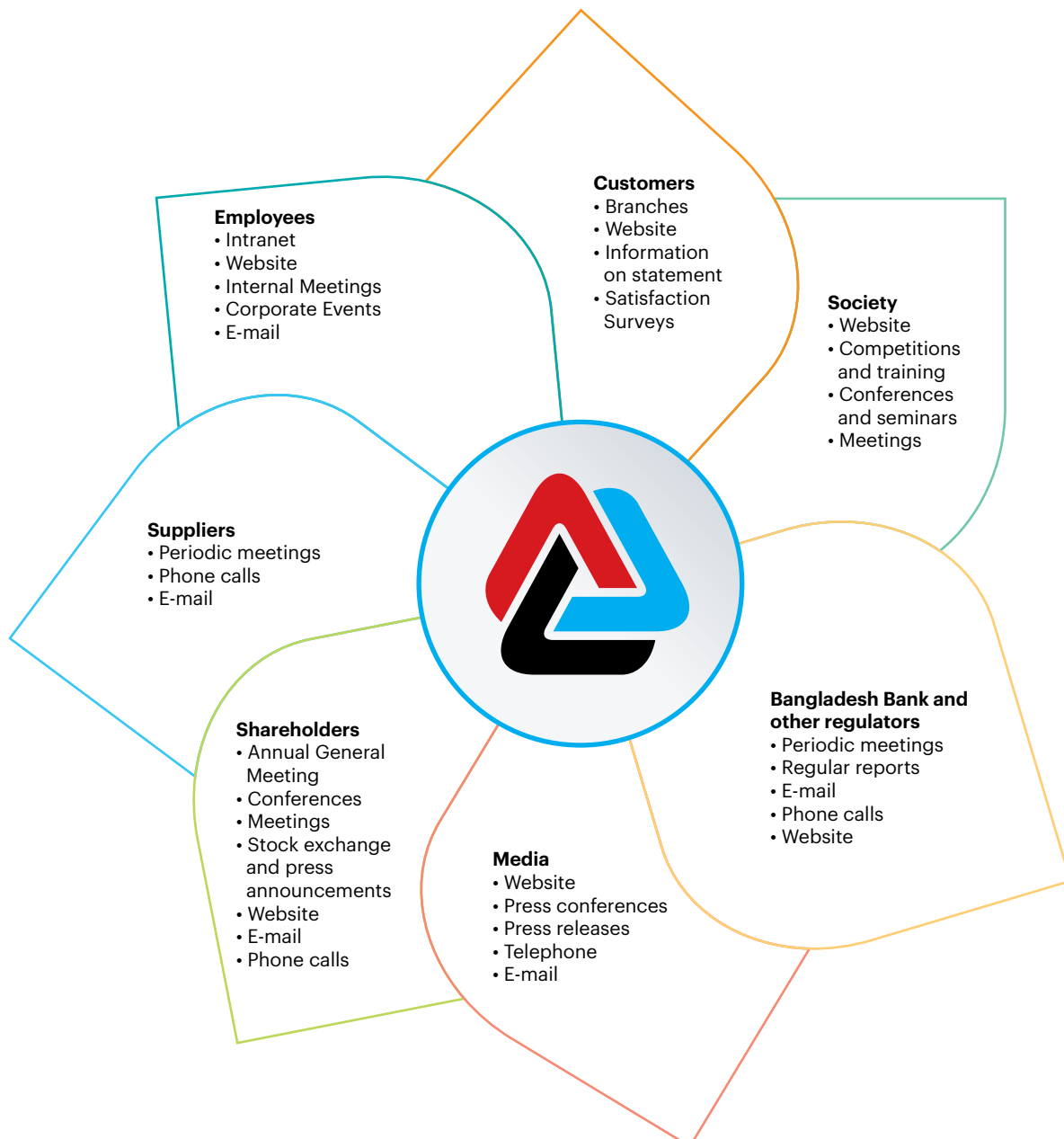
Mapping of Stakeholders G4-25

Prime Bank Limited identifies stakeholders on the basis of which stakeholders have an impact on the activities of PBL and the impact that PBL has on the stakeholders. This allows the bank to identify key stakeholders that interact with the organization. It was identified that shareholders, Bangladesh Bank and other regulators, employees, customers, suppliers, society and the natural environment were key stakeholders for the bank.

MAPPING OF STAKEHOLDERS OF PRIME BANK LIMITED



Communication Channel among Stakeholders of Prime Bank Limited



Corporate Governance



Corporate Governance ▲
Ethics and Integrity ▲

CORPORATE GOVERNANCE G4-34

Prime Bank Limited undertakes corporate governance issue very sincerely. Accordingly the Bank has set its policies, procedures and processes to establish culture of accountability and transparency. In Prime Bank Limited, corporate governance means increasing the stakeholders' value by being efficient & professional to the organization, transparent and accountable to the shareholders and responsible to the society and the environment. The tone of corporate governance has to be set by Board of Directors. It is their duty to support the organization's strategy, employ and direct senior executives and to make sure accountability of the organization to its stakeholders and regulatory authorities. Prime Bank Limited has quite a few committees that help it to function accordingly. A few of the committees that are mentioned for the report are as follows:

Board of Directors

Prime Bank obeyed with appropriate guidelines of Bangladesh Bank and Bangladesh Securities and Exchange Commission while establishing its board of directors. The number of Board members are 20 (including Managing Director) out of whom three members are Independent Director. All members of the Board of Directors are of high competency, with vast academic knowledge and professional experience in the field of business. The Board approves the Bank's budget and business plans and evaluates those on a monthly basis as to give direction as per changing economic and market environment. The Board also appraises the strategies and manuals of several segments of businesses in order to establish effective risk management in credit and other key areas of operations. In 2015, 15 meetings held where 677 memos were presented before the Board of Directors.

Executive Committee

The Executive Committee (EC) of the board is to ensure efficient, competent, compliant and secured structure for approval of credit proposals and business decisions. The number of members in executive committee is 7 (Seven) nominated by the board from directors. The EC time to time reviews policies and guidelines issued by Bangladesh Bank regarding credit and other operations that are customized and adopted by the management after approval of the board of directors. EC approves credit proposals as per approved policy of the board. In 2015, 22 meetings held where 395 memos were presented before the Executive Committee (EC) of the Board.

Audit Committee

In compliance with the guidelines of Bank Companies Act & BSEC directives, the Audit Committee has been functioning as a sub-committee of the Board of Directors with 5 members. Audit Committee is chaired by an independent director. The Audit Committee has been supporting the Board in safeguarding that the financial statements reflect a true and fair view of the state of concerns of the bank. It also carries out the oversight responsibilities for implementation and compliance of different policies formulated by the Board and the Regulators. During the year 2015, 09 meetings held where 148 memos were presented before the Audit Committee.

Risk Management Committee

To minimize risk while implementing the policies and business plan of the Bank, the Board has formed a Risk Management Committee as per the guidelines of Bangladesh Bank. The Committee will supervise whether the risks arise from credit, foreign exchange, internal control and compliance, money laundering, information technology, operation, interest rate, liquidity and other sources are identified, measured and adequate systems are in place to minimize such risks. Currently 5 (five) members are in the Risk Management Committee. In 2015, 05 meetings held where 33 memos were presented before the Risk Management Committee.

Shari'ah Supervisory Committee

Operations of Islamic banking branches of PBL are supervised by Prime Bank Shari'ah Supervisory Committee, comprising of a pool of Shari'ah experts and renowned economists of the country. The basic functions of the committee are to offer views on matters related to Islamic banking operation of the bank from time to time and to assist the Board of Directors by advising them on matters relating to Shari'ah. Their recommendation of Shari'ah Principles is strictly respected by the Board to run Islamic banking operation of the Bank.

Asset Liability Committee (ALCO)

The Asset-Liability Committee (ALCO) is chaired by the Managing Director and is responsible for the daily liquidity and cash management. The ALCO reviews reports on liquidity risk, market risk and capital management and takes decisions accordingly. It is also responsible for deposit-pricing strategy for the local market and appraises liquidity contingency plans for the Bank. When needed special ALCO meetings are held to respond to the unusual or seasonal market behavior or other volatile market scenarios.

Management Committee (MANCOM)

The highest committee of Management is the Management Committee (MANCOM), which is responsible for recommending strategy and monitoring business performance of the bank and its subsidiaries. The MANCOM operates under delegated authority from the board. MANCOM consists of the Managing Director, Deputy Managing Directors and Head of Divisions. MANCOM appraises the Bank's financial data, position in the sector, profitability of business units, and new business developments.

Credit Committee

Credit committee of the Bank has been formed with a group of highly knowledgeable senior management who are responsible for examining loan offers in terms of compliance with legal regulations, banking principles, the Bank's goals and loan policies assessing the credit worthiness and ability to repay debt of prospective borrowers. Based on the recommendations, credit proposals are approved or declined by the managing director or executive committee of the board or the board as per delegation of authority.

Supervisory Review Process (SRP) Committee

The Supervisory Review Process (SRP) committee is formed under the second pillar of Basel II capital accord. The Bank has developed internal methodology to assess requirement of additional capital to address risks that have not been considered under minimum capital requirement (MCR), i.e. credit risk, operational risk and market risk. The SRP committee is a representation of senior management working under board. The SRP committee consists of 13 (thirteen) members. Core responsibilities of the committee are to ensure that bank has comprehensive Internal Capital Adequacy Assessment Process (ICAAP) and adequate level of capital is maintained and reported considering appropriately the level of risk.

Green Banking Working Committee

The Green Banking Working Committee (GBWC) of the Bank has been formed with the task of designing, evaluating and administering Green Banking related issues of the Bank. The Bank has also established an independent Green Banking Division (GBD) to dedicatedly look after the green banking issues like green financing, developing policies, planning and overseeing the overall green banking activities of the bank. Moreover, the Risk Management Committee (RMC) of the Board has been appointed as the High Powered Committee for reviewing environmental policies, strategies and program for governing the overall green banking activities of the Bank.

Sustainability Reporting Committee

The sustainability reporting committee of the Bank is comprised of cross departmental representation for gathering information for General Standard Disclosures. The committee will be involved during the dialogue with key stakeholders to list and define material Aspects to be reported on, and to make recommendations to executive team on this.

Ethics and Integrity G4-56

The employees of Prime Bank are trained to put their own duties and ethics before everything else. They treat their colleagues with reverence and honor, and their customers as esteemed guests. They also learn to abide by the laws that govern our business, and contribute to the strength and wellbeing of our community and shareholders.

"The Prime Bank Employee Code of Ethics and Business Conduct" – is a framework of ethical behavior for all the employees of the organization that embodies all the factors mentioned above. It is a reflection of Prime Bank's role as a socially responsible corporate citizen which believes in providing the most courteous and efficient service through innovative banking services and products. However, Prime Bank's most farsighted objective is to uphold and build upon the honor of Bangladesh as a nation, through exhibiting its own competence as a local organization that can perform at least on par with an multinational one, if not better than one.

Ever since Prime Bank's explosive introduction into the banking industry in 1995, it has remained true to its vision, focusing on efficiency, management and profitability. Prime Bank's growth in this sector has been fast and steady – a feat that would not have been possible without upholding the best ethical standards of employee conduct. Not only are the employees the representatives of the Bank to its clients, but superior relations between employees also help to expedite intra-bank activities.

This text focuses on the core values of Prime Bank by laying down a set of principles and directives, which are meant to set the tone and provide guidance to all. It serves both as a method to review and reaffirm the high standards of conduct that are associated with ethical business practices, and as a corporate-wide statement of Prime Bank's commitment to these standards.

A written code, no matter how elaborate, cannot answer all the questions raised in the context of business relationships; therefore, employees of Prime Bank are expected to recognize and respond to certain situations as they arise, using their own sense of judgment. Employees will be judged not only in terms of their competence, but also their integrity.

It is mandatory for every employee of Prime Bank Limited to abide by the 'Employee Code of Ethics and Business Conduct' and also comply with any other orders or directions provided by the Management or Board of Directors from time to time. These directives must be followed in both letter and spirit. The preservation of the Bank's reputation is dependent on strict adherence to the principles documented here.

A Message to all Head of Branches (HOB) and Divisional Heads

All HOBs and Heads of Divisions should exemplify the highest standards of conduct and ethical behavior. As a Head of a team, in addition to the responsibilities you have as an employee, you are expected to –

- Lead according to Prime Bank standards of ethical conduct (delineated in this text), in both words and actions.
- Communicate and help employees to understand how ethics apply to their positions and everyday behavior.
- Create and maintain an environment where employees feel comfortable asking questions or reporting concerns.
- Be diligent in enforcing the Bank's ethical standards and taking appropriate action if violations occur.
- Contact the Human Resources Division when in need of assistance.

First, let us lay down some general information regarding business conduct of the employees of the Bank:

- For all employees, tidiness and cleanliness of attire is a must.
- Regular and timely attendance is an essential condition of employment. Employees are expected to report to work on each business day, and absences without prior sanctions of leave (unless incapacitated by illness) can make employees liable for disciplinary action.
- In case of sudden illness, a report should be submitted to the immediate supervisor accompanied by a medical certificate.
- All employees should leave office after completing the daily balancing of accounts or specified work for the day.
- A confirmed employee shall not leave or discontinue his/her services in the Bank without giving 1 (one) month's previous notice to the Managing Director in writing of his/her intention to do so, and in case of failure, he/she shall be liable to pay to the Bank as compensation an amount equal to his/her basic salary for 1 (one) month. A probationer shall not leave or discontinue his/her service without giving 2 (two) weeks' notice in advance.

Code of Employee Ethical Behavior

Protect Privacy of Customers' and Confidential Company Information

The bank's continued success depends on its ability to keep 'information assets' (e.g. customer account numbers, social security numbers and other private data) safe from fraud, theft, identity theft and accidental disclosure. All bank employees must comply with information security requirements that teach us how to keep valuable confidential information safe.

- Sharing information about our customers with anyone inside or outside the company who does not have a business need for the information is prohibited. A casual remark to family, friends, or acquaintances can form the basis for misinterpretation or otherwise violate the integrity of company relationships. Inappropriate discussion or the improper release of information may result in disciplinary action up to and including termination.
- Business information such as strategic plans, products or other nonpublic information, must be treated with utmost discretion. When your employment or your service ends, your obligation to maintain the confidentiality of information still continues to apply.
- Every employee is responsible for safeguarding information. Below are some of the basic guidelines employees should follow at all times to safeguard prime Bank internal, confidential and customer confidential information:
 - Make sure Bank's confidential or Customer's confidential information is not left in plain view on your desk, in your cubicle or office space, or in a shaded area.
 - Store the above where only authorized individuals can view or access it. Do not provide access to such information to anyone, inside or outside the company, who is not authorized to receive it.
 - Limit and protect Prime Bank's internal or customer-related confidential information from being taken off bank premises in physical or electronic format.
 - Laptops, mobile phones and flash drives are valuable bank assets. Extra care is required to safeguard these items from theft, regardless of whether they contain confidential information or not.
 - Use secure webmail passwords and never share them with others. Neither leave passwords where they might be found by someone else.
 - Use caution when required to transfer confidential information. For example, physical documents must be transported securely.

Prevent Money Laundering and/or Fraud

Money laundering (converting illegal proceeds to make the funds appear legitimate) is a global problem with far-reaching and serious consequences. Prime Bank takes its obligation as a financial services provider seriously to help close the channels used by money launderers. Special attention must be paid to anti-money laundering laws and regulations by adhering to established policies and procedures that are designed to prevent the organization from being used as a conduit for money laundering or the funding of terrorist or other criminal activities.

One way to do this is to identify and report suspicious activities in a timely manner. The penalty for failure to comply with these laws can be severe. Therefore, it is important that every employee understands and follows the policies and procedures established to meet the company's legal and regulatory obligations.

Demonstrate Workplace Respect

Prime Bank expects employees to develop, encourage and maintain a positive attitude towards ethical behavior, which includes an open appreciation of diversity. It is essential for employees to value and respect differences among the people whom they interact daily. Valuing and respecting such differences allow employees to be more successful in identifying and meeting customer needs and developing effective work relationships. Prime Bank has made a commitment to create an environment that values each individual's unique talents and background, respects and differences, and recognizes the opinions and ideas of every employee.

It is the expectation that each employee treats his/her fellow employees with professionalism, respect, consideration and understanding. For example, a female employee should be addressed by a colleague as "you (Avcwb / apni)", regardless of the difference between them in terms of position or age. Also it should be kept in mind that, irrespective of positions, male executives should avoid extending hands to female colleagues for handshake, but if the female official initiates the handshake in the same situation. The same situation has almost the same implication in terms of same gender colleagues, like junior colleagues are advised not to initiate a handshake towards any senior executive without being prompted by the other party. But it will be termed to be proper if being initiated by the senior colleague. It is the privilege of the supervisor to exchange pleasantries with subordinates or junior colleagues like asking "how are you?", but it is impolite on the part of junior ones to do the same. An employee must observe, comply with and obey all orders and directions which may be given to him/her by any person or persons under whose jurisdiction, superintendence or control he/she may, from time to time, be placed. All these foster a climate conducive to a high level of performance through full communication at all levels. By conducting day-to-day business with the highest standards of integrity and devotion and successfully performing their jobs, employees will further achieve and maintain company goals and objectives. Open discussion of job-related problems and prompt resolution of those problems is also encouraged. Another very important aspect is maintaining proper office etiquette within office hours. Like, maintaining tidiness of an official's work desk, his/ appearance and verbal behavior.

It is essential that Prime Bank employees treat customers, potential customers and vendors, and the communities' bank serves with equal respect and professionalism. This demands courteous service as well as ethical business conduct and compliance with all laws and regulations. It is important to be aware that customers have disabilities that need to be accommodated. Whether to work with customers in person or over the phone, attention should be paid to any physical or communicational barriers customers encounter, and assistance should be offered whenever needed. In some situations, consulting managers may be required to assess appropriate measures of assistance.

Prime Bank prohibits both discrimination against and harassment of any employee or applicant, and ensure that all personnel practices are administered on individual merit and capability without regard to race, religion, color, age, sex, national origin or ancestry, sexual orientation (including gender expression or identity), genetic information, disability, veteran status or other factors identified and protected by law. These practices include, but are not limited to, recruitment, advertising, selection, performance management, compensation, training, placement, transfer, demotion, promotion, disciplinary action and termination.

Avoid Offensive Behavior and Sexual Harassment

It is the responsibility of all employees to maintain a working atmosphere free of discrimination, harassment, intimidation and unwelcome, offensive or inappropriate conduct, including sexual overtures, offensive jokes, graphic material etc. Verbal or physical conduct of a demeaning or sexual nature that creates an intimidating, hostile or offensive working environment, affects inter-employee relations or is otherwise deemed by Prime Bank to be offensive or inappropriate is not permitted. Sexual harassment includes any unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of sexual nature.

Avoid Drug/Substance/Alcohol Abuse in the Workplace

Prime Bank recognizes that alcohol and drug abuse adversely affects job performance and safety in the workplace. A productive and safe work environment is in the best interest of all employees, customers and shareholders. Therefore, Prime Bank restricts the use of alcohol, narcotics, depressants, stimulants, hallucinogens, marijuana or any other controlled substances during working hours as well as during other work-related events. In addition, if the use of prescription medicine adversely affects your work performance, you should contact HRD as soon as possible to discuss the situation.

Protect the Bank's Assets

In case of protecting bank's assets, the following needs to be followed:

- a. Bank employees who will be dealing with cash, securities or other valuables will be bonded under a standard form of Surety Bond as prescribed by the Board.
- b. It is expected that each employee will keep foremost in his/her mind the need for using every precaution in handling the assets of the Bank and of its customers so that maximum protection is provided at all times.
- c. Every employee shall, as and when required by the Bank, furnish information as to his/her assets, disclosing liquid assets and all other properties, movable and immovable, inclusive of share certificates, insurance policies and jewelry.

Some important issues which need to be taken into account by all employees of Prime Bank:

- i. Accept any outside employment (honorary or stipendiary) undertake part-time work or hold any office of profit without the prior permission of the competent authority. However, an employee may undertake honorary work of religious, social or charitable nature and occasional work of literary or artistic character, provided that the duties of the employee do not suffer by such honorary work;
- ii. Engage directly or indirectly in any commercial business, industry or other business pursuits or as agent of others;
- iii. Be connected with the formation or management of a joint stock company in a role other than that of an agent of the Bank;
- iv. Act as agent of any insurance company or accept commission, directly or indirectly, other than as an agent acting for and on behalf of the Bank, or have personal dealings with a constituent in the purchase or sale of bills of exchange, Government paper or any other securities;
- v. Make any personal representation to any Director of the Board or any outside authority to intervene on his/her behalf in any matter;
- vi. Accept or permit any member of his/her family to accept any gift from a constituent of the Bank, any person likely to have dealings with the Bank, a subordinate employee or a candidate for employment in the Bank;
- vii. Accept, without previous permission in writing from the Managing Director, any gift from a foreign government/agency;
- viii. Lend money in his/her private capacity to, borrow money from, or place himself/herself under any pecuniary obligation to a customer, a broker, a moneylender, an employee of the Bank, a candidate for employment in the Bank, or any firm or person having or likely to have dealings with the Bank;
- ix. Except with the permission of the competent authority, issue guarantees in his/her private capacity, the pecuniary obligations of another person, or agree to indemnify another person from facing losses in such capacity;
- x. Participate in gambling and betting or any other such activities or invest money in the business of the Bank's clients;
- xi. Make or permit any member of his/her family to make an investment likely to embarrass or influence him/her in the discharge of his/her official duties, engage in any activity which may undermine the prestige or image of the bank, or making/joining an organization which is not permitted to exist by law;
- xii. Indulge in parochialism, favoritism, victimization and willful abuse of office;
- xiii. Extend any credit facilities to customers in contravention of credit restrictions imposed by the Head Office or Bangladesh Bank, or in excess of his/her authority;
- xiv. Make any advance or contribution for political purposes;
- xv. Overdraw the account of himself/herself, his/her wife/husband, children and relatives or any other benami account; Leave office without completing daily balancing of accounts or specified work for the day, even after usual office hours have elapsed;
- xvi. Live beyond his/her means or indulge in ostentation on occasions of marriage or other ceremonies;
- xvii. Participate directly in any political activities;
- xviii. Participate in any election of the Parliament or any local authority in Bangladesh or elsewhere, provided that he/she exercises his/her right of voting in such elections.
- xix. Give evidence before a public committee:
 - a. In Bangladesh, unless he/she has first obtained the permission of the Managing Director; and
 - b. Outside Bangladesh, unless he/she has first obtained the permission of the Government through the Managing Director.

Prime Bank's high ethical standards are supported with rigid enforcement. Any action or behavior that, in the opinion of the bank, violates or jeopardizes its ethical standards may result in immediate disciplinary action up to and including termination.



Economic Aspect



Economic Value Created ▲

Contribution of Prime Bank Limited in economic development ▲

Economic Value Created

ECONOMIC VALUE G4-EC1

Amount in BDT Million

Particulars	2015	2014
Direct economic value generated: revenues	12,072.86	11,906.31
Direct economic value distributed: operating costs	2,404.58	2,290.87
Direct economic value distributed: employee wages and benefits	3,601.94	3,288.41
Direct economic value distributed: payment to providers of capital	1,544.02	1,286.69
Direct economic value distributed: payments to government	3,774.11	4,308.72
Direct economic value distributed: community investment	159.91	170.34
Economic Value Retained	5,906.42	6,156.69

Benefit plans for PBL employees G4-EC3

Prime Bank provides the following benefit plans for its employees upon retirement according to individual's entitlement, which are: 1) Provident Fund 2) Welfare Fund 3) Benevolent Fund and 4) Gratuity. These funds are controlled by a Trustee Board, and decisions regarding investing and encashment of these funds are based on the Board's judgment. The Trustee Board works to ensure that employees on retirement will get full coverage of their portion of the fund. Provident Fund contributions are made by employees (10% of basic salary per employee) and employer (Same amount as paid by the employee). Welfare and Benevolent Funds are deducted from salary based on designation of the employee. The fund position as of December 31st, 2015 was as follows:

Name of the Funds	Amount (BDT) as on 31.12.2015
Prime Bank Limited Employees' Provident Fund	2,059,169,822.00
Prime Bank Limited Employees' Gratuity Fund	1,586,103,236.00
Prime Bank Limited Employees' Welfare Fund	154,135,446.87
Employees' Benevolent Fund	15,011,832.00

Financial implications and other risks and opportunities for the Bank's activities due to climate change G4-EC2

Climate change in Bangladesh is an extremely crucial issue and according to National Geographic, Bangladesh ranks first as the most vulnerable nation to the impacts of climate change in the coming decades. Due to climate change, natural disasters e.g. flood, earthquake, storm, rise of sea level, increased temperature, depletion of water may be occurred which will ultimately hamper the production of crop, livestock and others. Moreover, health of stakeholders of Prime Bank Limited may be affected from heat related illness or disease. To encounter these sorts of diseases Prime Bank Limited has established Prime Bank Eye Hospital (PBEH) and Prime Bank Nursing Institute (PBNI). Prime Bank Eye Hospital is an institution where a highly trained team of consultants and staff, and international standard equipments and operation theatres to provide excellent eye-care services at a minimum cost. PBEH also carries out screening camps, and free eye camps throughout the country, especially in remote areas to reach out to eye patients. The hospital has also adopted several awareness-raising campaigns to promote health-seeking behavior. Prime Bank Nursing Institute (PBNI) began its journey in affiliation with a leading nursing institute of Philippines. The modern equipments, IT facilities and qualified teachers all follow international standards which prepare the students to pursue a noble career. The institute aims not only to increase employment but also to contribute to the health sector of the country. Besides, Prime Bank Limited has different agreements with different Medical Service centers to provide healthcare services for the workforce of the Bank at discounted price. Prime Bank Limited also provides financial assistance to its employees for medical treatment. In order to reduce the dependency on chemical fertilizer as well as to improve fertility of the land and to meet up the increase demand of crop/food of the country, Prime Bank Limited has started to finance for setting up vermicompost plant. Meanwhile, Prime Bank Limited has disbursed Taka 50,000 to set up a vermicompost plant at Jessore.

The bank's green banking activities cover multidimensional areas which include both in-house environment management and undertaking green financing to support green economy. Prime Bank Limited believes that an environmentally responsible bank does not only improve its own standard but also influences other business entities to be the same. The Bank's working environment encourages usage of e-mails, relying on online communication, extensive usage of energy savings bulbs which shows bank's efforts towards supporting green banking activities. Our Green Banking Policy Guidelines and Green Office Guide have been circulated to all our employees for creating awareness on Green Banking activities & providing instructions about conserving energy, water, saving paper, etc.

Since commencement Prime Bank has adopted eco-friendly banking services as a way to lower carbon footprint in its' normal banking activities. As part of our commitment to uphold green economy, Prime Bank Limited has signed a participation agreement

with Bangladesh Bank under refinance scheme for lending in direct green finance products i.e. solar energy, bio-gas, effluent treatment plant, brick field etc.

Moreover, Prime Bank always has stayed away from financing in environmentally harmful industry. The Bank has decided not to finance in any tobacco related business. Prime Bank has incorporated environmental risk management as part of the existing credit risk methodology to assess borrowers through Environmental Due Diligence (EDD) checklists. The bank has appointed Environmental and Social Risk Manager as custodian of environmental and social risk management policies and procedures to ensure E&S risk management system in the bank.

In line with Bangladesh Bank's directive regarding Formation and Management Procedure of Climate Risk Fund, Prime Bank allocated Climate Risk Fund of Taka 20 lac which is 10 percent of the Bank's CSR Fund for supporting the environmental disaster like flood, cyclone etc. Prime Bank Limited has donated 10 tube-wells to ensure pure drinking water at former enclaves' areas at Debiganj of Panchagarh district and Patgram of Lalmonirhat district.

Prime Bank Limited's activities in economic development G4-EC8

As one of the leading financial services provider in Bangladesh, Prime Bank Limited has an extensive role in the economy and society. Prime Bank makes a positive difference to society and local, regional and national economies where we operate through our community initiatives and investments. We help foster local economic development and stimulate growth and innovation through loans, credit and other financing to organizations of all sizes.

There is a broad consensus that a vibrant SME sector is one of the principal driving forces in the development of the economy of Bangladesh. SMEs stimulate private ownership and entrepreneurial skills and can adapt quickly to changing market situation, generate employment, help diversify economic activities, and make a significant contribution to exports and trade. Keeping this in view, Prime Bank Limited has formulated a comprehensive policy on SME financing and made significant progress in this sector. The Bank is offering congenial loan products and services so that SMEs can grow and contribute more to the GDP.

Agriculture is also another key driving force of the economy of Bangladesh. The overall economic development of the country is closely interlinked with the development of the agricultural sector. Agriculture makes the largest contribution to favorable Balance of Payment position through poverty alleviation, providing raw materials for industry, reducing imports and enhancing exports. Prime Bank continued its proactive policy and program support to boost up agriculture financing. Prime Bank also recognizes Agriculture / Rural Credit as one of the major tools for ensuring "inclusion" of the rural people into the banking activities and plays a major role in the overall economic development of the country. To promote this particular sector, Prime Bank Limited has disbursed Agricultural/Rural Credit of Tk. 374.94 Crore against total target of Tk. 250.00 Crore for the FY 2014-2015.

Prime Bank Limited has adopted a high priority policy goal under financial inclusion program to ensure stable economic growth. Under the financial inclusion program Prime Bank is extending the following products and services to the unbanked and low income people of Bangladesh for overall economic development:

1. Opening of Bank Accounts for students Under School Banking
2. Opening of Bank Accounts for Ready Made Garments Workers
3. Opening Bank Accounts for the former enclave areas
4. Opening of Bank Accounts for Workers of Small Footwear & Leather Products' Industries under LSBPC (Leather Sector Business Promotion Council) Project
5. Opening of Bank Accounts for Cleaning Staffs of Dhaka North and Dhaka South City Corporation
6. Opening of Bank Accounts for destitute people receiving allowance from Ministry of Religious Affairs
7. Providing loan amounting taka 1.535 million to 57 ten taka account holders at Jessore and Jhenaidah under refinance scheme of Bangladesh Bank to reduce the poverty for overall economic development.
8. Providing loan amounting taka 1.60 million among 7 farmers at rebate rate (4%) for cultivation of maize and spices.
9. Providing Banking Service for Street Urchin and Working Children
10. Ensuring banking services for physically challenged persons

Percentage of the portfolio for the business line by specific region, size (i.e. micro / SME / large) and by sector

Prime Bank has incorporated environmental risk management as part of the existing credit risk methodology to assess borrowers through Environmental Due Diligence (EDD) checklists. As per ERM Guideline environmental risk has been categorized in 3 (three) groups i.e. High, Medium and Low. During the year 2015, total 192 clients were environmentally risk rated among which 160 were rated as low risk amounting BDT 18,373.17 million and 32 were rated as medium risk amounting BDT 1,4185.95 million and no high rated business was financed.

On the other hand, we are also following the environmental rules of Government of Bangladesh. As per the rule, the industry/business has been categorized as red, green, orange A, orange B and yellow considering the environmental risk. As per the rule, we cannot finance to red and yellow category industry/business.

Prime Bank Limited holds the following portfolio as percentage for the business line:

Particulars	As per Accounts	Percentage
Corporate	118,469.76	78%
SME	17,821.21	12%
Retail	14,451.07	10%
Card	1,122.50	1%
Total	151864.54	100%

Monetary value of products and services designed to deliver a specific social benefit for each business line broken down by purpose G4-FS7

Agriculture financing

Agriculture sector depends more on credit than any other sector because of seasonal variations in farmers' returns and a changing trend from subsistence to commercial farming. To promote this particular sector, Prime Bank Limited has disbursed Agricultural/ Rural Credit of Tk. 374.94 crore against total target of Tk. 250 crore for the FY 2014-2015.

Prime Bank provides the following loans to environmental friendly projects under agriculture financing.

Abad (Crop Loan)

To help farmers, share cropper and landless farmers to bear the cost of tilling of land, fertilizers, pesticides, irrigation, seed etc. for producing different crops and vegetables.

Khamar (Farm / Non-crop Loan)

Any justifiable capital expenses and/or working capital and Project finance for Fisheries , Hatchery, Poultry, Beef Fattening, Milking cow/Dairy, Bio-gas Plant, Poultry/livestock/fish feed producer, Duck rearing, Integrated Farm, Solar panel for farm, Others (related to Agriculture)

Nabbano [Agriculture loan other than Abad (crop) and Khamar (Farm)]

Any justifiable capital expenses and/or working capital and Project finance for Farm machineries /Agri. Equipment (Irrigation and tilling technology/equipment, Thresher, Tractor, Harvester etc.), Solar Pumps/ solar power operated irrigational equipment, Nursery, Rural transport [Van, Rickshaw, Mechanized boat, Covered van (1 ton), truck for carrying poultry/fish etc. (1.5 ton) etc., Weavers (Handloom Industry), Tissue culture, NGOs/MFIs for onward lending to Agriculture sector, Bio-gas Plant (for individual), Solar panel for house and business enterprises, Rural Financing, Storage and marketing of crops, Others (related to Agriculture)

SME Financing

Prime Bank provides the following SME loans to customers that have social benefit:

Sahaj Rin (Collateral Free Loan)

Sahaj Rin provides the customers an easy to access loan facility to successfully grow small enterprise business.

Sampad Rin (Capital Loan)

Sampad Rin offers loan facility to augment capital base for business expansion, purchase of new business space or expansion of existing outlets and capital machineries and also to purchase light or heavy vehicles for business use.

Chalti Rin (Working Capital Loan)

Chalti Rin offers loan facility to increase the working capital base by financing day to day business of Small and Medium Enterprise (SME) business.

Moushami Rin (Seasonal Loan)

Moushami Rin offers loan facility to grab the additional opportunities in various festivals and seasonal events (i.e. Eids, Pujas, Christmas, Bengali and English New Year etc.) by organizing special business arrangements to increase sales and profit of SME business.

Digun Rin (Double Loan)

Prime Bank's Digun Rin helps to avoid encashing your long held saving and provide the required capital for business operation. Under this SME product, by offering any cashable security i.e. FDR, the customer will be entitled to receive double amount of the value of security provided.

Anchol (Women Entrepreneurs' Loan)

Anchol is the credit facility for the women entrepreneurs to expand and operate their businesses at desired level.

Prime Subidha Rin

This loan product will allow customer towards propensity to save out of their net cash flow. Now, the bank will finance in creditworthy business which are partially secured by financial obligation (FDR/Deposit Schemes) placed in Prime Bank under the name of business /proprietor/partners/directors name/third-party.

Prodip Rin

Considering the gap in the financial market for small and medium sector for medium to long term investment in technologies and productive resources this Prodip loan comes into effect. With the objective to extend financial support to SME under refinance or pre-finance scheme of Bangladesh Bank, this loan product is being offered to market.

Retail Banking

Prime Bank provides the following products services to customers that have social benefit under Retail Banking:

Deposits

Our wide range of deposit scheme products are the perfect combination of liquidity and returns offered to the customers.

Loans

Our offered retail loans are easy-to-avail with simple procedures, competitive rates and convenient features.

Cards

Prime Bank's wide range of Credit Cards, customers can experience the infinite amusements of life.

Internet Banking

Internet Banking of the Bank offers real-time banking services to the customers. Through this service customers can do bank transactions anytime from anywhere.

SMS Banking

Prime Bank brings SMS Banking services to ensure instant access to customers account information at any time with free of cost.

Locker Services

Prime Bank offers modern locker facility for safekeeping the customers' valuables, jewelry, documents and other precious things.

Phone Banking

Phone Banking Service provides 24/7 continuous support to the customers.

Utility Bills Pay Service

Utility Bills Pay service will enable the customers to pay post-paid cell phone bills.

Corporate and Commercial Banking

Prime Bank gives the credit facilities to finance current assets and loans to finance fixed assets in the form of Working Capital Finance, Capital Machinery Finance, and Real Estate Finance, Work order Financing/Construction Business, Import and Trade Finance under Corporate and commercial Banking.

Non Resident Bangladeshi (NRB) Banking

Prime Bank provides the following products services to customers that have social benefit under NRB Banking:

Foreign Remittance Services

Prime Bank has set the highest priority to mobilize inward foreign remittance of Non-Resident Bangladeshi Nationals (NRB) living and working in different parts of the world. Our remittance service is Easy, Fast and Secured.

Account Facilities for NRBs

Bangladeshi nationals residing abroad, foreign nationals residing abroad or in Bangladesh, foreign firms registered abroad

Monetary value of products and services designed to deliver environmental benefit for each business line broken down by purpose G4-FS8

Financing in products and services which have environmental benefit could be one of the suitable opportunities to diversify the bank's business. It is also sensible initiative to keep our environment better. Prime Bank is committed to promote sustainable growth in the economy. Bangladesh Bank has launched 50 lending products to support green and efficient energy projects. Prime Bank has financed various projects which are environment friendly. During 2015, the bank has extended credit facility for vermi-compost production in Jessore. Moreover, the Bank has financed an amount of BDT 6,467.72 million in 22 projects having ETP. To explore new ventures in environment friendly projects, the Bank has conducted several field visits, meetings with existing and prospective entrepreneurs, consultants and Central Bank officials. The outcome is positive and we aspire to see the fruition of this endeavor. In line with Bangladesh Bank's directive, Prime Bank has been offering the following products and services which have environmental benefit:

Category: Renewable Energy

Sub-category: Bio-gas

- ⬆ Setting up of Bio-gas Plant in existing Dairy & poultry Farm
- ⬆ Integrated Cow Rearing and Setting up of Bio-gas Plant
- ⬆ Organic Manure from Slurry
- ⬆ Mid Range Bio-gas Plant
- ⬆ Biomass based large scale Bio-gas Plant
- ⬆ Poultry & Dairy based large scale Bio-gas Plant



Sub-category: Solar Energy

- ⬆ Solar Home System
- ⬆ Solar Micro/Mini Grid
- ⬆ Solar Irrigation Pumping System
- ⬆ Solar PV Assembly Plant
- ⬆ Solar PV Plant capable to produce 1 MW or more Power
- ⬆ Solar Cooker assembly Plant
- ⬆ Solar Water Heater Assembly Plant
- ⬆ Solar Air Heater & Cooling System Assembly Plant
- ⬆ Solar Energy Driven Cold Storage
- ⬆ Surface Water Purification Plant through Solar Pump
- ⬆ Hydro-Power: Hydropower (Pico, Micro & Mini)
- ⬆ Wind-Power: Wind Energy driven Power Plant



Category: Energy Efficiency

- ⬆ Substitution of Conventional Lime Kiln by Energy Efficient Kiln
- ⬆ Substitution of Conventional lighting system, electronic material, Boiler with energy efficient alternatives on the basis of Energy Audit.
- ⬆ Auto sensor powers switch assembly Plant.
- ⬆ Energy efficient Improved Cook Stove(ICS)/ICS Renewable / Hybrid Cook Stove Assembly Plant
- ⬆ LED Bulb/Tube Manufacturing Plant
- ⬆ LED Bulb/Tube Assembly Plant
- ⬆ Waste Heat Recovery System

Category: Solid Waste Management

- ⬆ Methane Recovery from Municipal waste & to produce Power
- ⬆ Municipal waste to Compost
- ⬆ Hazardous waste treatment facility
- ⬆ Fecal Sludge treatment & Recycling plant

Category: Liquid Waste Management

- ⬆ Biological Effluent Treatment Plant (ETP)
- ⬆ Combination of Biological & Chemical ETP
- ⬆ Conversion of Chemical ETP to Combination type (Chemical+Biological) of ETP
- ⬆ Waste Water Treatment Plant
- ⬆ Sewage Water Treatment Plant
- ⬆ Central Effluent Treatment Plant (CETP)

Category: Alternative Energy

Production of Burnable Oil from waste Tire by the Process of Pyrolysis

Category: Fire Brick

Setting up of Hybrid Hoffman Kiln(HHK)/Tunnel Kiln/equivalent technology in Brick manufacturing Industry

Category: Non Fire Brick

- ⬆ Compressed Block-Brick
- ⬆ Auto Cleaved Aerated Concrete

Category: Recycling & Recyclable Product

- ⬆ Paper Waste Recycling Plant for production of recycled paper
- ⬆ Plastic Waste Recycling Plant (PVC, PP, LDPE, HDPE,PS)
- ⬆ Recyclable Baggage Manufacturing Plant

- Recyclable Poly Propylene Thread & Baggage Manufacturing Plant
- PET Bottle Recycling Plant
- Solar Battery Recycling Plant
- Used Lead Acid Battery Recycling Plant

Category: Miscellaneous

- Vermicompost
- Palm Oil Plant

Category: Green Project

- Green Industry
- Safe Working Environment for Textile and Garments Industry Workers

Percentage and number of companies held in the PBL's portfolio with which PBL has interacted on environmental or social issues G4-FS10

Prime Bank has always being in the forefront of implementing environmental risk management tools and techniques. Prime Bank has incorporated environmental risk management as part of the existing credit risk methodology to assess borrowers through Environmental Due Diligence (EDD) checklists. As per ERM Guideline environmental risk has been categorized in 3 (three) groups i.e. High, Medium and Low. During the year 2015, total 192 clients were environmentally risk rated among which 160 were rated as low risk amounting BDT 18373.17 million and 32 were rated as medium risk amounting BDT 14185.95 million and no high rated business was financed.

On the other hand, we are also following the environmental rules of Government of Bangladesh. As per the rule, the industry/business has been categorized as red, green, orange A, orange B and yellow considering the environmental risk. As per the rule, we cannot finance to red and yellow category industry/business.

PBL has also always being in the forefront of implementing different risk management tools and techniques. The "Risk" of any banking institution may be defined as the possibility of incurring losses, financial or otherwise. Banking business is in fact a business of risk taking. So it is vital to manage all these risks efficiently. In today's challenging financial and economic environment effective risk management is must for sustainable growth in shareholders' equity. In addition to environmental risk, bank face risks like credit, market, operational, liquidity, reputation risk and other risks like strategic risk, concentration risk, compliance risk etc. The risk management strategy is based on a clear understanding of various risks, disciplined risk assessment and measurement procedures and continuous monitoring.

Access points in low-populated or economically disadvantaged areas by type G4-FS13

Financial exclusion refers to the lack of access to financial services. Financial exclusion thus makes it difficult to reduce poverty. Financially excluded population includes marginal farmers, landless labors, unorganized enterprises, urban slum dwellers, migrants, senior citizens and women. Financial inclusion is thus a high priority policy goal for developing and developed countries in order to ensure stable and equitable economic growth.

Under Financial Inclusion Program, our bank is offering banking services to small/ marginal/landless/natural disaster affected farmers, school and college going students, Ready Made Garments Workers, inhabitants of former enclave areas, Workers of Small Footwear & Leather Products' Industries under LSBPC (Leather Sector Business Promotion Council) Project, Cleaning Staffs of Dhaka North and Dhaka South City Corporation, destitute people receiving allowance from Ministry of Religious Affairs, Street Urchin and Working Children, physically challenged persons etc.

Moreover, our bank is committed to provide loan to 10 Tk. Accountholders (small/ marginal/landless/natural disaster affected farmers and micro/small traders) under Refinance Scheme of BDT 200 Crore of Bangladesh Bank. In addition to the above, our bank is planning to introduce Agent Banking service to reach the unbanked people of the country.

Initiatives to improve access to financial services for disadvantaged people G4-FS14

Under Financial Inclusion Program Bangladesh Bank has formed Refinance Scheme of BDT 200 Crore for 10 Tk. accountholders (small/ marginal/landless/natural disaster affected farmers and micro/small traders).

Financial services offered to disadvantaged people are as follows:

- Opening of Bank Accounts for students Under School Banking
- Opening of Bank Accounts for 10, 50, 100 TK Account Holders
- Opening of Bank Accounts for Ready Made Garments Workers
- Opening Bank Accounts for the former enclave areas
- Opening of Bank Accounts for Workers of Small Footwear & Leather Products' Industries under LSBPC (Leather Sector Business Promotion Council) Project
- Opening of Bank Accounts for Cleaning Staffs of Dhaka North and Dhaka South City Corporation
- Opening of Bank Accounts for destitute people receiving allowance from Ministry of Religious Affairs
- Providing Banking Service for Street Urchin and Working Children
- Ensuring banking services for physically challenged persons
- Creating awareness program regarding different banking services
- Agent Banking for the Banks

In view of the above, different divisions i.e. Retail Banking Division, SME Banking Division, Agriculture Support Division and Green Banking Division of the Bank separately deal with the activities related to Financial Inclusion.

On 13th October, 2015; Prime Bank Limited and Action In Development–AID signed an agreement to provide loan of BDT 10 million to Action In Development –AID for onward lending to the 10 (ten) taka account holders (Small / Marginal/ Landless/ Natural disaster affected farmers and Micro/Small traders) under financial inclusion program. As on 31st December, 2015; Prime Bank Limited disbursed an amount of BDT 15, 35,000 among 57 ten taka account holders through Action In Development–AID in Jessore and Jhenaidah region. The Managing Director of Prime Bank Limited met with the 10 (ten) taka account holders of the Bank and distributed Cheque Book among the 10 (ten) taka account holders at Magura and Jhenaidah under financial inclusion program.



Prime Bank distributes cheque book among the 10 (ten) Taka Account holders at Jhenaidah

Environmental Aspect



Prime Bank's approach to Environmental Sustainability ▲

Green Banking Report ▲

Prime Bank's approach to Environmental Sustainability

As Per GRI G4 Sustainability reporting Guidelines, The DMA is intended to give the organization an opportunity to explain how the economic, environmental and social impacts related to material aspects are managed. DMA provides narrative information on how an organization identifies, analyzes, and responds to its actual and potential material economic, environmental and social impacts. As a bank, Prime Bank Limited has identified the material aspects in line with GRI G4 Sustainability reporting Guidelines. The Bank disclosed the relevant material information for its stakeholders. In the report the Bank shows its material impacts within and outside the bank.

PBL started its journey in the year 1995 with the firm commitment of excellence in customer service with a difference. Its vision remained to be the best private commercial bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, profitability along with strong liquidity. As a commercial bank Prime Bank Limited aims to wealth maximization of the company, meet its customers demand and to satisfy the stakeholders. The Bank also ensures the living standard of the employees. Moreover, the bank also contributes to the society by providing CSR activities. The activities of the Bank tend to reduce the carbon emission which ultimately helps to ensure green environment in the society. Moreover, Prime Bank always has stayed away from financing in environmentally harmful industry. The Bank has decided not to finance in any tobacco related business. Prime Bank has incorporated environmental risk management as part of the existing credit risk methodology to assess borrowers through Environmental Due Diligence (EDD) checklists. The Bank has appointed Environmental and Social Risk Manager as custodian of environmental and social risk management policies and procedures to ensure E&S risk management system in the Bank.

The motto of Prime Bank Limited is a bank with a difference, for which, the bank has been centralized on improving customer value, strengthening our market position and developing new and improved products and services as well as IT infrastructure .

Prime Bank Limited has been providing finance to the students and young entrepreneurs. In order to help the poor, Prime Bank Limited opened accounts like school going students, garment workers, farmers, 10 Tk accountholders, destitute people and landless people.

Climate change is a fundamental threat to development in our lifetime, with the potential to impact millions, threatening agricultural livelihoods, increasing the incidence of natural disasters and affecting water, energy, and food supplies. In a study of World Bank found that 97 percent of the growth in greenhouse gas emissions in the next 20 years will come from developing countries. Their industrial output will grow; taking an ever-rising share of the world economy, and giving local banks a critical role in helping them reach a low-carbon future.

We all are aware of the fact that the change in climate has direct impact on biodiversity, agriculture, forestry, dry land, water resources and human health. To safeguard the planet and it's eco-system from the adverse effect of environmental degradation caused by rising carbon emission, encroachment of rivers, improper disposal of industrial waste, medical & household waste, deforestation, loss of open space etc. Prime Bank in line with global norms has already introduced Green Banking and sustainable practices. Being a leading local bank in financial market of Bangladesh, Prime Bank Limited can influence economy, society, people and the environment-both directly and indirectly through our stakeholders.

Moreover, Prime Bank always has stayed away from financing in environmentally harmful industry. The Bank has decided not to finance in any tobacco related business. Prime Bank has incorporated environmental risk management as part of the existing credit risk methodology to assess borrowers through Environmental Due Diligence (EDD) checklists. The bank has appointed Environmental and Social Risk Manager as custodian of environmental and social risk management policies and procedures to ensure E&S risk management system in the Bank.

We are helping to achieve stability and growth. Prime Bank Limited has been working to reduce carbon emissions directly and also reduce the carbon emission for financing environment friendly business. Our Green Banking activities cover multidimensional areas including both in-house environment management and undertaking Green Financing towards supporting Green Economy. Moreover, Prime Bank Limited has developed and introduced Green Banking Policy, Green strategic plan and Green office guide. As one of the strategic focuses of Prime Bank Limited is 'going green', which includes efficient energy consumption, paperless office, financing renewable energy etc. As a green bank, we tend to reduce the carbon emission which ultimately helps to ensure green environment in the society. The bank has appointed Environmental and Social Risk Manager as custodian of environmental and social risk management policies and procedures to ensure E&S risk management system in the bank.

In line with Bangladesh Bank's directive regarding Formation and Management Procedure of Climate Risk Fund, Prime Bank allocated Climate Risk Fund of Taka 20 lac which is 10 percent of the Bank's CSR Fund for supporting the environmental disaster like flood, cyclone etc. Prime Bank Limited reduces carbon emission through using of energy consumption and transport system as well as financing in environmental friendly projects.

Prime Bank Limited measures and monitors the utility consumption by submitting quarterly Green Banking Reports to the Bangladesh Bank. The bank has formed a suitability Reporting Committee to evaluate the climate impact and prepare sustainability reporting annually. Moreover, Prime Bank has incorporated environmental risk management as part of the existing credit risk methodology to assess borrowers through Environmental Due Diligence (EDD) checklists before lending. The bank has appointed Environmental and Social Risk Manager as custodian of environmental and social risk management policies and procedures to ensure E&S risk management system in the bank.

Prime Bank's investment in environmental activities

Everyone has some form of impact on their natural environment-in an industrialized world, this is an unavoidable reality. However, the extent to which people negatively impact their environment can absolutely be mitigated through a number of means. Whether it's making large efforts or simple ones, there are many ways that everyone can do their part to help preserve the health of the environment. We belief on sustainable development and we are looking forward to put our steps in this regard.

Through Green Financing, Bank can ensure less carbon emission, less use of fossil fuel, less use of harmful chemical fertilizer and pesticide. Moreover, like other banks, Prime Bank has also taken initiative to use less energy, water and paper, which will help to protect environment for the future generation. When we will be able to protect our nature and civilization, our finance will be protected as well as we will be able to achieve sustainable development through this process.

Agriculture and Rural Credit

Agriculture is the key driving force of the economy of Bangladesh. The overall economic development of the country is closely interlinked with the development of the agricultural sector. There is no alternative but to increase production through the development of agriculture to ensure food security, similarly, agriculture is still now the largest employment generating sector of Bangladesh. Besides, agriculture makes the largest contribution to favorable Balance of Payment position through poverty alleviation, providing raw materials for industry, reducing imports and enhancing exports. According to the Agricultural/Rural Credit Policy and Program of Bangladesh Bank, crop, fisheries, livestock and green finance will have to be given priority.

Agriculture as a sector depends more on credit than any other sector because of seasonal variations in farmers' returns and a changing trend from subsistence to commercial farming. In the absence of necessary working capital for buying water, fertilizer and pesticides, coupled with it the lack of the knowledge for their balanced application, farmers often fail to reap a better harvest from modern technology-led crops.

In line with Government efforts as well as the Bangladesh Bank guidelines, PBL also continued its proactive policy and program support to boost up agriculture financing. PBL also recognizes Agriculture / Rural Credit as one of the major tools for ensuring "inclusion" of the rural people into the banking activities and plays a major role in the overall economic development of the country. In the absence of own branch network the bank has largely been depending on third party networks (NGOs/MFIs). It is pertinent to mention that while using third party network the bank is extremely selective in choosing the NGOs/MFIs in order to eliminate or reduce the possibilities of the accounts being delinquent. In spite of all odds PBL has been ceaselessly trying to contribute to the sector and will continue doing so in the future for the greater interest of the country.

Prime Bank Limited also believe that if the nation's agriculture and rural base economy walk through a techno-based eco-friendly process, all the targeted goals will be achieved in a sustainable way. With the same vision, Bangladesh Bank (BB) announced a farmer-friendly agriculture and rural credit policy for the fiscal year 2015-16. The Central Bank of Bangladesh declared that disbursement of agriculture and rural loan would be considered an integral part of assessing the performance of the country's banks as agriculture loan ensures financial stability.

It is expected that the farmer friendly credit disbursement policy of the central bank would help diversify crops, lead to increased production and consolidate the success in food production. Bangladesh for the first time exported rice to Sri Lanka. After Sri Lanka, Bangladesh now wants to export rice to neighboring India from its bulging stock.



2 examples of customers that Prime Bank has given agriculture loans to.

The Bank has been involved in disbursing quite a large portfolio of agriculture loans during the year, which are listed below:

BDT in Million

Purpose	2015	
	Disbursement	Outstanding
Crops / Vegetables cultivation	1,968.93	1,902.33
Fisheries	141.95	150.23
Livestock	551.77	477.25
Irrigation equipment	73.82	37.77
Farm Machineries		
Crop storage & Marketing and Others	123.92	103.89
Poverty Alleviation	567.93	552.78
Total	3,428.32	3,224.25

Cultivation of Maize and Spice



Bangladesh is endowed with a favorable climate and soil conditions for the production of a variety of crops all the year round. The major crops cultivated in the country are rice, wheat, maize, sugarcane, potato, jute, pulses, oilseeds, spices and vegetables. For climate change, there is a growing need to change the cropping pattern in the country. Water efficient high value crops (such as maize, spices, oilseeds and pulses) should be promoted in the drought prone region of the country through distribution of high quality seeds and saplings at subsidized price along with provision for agricultural credit at rebate / low interest rate.

The Central Bank has advised to all banks that Credit facilities shall be allowed at rebate rate (4%) under interest loss compensation scheme of Government for cultivation of pulse, oil seeds and spices to reduce

dependency on import and to save huge amount of foreign exchange incurred for importing the items. Bank may receive 6% interest loss compensation from Government through Central Bank after realizing the loan from borrower in full. Prime Bank Limited has positive intention to contribute in flourishing the crop diversification in the country with a view to attain multifarious output in production, saving foreign exchange, substituting rice and other conventional crops.

In line with this the Bank has financed a substantial amount in cultivation of Maize and spices. Credit facilities are allowed at rebate rate (4 percent) for cultivation of species and maize to reduce dependency on import and save huge amount of foreign exchange incurred for importing the items under interest loss compensation from Government. During the year of 2015, PBL has disbursed Tk. 1.60 million among 7 farmers at rebate rate (4 percent) for cultivation of species and maize.

Crop	Loan disbursed @ 4% interest (January 2015 to December 2015)	No. of Clients
Spices	1.50	6
Maize	0.10	1
Total	1.60	7

Green Finance

Bangladesh Bank has introduced 50 Green products under re-finance scheme and Prime Bank Limited has taken initiative to finance under the products, but major focus already made under the following:

Bio-gas

Small dairy farm of 4 (four) cows and one bio-digester is very effective in the context of the rural family environment of Bangladesh and may be considered as a commercially profitable model. This may result in self-employment in rural areas side by side employment of many poor men and women. Almost 17 liters of milk (for rearing cow), 100 kg organic fertilizer and 100 cubic feet bio-gas may be produced by this model every day. In order to make this model (cow rearing and beef fattening) popular, Prime Bank Limited has been financing to set up Bio-gas plant in the residence or small dairy farm. Bio-gas Plant in existing dairy/poultry farm: To establish a bio-gas plant in the existing dairy/poultry farm for production of bio-gas for using the same in resident or to sell the gas to others commercially. Production capacity will be Min. 1.2 m³ to Max. 4.8 m³.

Combined Cow Rearing and Bio-gas Plant: To purchase 4 (four) cows and establish one bio-digester to produce bio-gas for using the same at their resident or to sell the same to others commercially. Production capacity will be 4.8 m³ / bio-digester.

Medium size Bio-gas Plant: To establish a Bio-gas plant in the exiting poultry / dairy farm for production of bio gas commercially. Production capacity will be 220 m³ / bio-digester. Produced bio-gas will be used as raw material for producing Electricity through generator.

Vermi-compost



Vermi-compost is the product or process of composting using various worms, usually red wigglers, white worms, and other earthworms to create a heterogeneous mixture of decomposing vegetable or food waste, bedding materials, and vermicast. Vermicast, also called worm castings, worm humus or worm manure, is the end-product of the breakdown of organic matter by an earthworm. These castings have been shown to contain reduced levels of contaminants and a higher saturation of nutrients than do organic materials before vermicomposting.

Containing water-soluble nutrients, vermicompost is an excellent, nutrient-rich organic fertilizer and soil conditioner. This process of producing vermicompost is called vermicomposting. In Jhenaidah (kaligonj), Jessore, Magura, Meherpur, Mymensingh District of Bangladesh, farmers started vermi-composting with cow dung and successfully producing compost since last couple of years.

For reducing dependency on chemical fertilizer as well as improve fertility of the land, which help to meet the increasing demand of crop/food, Prime Bank Limited visited Vermicompost plant and disbursed Tk. 0.05 million to set up 1 Vermicompost plant at Jessore. However, we have plans to disburse more loans for Vermicompost production.

Effluent Treatment Plant (ETP)



The state of environment in Bangladesh is rapidly deteriorating. The key areas of environmental degradation cover air pollution, water pollution and scarcity, encroachment of rivers, improper disposal of industrial medical and house-hold waste, deforestation, and loss of open space and loss of biodiversity. In addition, Bangladesh is one of the most climate change vulnerable countries. In line with global development and response to the environmental degradation, financial sector in Bangladesh should play important roles as one of the key stake holders.

Commercial Banks are now required to ensure necessary measures to protect environmental pollution while financing a new project or providing working capital to the existing enterprises. Industries produce waste water, otherwise known as effluent, as a bi-product of their production. The effluent contains several pollutions, which can be removed with the help of an effluent treatment plant (ETP). The "clean" water can then be safely discharged into the environment. Effluent can be treated in a number of different ways depending on the level of treatment required. These levels are known as preliminary, primary, secondary and tertiary (or advanced). The mechanism for treatment can be divided into three broad categories: physical, chemical and biological, which all include a number of different processes. Physical unit operation include among other processes screening, flow equalization, sedimentation, clarification and aeration.

Chemical unit processes are always used with physical operations and may also be used with biological treatment processes, although it is possible to have a purely physico-chemical plant with no biological treatment. Chemical processes use the addition of chemicals to the waste water to bring about changes in its quality. They include pH control, coagulation, chemical precipitation and oxidation. Biological treatment is an important and integral part of any waste water treatment plant that treats waste water from either municipality or industry having soluble organic impurities. The obvious economic advantage, both in terms of capital investment and operating costs, of biological treatment over other treatment processes like chemical oxidation; thermal oxidation etc. has cemented its place in any integrated waste water treatment plant. The objective of biological treatment of industrial wastewater is to remove or reduce the concentration of organic and inorganic compounds. Biological treatment process can take many forms but all are based around micro-organisms, mainly bacteria. No development work would be sustainable by damaging the environment. The Government of Bangladesh also instructed the respective authorities to ensure that central effluent treatment plants (CETP) are set up in industrial areas to prevent river water from being contaminated by chemical-mixed waste and water.

Prime Bank Limited has already started screening in financing those businesses that may deteriorate the environment. During 2015, the bank has extended finance of BDT 6,467.69 million in 22 projects having ETP. Everyone should come forward to prevent water contamination and save the environment for healthy life.

Financing Environment Friendly Brick Kiln



The emission of toxic elements from 7,500 traditional brick kilns is causing serious health hazards of the country. The brick kilns spew poisonous and contaminated vapor containing suspended particulate matters rich in carbon particles and high concentration of carbon monoxides and oxides of sulfur that are harmful to eyes, lungs and throats.

These air pollutants inhibit the mental and physical growth of children. The growing number of brick fields not only affect mental and physical health but also the toxic exhaust of brick fields affects crops and plants in the areas adjacent to brick fields. The Department of Environment has found that the brick kilns in the country burn nearly 20 lakh or 2.0 million tonnes of coal and another 2.0 million tonnes of wood every year. The government recently

ordered the brick kiln owners to raise their chimneys to a height of 120 feet in a move to limit the kilns' emissions. Bangladesh Bank introduced Green products related to brick kiln [Hybrid Hoffman / Tunnel Kiln] and extended refinance to reduce carbon emission. For new projects bank can approve up-to BDT 50.00 million and for improvement of existing is BDT 7.00 million vide GBCSRD Circular no. 01 dated 20-05-2014, where the rate of interest will not more than 9.00%. Prime Bank Limited also financed in improved zig-zag project under refinance scheme.

Energy Consumption with in the Organization G4-EN3

Prime Bank has installed solar panels at 25 branches as well as at 13 ATM booths and SME unit offices up to year 2015 as a part of its commitment to the usage of renewable energy resources. Moreover, most of the bulbs are being used in our office premises are of energy savings in nature. Most of our internal communications are made through electronic mail, which has substantially reduced the paper consumption. As part of environmentally responsible entity majority of the pool vehicles of the Bank has been converted into CNG driven vehicle. Moreover, Prime Bank Limited always encourages its officials to consider Green approaches for any business travel which reduce carbon emission. In addition, use of public transport and car pooling system has been advised by Human Resource Division. The Bank also encourages its executives to convert their cars into CNG driven.

Energy Consumption during the year 2015

Sl	Source	Consumption	Mega Joules	Expenditure (taka in million)
1	Gas (CNG)	10,940.37 M ³	407,448.79	0.38
2	Octane	110,079.3 liters	4,260,769.81	10.90
3	Diesel	13,750 liters	532,214.85	0.94
4	Electricity	2,213,220 kwh	7,967,592	2.65
Total (1+2+3+4)			13,168,025.45	14.87

Reducing Energy & Resource Consumption G4-EN6

Paper Consumption Management

Use of scrap or one side used papers for note pad has become usual practice in the workplace. One side used papers are also used for printing draft copies of the office assignments. In addition to that, the Bank has taken following initiatives:

- Arranging paperless Credit Review Committee meeting (both SME & Corporate) by soft copy presentation.
- Most of the interbank correspondence is done by email instead of letter.
- Requisition for printing & stationery, office stationery, printing of MICR cheque and pool car are done by online requisition software.
- The Bank has successfully introduced software named "E-DOC" for Credit Administration Division, which allows electronic archiving of documents against loans along with reminder system for better monitoring and control.
- Trade Service Department has been centralized, which ultimately reduces paper consumption.
- Human Resource Division has successfully launched online performance appraisal system.
- Software named "Agenda and Compliance Management Software" was introduced, which eliminated the process of presenting paper based memo during the meeting of the Executive Committee of the Board.

Solar powered Branches

Up to year 2015, the Bank has installed solar panels at 21 branches as well as at 13 ATM booths and SME unit offices as part of its commitment to the usage of renewable energy resources.

Green Travel

Prime Bank always encourages the officials to consider the following green approaches while travelling:

- Encourage employees to use Public Transport/Carpool Program.
- Encourage employees to use eco-friendly energy for private vehicles.

Automated Teller Machine (ATM)

In addition to the Bank's own 168 ATMs, the Bank has joined National Payment Switch Bangladesh (NPSB) network during the year 2014, which enabled the Debit Cardholders of the Bank to enjoy cash withdrawal facility from other ATMs under NPSB Network. Prime Bank has used the BACH and BEFTN mechanism for convenient payment activities which to a great extent supports the concept of green banking.

Energy Efficiency Table

(MillionTaka)

Sl.	Instruments	Quantity	Cost of Conventional Practice	Cost of Green Banking Concept
1	E-Statement	191,986	1.92	
2	SMS Banking	1,603,366	16.03	0.66
3	SMS Alert	12,726,197	127.26	5.26
4	Net Banking	246,482	2.46	
5	E-Fund Transfer	718,996	7.19	
6	E-Mail Corresponding	40,000,000	400.00	
Total			554.86	5.92

Net Savings **Tk. 548.94** million

Water Usage^{G4-EN8}

Prime Bank Limited is very much aware about efficient use of water. As a financial institution its use of water is already very much restricted. Major consumption of water is for drinking purpose. Our bank is well aware to ensure pure and safe drinking water for its employees. But normal supply water in Bangladesh is not safe for drinking. Therefore, to overcome the situation every branches and corporate offices are supplied with specially procured filtered mineral water. For general usage of water the major source of water is WASA. The management of the bank puts special attention to the wastage of water at minimum level. During 2015, Prime Bank has spent Tk. 7.19 million for water consumption.

Green House Gas (GHG) Emissions^{G4-EN15}

Sl	Energy source	Consumption	Mega Joules	CO ₂ Emissions in Metric Tons
1	Gas (CNG)	10,940.37 M ³	407,448.79	19.31
2	Octane	110,079.30 liters	4,260,769.81	290.61
3	Diesel	13,750 liters	532,214.85	36.3
4	Electricity	2,213,220 kwh	7,967,592	1,244.77
Total (1+2+3+4)			13,168,025.45	1590.99

CO₂ conversion: <https://www.carbonfund.org/how-we-calculate>; <http://www.convertworld.com/en/volume/>; <http://www.convertunits.com/from/MJ/to/gallon+U.S.+of+diesel+oil>; http://people.exeter.ac.uk/TWDavies/energy_conversion/Calculation%20of%20CO2%20emissions%20from%20fuels.htm; <http://www.ecoscore.be/how-calculate-co2-emission-level-fuel-consumption>

Reduction of Green House Gas (GHG) Emissions^{G4-EN19}

Since inception Prime Bank has adopted eco-friendly banking services as a way to lower carbon footprint. As part of our commitment to uphold green economy, Prime Bank Limited has signed a participation agreement with Bangladesh Bank under refinance scheme for lending in direct green finance products i.e. solar energy, bio- gas, effluent treatment plant brick field etc.

Working environment of the Bank encourages usage of e-mails, relying on online communication, extensive usage of energy savings bulbs which shows bank's efforts towards supporting green banking activities. Our Green Banking Policy Guidelines and Green Office Guide have been circulated to all our employees for creating awareness on Green Banking activities & providing instructions about conserving energy, water, saving paper, etc.

Prime Bank Limited has implemented Video Conferencing System to connect with remote branches for strengthening relationship between Corporate Office and branches. By using the system, Management can save time and money as well as by avoiding long distance travel in order to attend meetings. Currently, the system has been implemented in few branches. The bank has a plan to cover all the branches.

Now days Alternative Delivery Channel (ATM, Debit / Credit Card, Online Banking, BACPS, BEFTN, SMS Banking, Cash Back Services) are ensuring modern banking facilities. The Bank has adopted all these modern tools of Alternative Delivery Channel and always seeking for new scopes to bring more services through Alternative Delivery Channel.

Prime Bank Limited has already installed solar panels in 25 branches and 13 ATM booths & SME Unit Offices. The scope to expand the number of branches having solar panels is always under active consideration.

As part of environmentally responsible entity majority of the pool vehicles of the Bank has been converted into CNG driven vehicle. Moreover, Prime Bank Limited always encourages its officials to consider Green approaches for any business travel which reduce carbon emission. In addition, use of public transport and car pooling system has been advised by Human Resource Division. The Bank also encourages its executives to convert their cars into CNG driven.

An individual's nation's or organization's carbon footprint can be measured by undertaking a GHG (Green House Gas) emissions assessment or other calculative activities denoted as carbon accounting. Once the size of a carbon footprint is known, a strategy

can be devised to reduce it e.g. by using more solar energy, using less paper in the office, consumption strategies in the Bank, and other.

The mitigations of carbon footprints through the development of alternative projects, such as solar or wind energy or reforestation, represents one way of reducing a carbon footprint and is often known as Carbon offsetting. The main influences on carbon footprints include population, economic output, and energy and carbon intensity of the economy. These factors are the main targets of individuals and businesses in order to decrease carbon footprints.

Scholars suggest the most effective way to decrease a carbon footprint is to either decrease the amount of energy needed for production or to decrease the dependence on carbon emitting fuels. As a believer of “Green and Safe Universe” theme, PBL also considers an extensive focus on Carbon Offsetting and started its journey in financing in eco-friendly industries.

Green Banking Report

Green Banking Concept

The word green banking has been conceptualized to implement the broader concept like sustainable development. Sustainable development is development that meets the needs of the present without compromising about the ability of future generations to meet their own needs.

Green banking means operating banking business in such a fashion that proper and adequate attention is allocated in social, ecological and environmental factors of environment by minimizing conservation of nature and natural resources.



Importance of Green Banking

The environment and climate change effect on human existence as well as the planet are now a global concern because the changes have direct impact on biodiversity, agriculture, forestry, dry land, water resources and human health. The key areas of environmental degradation cover air pollution, water pollution and scarcity, encroachment of rivers, improper disposal of industrial chemical and house-hold waste, deforestation, and loss of open space and loss of biodiversity.

Human activities and natural events are responsible for increasing average global temperatures and primarily by increases in “greenhouse” gases, such as Carbon Dioxide (CO₂). A warming planet thus leads to a change in climate which can affect weather in various ways. Global warming and climate change refer to an increase in average global temperatures.

Climate change is already beginning to transform life on Earth. Around the globe, seasons are shifting, temperatures are climbing and sea levels are rising. And meanwhile, our planet must still supply us - and all living things- with air, water, food and safe places to live. If we don’t act rightly, the climate change will rapidly alter the lands and waters and then we have to leave our children and grandchildren in very challenging situation.

Climate change in Bangladesh is an extremely crucial issue and according to National Geography, Bangladesh ranks first as the most vulnerable nation to the impacts of climate change in the coming decades. Being a responsible corporate citizen and in line with the instructions of Bangladesh Bank, Prime Bank Limited has taken initiatives to formulate its Green Banking Policy with an aim to inculcate practices towards optimum usage of natural resources and make every effort for environmental friendly activities.

The context in which banks operate is constantly changing. Although banks directly do not impact the environment much through their own ‘internal’ operations, in view of the relationship between the banking sector and the firms who are users of banks’ products, the ‘external’ impact on the environment through these entities is substantial. Hence, by considering social, environmental and ecological factors banks can induce responsible investment and prudent lending. Green banking initiatives are necessary to keep the environment green and to minimize greenhouse effects, dependency on traditional energy, natural Gas as well as reduce the water / environment pollutions in Bangladesh.

Bangladesh Bank’s initiatives

The newly established Sustainable Finance Department of Bangladesh Bank is engaging and encouraging all banks and FIs to step-up their green banking initiatives and standards. The necessary policy guidelines and work plans for banks and FIs have been put into effect by the central bank which encompasses Policy formulation and governance, Incorporation of environmental risks into CRM (credit risk management), In-house environmental management, Introduction of sector-specific green finance, Creation of a climate risk fund, Capacity building through training and awareness Periodic reporting on green banking practices.

Moreover, Bangladesh Bank also offers low-cost refinancing facilities for clients engaged in various green banking activities. Besides, development partners are also keen to invest in this sector with flexible terms and tenors. For example, Asian Development Bank

(ADB) has been supporting Refinance Scheme for Brick Kiln Efficiency improvement since 2012.

As a regulatory body of the Banking sector, Bangladesh Bank introduced Environmental Risk Management (ERM) framework for banks and FIs in 2011. The framework includes the environmental risk factors for ensuring the sustainable development and protection of the surroundings from further deterioration. ERM aims at ensuring the habitable environment and reducing climate change.

In 2011 Bangladesh Bank also introduced Green Banking Policy for all banks. The policy guidelines segregated the Green Banking activities into 03 (three) phases for implementation. Deadline of phase I was December 31, 2011; Phase II was December 31, 2014 and Phase III is June 30, 2015.

To promote Green Banking, Bangladesh Bank has declared the following preferential treatments for the compliant banks:

- ▲ Points to be awarded on management component while computing CAMELS rating resulted ultimately in overall rating of the Bank.
- ▲ Top 10 (ten) Banks' name will be declared in the Bangladesh Bank website.
- ▲ Consideration will be given while according permission for opening new Branch of the Bank.

Bangladesh Bank also, vide GBCSRD Circular No. 04 dated September 04, 2014 instructed all scheduled banks to allocate 5% of its total funded disbursed loan for Direct Green Finance under 50 (Fifty) refinancing scheme product of Bangladesh Bank.

Prime Bank's commitment

Prime Bank Limited believes in eco-friendly socially responsible banking system which drives the whole nation towards a healthy environment and presents an excellent and hazardless banking. In order to protect the environment, Prime Bank Limited is spreading its wings by introducing both in-house & external Green activities towards supporting Green Economy. Energy efficient in-house Management through reduction of energy & resource consumption such as reduction of use of paper, maximum use of day light and environment friendly business activities by financing to renewable energy. Prime Bank Limited's Green banking activities are day by day flourishing towards creating a "Greener" future for the welfare of the society. For a sustainable economy Prime Bank Limited plays crucial role in financing environment friendly projects led by green banking that believes in social responsibility.

In compliance with Bangladesh Bank guidelines, Prime Bank has already formed Green Banking Division under direct supervision of DMD and Chief Business Officer for overseeing the overall green banking activities of the bank. There is a separate Green Banking Working Committee comprising of different divisional heads for implementing green banking activities.

As per GBCSRD Circular No. 08 dated December 24, 2013 the Risk Management Committee (RMC) of the Board shall review the Bank's green or environmental policies, strategies and program for governing the overall green banking activities of the Bank.

Green Banking Policy of Prime Bank

In line with Circular No.02 dated February 27, 2011 of Banking Regulations & Policy Department, Bangladesh Bank; Prime Bank Limited outlined a comprehensive Green Banking Policy for implementing Green Banking activities. During the year 2014, a revised Green Banking Policy was approved by the Risk Management Committee of the Board. Subsequently, during the year 2015 an amended Green Banking Policy was approved by the Board in its 437th meeting held on August 29, 2015 and circulated vide instruction circular.

Green Office Guide of Prime Bank

As part of Prime Bank's continuous effort of positively upholding the Green Banking initiatives, during the year 2015 the Bank developed Green Office Guide version II as a general guideline to facilitate the Green Banking objectives of the Bank. The modified Green Office Guide comes with pictorial demonstration for better understanding of the readers.

Incorporation of Environmental Risk in Credit Risk Management

Prime Bank recognizes that its financing decisions have a potential impact on people and the environment. In this regard, Prime Bank has incorporated the Environmental Risk Management Policy in its Credit Risk Management Policy as part of environmental due diligence. Incorporation of environmental assessment of the borrowers has improved CRM principles significantly. Prime Bank has a strong and longstanding commitment to manage environmental risks associated with commercial lending.

The number of projects eligible for Environmental Due Diligence (EDD) and Projects being rated (i.e. Environmental Risk Rating - Env RR) has been increasing appreciably over time. Environmental risk rating is an integral part of the credit appraisal process. The prudent Credit Risk Management team has put up an efficient end to end process for the appraisal of borrowers. Bangladesh Bank vides ERM Guideline stated that Environmental risk rating is to be done for all individual customers (corporate, institutional, personal, small and medium enterprise) whose aggregate facilities are above the following financing thresholds:

- ▲ Small and Medium Enterprises (SMEs) financing > BDT 2.5 million
- ▲ Corporate financing > BDT 10 million
- ▲ Real estate financing > BDT 10 million.
- ▲ In 2015, 192 borrowers have been environmentally risk rated. All the eligible corporate and SME clients fall under the purview of this rating.

Environmental and Social Risk Management in Prime Bank

The bank has appointed Environmental and Social Risk Manager as custodian of environmental and social risk management policies

and procedures. This individual is responsible for development, review, and administration of E&S risk management system in the bank.

Major In house Green Banking Initiatives taken by Prime Bank Ltd

Several initiatives have been taken by the Bank with a view to practice Green Management in the offices. Efficient use of resources, reduction of waste, saving energy and money shall definitely improve our working environment. Some major In-house Environmental Management initiatives are as below:



Solid waste management

3R approach (Reduce, Reuse and Recycle) has been advised for lowering solid waste. However, careful management and disposal of solid waste has been advised.



Energy & water management

The Bank has advised the officials to adopt energy and water efficient practices. The officers have been advised to put emphasis to ensure efficient use of gas, fuel, electricity and water with a view to reduce carbon emission. Energy efficient equipments like energy saving bulbs, products with ecofriendly features are being used in the office. Energy saving T5 lights is being introduced in office premises.



Paper Consumption Management

Green Printing Guideline is an integral part of our Green Office Guideline which is being circulated among all employees. Internal communications are done through emails. All staffs have dedicated email IDs for office use. Customer communications are being done through emails, SMS or ATM displays. Use of scrap or one side used papers for note pad has become usual practice in the workplace. One side used papers are also used for printing draft copies of the office assignments.

Renewable Energy Usage

Up to year 2015, the Bank has installed solar panels at 21 branches as well as at 13 ATM booths and SME unit offices as part of its commitment to the usage of renewable energy resources.

Green Travel

- ▲ Prime Bank always encourages the officials to consider the following green approaches while travelling:
- ▲ Encourage employees to use Public Transport/Carpool Program.
- ▲ Encourage employees to use eco-friendly energy for private vehicles.

Online Banking and Internet banking facilities offered by Prime Bank

Online banking system is a great way to reduce paper consumption. Prime Bank has been one of the pioneers in introducing online Banking and it covers 145 branches. All the 145 branches of the Bank are providing online banking facilities through its core banking system namely "Temenos T24". Fund Transfer to Other bank's Accounts through BEFTN has been made available through Online Banking for the Consumer Banking Customers. As a result, customers can execute fund transfer through paperless and automated Online Banking over internet to any other account in Bangladesh.

Prime Bank Limited has also offered a safe and convenient Internet Banking, which is to accessible 24/7. By using real-time internet banking our customers can avail the services like Balance enquiry, View account statement, View loans & deposit of their own, Mobile & Utility Bill Payment.

Automated Teller Machine (ATM)

In addition to the Bank's own 168 ATMs, the Bank has joined National Payment Switch Bangladesh (NPSB) network during the year 2014, which enabled the Debit Cardholders of the Bank to enjoy cash withdrawal facility from other ATMs under NPSB Network. Prime Bank has used the BACH and BEFTN mechanism for convenient payment activities which to a great extent supports the concept of green banking.

SMS banking facilities offered by Prime Bank

Prime Bank brings SMS Banking services to ensure instant access to your account information at any time. Any mobile phone user having account of Prime Bank can get the service through the mobile phone upon registration. By using SMS banking our customers can avail the services like Balance Enquiry, Mini Statement, Exchange Rate, PIN Change etc. there is a detail procedural guideline in the Bank's official website regarding how to obtain different SMS banking services.

Biometric Smart Card based alternate banking service offered by Prime Bank

Prime Bank Limited in collaboration with Dipon Consultancy Services introduced a Biometric Smart Card based alternate banking service in the brand name “Prime Cash” for the un-banked rural and urban people to address their banking and payment needs. Prime Cash offers day long banking hours (12 hours) through Prime Cash Service Point which has a countrywide network. Most importantly, it will provide a fast, safe and simple mechanism for the un-banked men/women across Bangladesh in all municipalities and upazilas. The services that can be obtained through Prime Cash are: Account Opening, Deposit, Withdrawal, Local Money Transfer, Inward Foreign Remittance, DPS, Prime Bank ATM Facility, Mobile Recharge, Salary Disbursement, Balance Inquiry, and Mini Statement.

Cash Back Service offered by Prime Bank

Cash Back Service allows the debit cardholders of the Bank to meet instant requirement of cash through POS terminals of selected merchant points while shopping. Cash Back service meets instant requirement of cash which ultimately increase customer satisfaction.

Capacity Building initiatives taken by Prime Bank

Internal training

- ▲ Human Resource Training & Development Center of the Bank arranged 12 Green Banking training Programs for 335 employees during the year 2015 to familiarize with the Green Banking aspects.
- ▲ Human Resource Training & Development Center of the Bank arranged a training namely “Remediation Financing for Bangladesh RMG sector” on 1st June, 2015 for 30 employees of the Bank where main resource person was Dr. Afifa Raihana, Sustainable Finance Specialist of IFC.
- ▲ Human Resource Training & Development Center of the Bank arranged a training namely “Environmental and Social Risk Management” during 07-09 June, 2015 for 90 employees of the Bank where main resource person was Mr. Milan Tomik, Senior Consultant of FI Konsult, Czech Republic.
- ▲ Prime Bank Limited arranged a workshop on ‘Green Banking’ held on 13th June 2015 at its Head Office, where Khondkar Morshed Millat, Deputy General Manager, Green Banking & CSR Department of Bangladesh Bank was the resource person. 26 Officials/executives of different divisions of head office and Branches of the Bank participated in the workshop.



External training

- ▲ Three (03) officials of the Bank attended one external training program on GRI G4 Certified Training Course on “Sustainability Reporting” held in Malaysia during 04-06 August, 2015.
- ▲ Two (02) officials of the Bank attended one Workshop on Investment in energy efficient brick manufacturing project organized by IDCOL on 23rd April, 2015.
- ▲ Two (02) officials of the Bank attended one Workshop on “Sustainability Reporting as per GRI Guideline” organized by SR Asia on 6th October, 2015.
- ▲ One (01) official of the Bank attended a training course on Green Banking organized by BIBM during 15-18 June, 2015. (1 official obtained the training)

Green Event organized by Prime Bank

Prime Bank Limited observed World Environment Day on June 05 by plantation trees all over the country. To mark the occasion, Ahmed Kamal Khan Chowdhury, Managing Director of Prime Bank planted a tree in Gulshan Branch premises and distributed trees to some officials of the bank. Deputy Managing Director & Chief Business Officer Md. Touhidul Alam Khan along with other officials from head office & Gulshan Branch were present on the occasion. Besides, to commemorate the day, the branches of Rajshahi, Baneswar, Natore, Pabna, Rangpur, Dinajpur, Thakurgaon, Bogra, Sherpur, Joypurhat, Naogaon, Mohadevpur and other branches of Prime Bank around the country planted trees in their branch premises and other areas.



Green Marketing performed by Prime Bank

As part of Green Marketing, we commenced the mandatory use of jute in product packaging. Prime Bank Limited has been using its official website for advertising new products as well as the features of existing products to capture the market and also it will penetrate to get new customers. Prime Bank Limited also conveys the various offers of different Credit Cards through SMS.

Financing in Green projects by Prime Bank

Green financing could be one of the suitable opportunities to diversify the bank's business. It is also sensible initiative to keep our

environment better. Prime Bank is committed to promote sustainable growth in the economy. Bangladesh Bank has launched 50 lending products to support green and efficient energy projects. Prime Bank has financed various projects which are environment friendly. During 2015, the bank has extended credit facility for vermi-compost production in Jessore. Moreover, the Bank has financed an amount of BDT 6,467.72 million in 22 projects having ETP. To explore new ventures in environment friendly projects, the Bank has conducted several field visits, meetings with existing and prospective entrepreneurs, consultants and Central Bank officials. The outcome is positive and we aspire to see the fruition of this endeavor.

Disclosure and Reporting of Green Banking Activities Green by Prime Bank

Prime Bank has been regularly reporting its Green Banking Activities to Bangladesh Bank on quarterly basis since 2011. In view of highlighting our Green Banking activities and creating awareness amongst the stakeholders, a separate section has been incorporated in our Annual Report. Moreover, there is a detail section namely "Sustainable Finance" in Bank's official website for disclosing our Green Banking activities.

Management Approach towards Green Banking

The Bank's continuous effort to uphold Green Banking serves as the fundamental base for reduction of carbon footprint impact. The Bank has been vigorously supporting sustainable Green Finance. The Bank adopts processes to assess the environmental and social risks and opportunities arising from its clients' business activities and manages the Bank's exposure to reduce its own carbon foot print on the environment as per Environmental Conservation Rules (ECR) 1997 and Environmental Risk Management (ERM) Guidelines of Bangladesh Bank.

Way Forward

Prime Bank is committed to build a sustainable business that brings benefit to the society, environment and the economy of Bangladesh. Some future planning regarding Green Banking are-

- ▲ Increase of both Direct and Indirect Green Financing. Special emphasizes to be given on Bangladesh Bank' enlisted existing 50 Direct Green Finance products and the upcoming Direct Green Finance products.
- ▲ Creating Climate Risk Fund for supporting the environmental disaster like flood, cyclone. Prime Bank shall finance in the affected areas at the regular interest rate without charging additional risk premium. Regular financing flows shall also be ensured in these vulnerable areas and sectors.
- ▲ Organize Green Events like observing World Earth Day, World Environment Day etc.
- ▲ Now a days, Alternative Delivery Channel (ATM, Debit / Credit Card, Internet Banking, BACPS, BEFTN, SMS Banking, Bio-Metric Smart Card, Cash Back service) are ensuring modern Banking facilities and PRIME BANK will introduce more creative services through Alternative Delivery Channel.
- ▲ The Bank's remote branches will join meeting through Video Conference rather than physical visit.
- ▲ Already solar panels have been installed in some of our branches, ATM booths & SME Unit Offices and we are expecting to expand the volume.
- ▲ Continuously monitor the inventory details such as consumption of water, paper, electricity, gas, fuel etc. to reduce the consumption of the same and ultimately protecting the environment.
- ▲ Arranging Training/Workshop related to Green Banking for our employees on continuous basis.
- ▲ Arranging more seminars to create customer awareness regarding Green Banking as well as to avail Green Products.



Labor & Social Aspect



Labor Practice & Decent Work ▲

Anti Corruption ▲

Labor Practice & Decent Work

Growing Towards Sustainable Future

Today there is no argument that banking industry is going through a hard time. A part from overall banking activities, human resource operations are facing some challenges towards ensuring sustainable future. Prime Bank Limited is not an exception regarding that. Human Resources Division of the Bank has already made significant changes to overcome challenges in making sustainable future.

Sustainable future in respect of human resource management upholds some qualitative attributes such as:

- ▲ Healthy and sustainable working environment
- ▲ Secured employment
- ▲ Handsome monetary benefits
- ▲ Appropriate appreciations regarding achievements
- ▲ Good training and development arrangements
- ▲ Easy exit procedure etc

Human resources division of Prime Bank Limited is being managed by highly professional and dedicated team. They persistently focus on understanding above attributes. Human Resources team on the Bank always works hard to ensure healthy sustainable working environment by initiating relevant procedures. A handsome monetary benefit is already ensured to motivate employees through a good performance evaluation practices. Employees are given appreciations in writing if any achievement comes a part from their routine tasks. An in house training and development centre is running with competent employees creating scopes of development in requirement. The Team also follows a well defined exit procedure without any harassment.

Diversity in Workplace

Prime Bank believes that diverse, heterogeneous teams generate greater creativity, innovation and business development. An inclusive culture maintains and drives workforce diversity by fostering the exchange of ideas and collaboration among individuals and across groups. To speak simply, our constant success depends in part on maintaining a plurality of perspectives.

Employees by age group and gender:

Age group	Grand Total	%
Less than 30 years	481	16.39%
30 to 50 years	2,311	78.77%
Over 50 years	142	4.84%
Grand Total	2,934	100.00%

We practice equal employment opportunity; for competent candidates regardless of their gender, age, locality or ethnicity. While recruiting fresh graduates, the Bank sources the pool from different recognized public and private universities; with a view to creating a diverse work force.

Employees by religion



Religion	No. of Emp.	Percentage
🕌 Islam	2,717	92.61%
🕉️ Hindu	206	7.02%
🙏 Buddhist	11	0.37%
✝️ Christian	0	0.00%
	2,934	100.00%

Besides, our ration of male and female employees has been increasing over the time. Currently, approximately 21.00% of total employees are female. On the other hand, 25% of the Board of Directors represents females.



Gender diversity among contractual employees (G4-10)

Gender	No. of Employees	Percentage
♂️ Male	10	100%
♀️ Female	0	0%
Total	10	100.00%

Gender diversity among employees (G4-10)

Gender	No. of Employees	Percentage
 Male	2,299	78.36%
 Female	635	21.64%
Total	2,934	100.00%

Gender diversity among employees/ supervised employees (G4-10)

Gender	No. of Employees	Percentage
 Male	1,970	75.62%
 Female	635	24.38%
Total	2,605	100.00%

****These numbers excluded all Head of Branch(s), Manager–Operations, Divisional Head(s), DMD(s) & MD**



Gender diversity among employees by region (G4-10)

Region	No. of Employees (Female)	No. of Employees (Male)	Total No. of Employees
Barisal	03	11	14
Chittagong	50	282	332
Dhaka	505	1,643	2148
Khulna	19	72	91
Rajshahi	16	104	120
Rangpur	04	37	41
Sylhet	38	150	188
Total	635	2,299	2934

Increasing percentage of Female over the years:

Year	% of Female Employees
2011	18.59%
2012	19.77%
2013	20.52%
2014	21.00%
2015	21.64%

Gender diversity among Board members:

Gender	No. of Members	Percentage (%)
 Male	15	75%
 Female	5	25%
Total	20	100%

Openness in communication for a better employee-management relation (G4-57)

Employee communications and consultation are the lifeblood of any business. Proper exchange of information and instructions helps the Bank to function more efficiently and provides the opportunity to build greater trust among employees and management in discussing issues of mutual interest. To ensure effective employee communications, management takes a positive lead.

The Management has introduced a Whistleblower Protection Policy which intendeds to encourage and enable employees and others to raise serious concerns internally so that the Management can address and correct inappropriate conduct and actions. Employees have an avenue to report concerns about violations of code of ethics or suspected violations of law or regulations. The policy covers the protection of a whistleblower in two important areas -- confidentiality and against retaliation. An employee who retaliates against someone who has reported a violation in good faith is subject to discipline up to and including termination of employment.

Additionally, now there is an avenue to report sexual harassment in the workplace. The policy aims to ensure a working environment in line with our values, where all individuals are treated equally, fairly and with dignity and also foster compliance with governing laws pertaining to sexual harassment. Such policy creates awareness about the nature of offences and the consequences of an offender. This not only fosters a neutral environment but gives a feeling of assurance that any wrong doing will be strictly addressed by the Management.

In addition to day to day regular communication, Prime Bank has arranged a Town Hall Meeting for 2015 on 12th December, 2015 for the employees of Dhaka Division to discuss on the contemporary issues on Centralization and Broadbanding. Such meeting is a first for Prime Bank Limited and it has allowed employees with the opportunity to interact with the top Management and place their concerns regarding the recent changes. This sort of initiative helps to build an improved management-employee relation as it creates an avenue for one to one interaction.

Any operational changes are properly planned and managed. Management follows a participative approach during any major transformation followed by prior communication to the employees. Since there is no trade union or employee association, no notice period regarding operational change is stipulated by any collective agreement.

HRD Hotline:

A group of officials from HR Division has been formed to handle such situations on a rotation basis and they will be named as Emergency Relationship Officer.



Emergency Relationship Officer, upon receiving any emergency call from any employee at dedicated Hotline Number 01787 670930, would try to solve by their own on an immediate basis keeping Head of HR informed or, they will inform the Head of HR to onward escalate the issue to the top management of the Bank. The Hotline will remain open 24/7.

Whistleblower Protection Policy, 2015 G4-58

This Whistleblower Protection Policy is intended to encourage and enable employees and others to raise serious concerns internally so that the Prime Bank Group can address and correct inappropriate conduct and actions. It is the responsibility of all Board members, officers, employees and volunteers to report concerns about violations of Prime Bank Group's code of ethics or suspected violations of law or regulations that govern the Prime Bank Group's operations.

New recruitment by gender and age (G4-LA1)

By Gender:

Gender	No. of Employees	%
 Male	155	74.16%
 Female	54	25.84%
Total	209	100.00%

By Age:

Age group	Grand Total	%
Below 30 years	78	37.32%
30 to 50 years	124	59.33%
Over 50 years	7	3.35%
Grand Total	209	100.00%

By Region:

Region	No. of Employees (Female)	No. of Employees (Male)	Total No. of Employees
Barisal	00	02	02
Chittagong	03	22	25
Dhaka	43	113	156
Khulna	01	01	02
Rajshahi	02	08	10
Rangpur	00	01	01
Sylhet	04	09	13
Total	53	156	209

Employee turnover by gender and age (G4-LA1)

By Gender:

Gender	No. of Employees	%
 Male	120	85.61%
 Female	20	14.39%
Total	139	100.00%

By Age:

Age group	Grand Total	%
Below 30 years	36	25.90%
30 to 50 years	84	60.43%
Over 50 years	19	13.67%
Grand Total	139	100.00%

By Region:

Region	No. of Employees (Female)	No. of Employees (Male)	Total No. of Employees
Barisal	00	00	00
Chittagong	02	22	24
Dhaka	20	93	113
Khulna	00	01	01
Rajshahi	00	01	01
Rangpur	00	00	00
Sylhet	00	03	03
Total	22	120	142

For the year 2015, the turnover rate is 4.93%.

Compensation & Benefits (G4-LA2)

To maintain the market competitiveness, the compensation and benefits of Prime Bank are regularly reviewed through market and peer group study. The well-crafted total rewards help the Bank to attract, motivate and retain talent.

In PBL, the Board of Directors is not eligible for any compensation. They are paid honorarium for attending meetings only. On the other hand, all employees are paid competitive remuneration package. The remuneration policy of the Bank does not allow any discrimination between male and female employees. In addition, employees are paid bonus based on yearly business performance.

In addition to monthly competitive base pay and a good number of allowances (e.g., House Rent allowance, Medical allowance, Conveyance allowance etc.), Prime Bank has variety of market-competitive Benefits schemes designed to motivate the employees.

The various cash and non-cash benefits include

- Company provided car for top level Executive employees
- Car allowance for all Executive level employees
- Leave fair assistance allowance
- Medical treatment allowance
- Maternity benefits
- Car loan facility
- House loan facility
- Staff loan at reduced interest rate
- House furnishing allowance
- Mobile phone allowance
- Travel allowance
- Technical allowance
- Festival bonus
- Allowance for employees' meritorious students
- Annual leave
- Maternity leave
- Study leave etc.

The Bank also provides long-term as well as retirement benefits to employees

- Leave encashment
- Provident fund
- Gratuity benefit
- Retirement benefit
- Partial and full disability benefit
- Death benefit to family members etc.

Broadbanding Pay Structure

The Management introduced Broadbanding Pay Structure which aims to ensure a performance driven work culture through a strategic compensation plan synced with the performance of individual employee. Since inception, Prime Bank has practiced a scale based pay structure for each grade, so to reward individual performance the new policy offers a flexible pay plan that will compensate the person, not the grade. It places an increased emphasis on encouraging employees to develop new skills and paying for the skills according to their contribution and equity. In a nutshell, broadbanding is a more flexible pay system for both the employees and for the employers where career progression takes a different route. Given that, the specific reasons behind introduction of this new pay structure is:

1. It facilitates/encourages internal /lateral movement (Through Job Rotation)
2. It rewards performers than the non performers (Through Pay for Performance)
3. It puts added trust & greater autonomy in line management (Through Teamwork/ Relationship)

Moreover, the policy states that when one employee reaches the highest grade within a Band, the employee will grow further when he/she is ready to take or has taken higher responsibilities and match the criteria of the next Band.

The total compensation and benefits system of Prime Bank tracks costs and is linked with performance, while maintaining a balance with the business affordability.

Motivated and engaged employees

Prime Bank has a diverse group of motivated and engaged employees. From experience it knows that if employees are properly empowered, they become more engaged and go extra miles to fulfil organization's ambition. Engaged employees are likely to take more responsibility and embrace accountability which helps to achieve the sustainability strategies. The Bank has positioned itself with a performance-driven rewarding work culture; where employees are treated with respect and receive plenty of development opportunities. Prime Bank has a special focus on:

- Ensuring a balanced diversity
- Promoting human capital development
- Providing competitive compensation and benefits
- Promoting a performance centric culture
- Protecting human rights
- Ensuring workplace health and safety
- Ensuring equal opportunity

All the people related issues in Prime Bank are governed by the well-defined policies and procedures which are duly reviewed by the Management time to time.

Work-life Balance

Prime Bank wants its employees to balance the work and personal life and has organization-wide practices and policies that actively support employees to achieve success at both work and home. Management is also open and shows flexibility in regard to a balanced work-life.

In Prime Bank, employees are entitled to sufficient annual leave and sick leave with pay. To enjoy vacation with family, Bank provides Leave Fare Assistance Allowance to employees. All female employees are eligible for Maternity Leave (Parental Leave) with pay for a period of six months. In 2015, a total of 50 female employees availed Maternity leave. After completion of the leave, they returned to work and are still continuing with the organization.

Culture

Culture plays a vital role to create a high performance environment that supports sustainability strategy implementation. Prime Bank carefully develop, shape and impact organizational culture by: practicing values appropriate for the bank; defining working relationship and communication pattern between superior and subordinates; governing rules and regulations which control employees' behaviour; promoting a strong employer brand through which employees identify with the organization; maintaining effective reward system that affects employees loyalty and empowering employees to demonstrate their innovativeness not only to be competitive in the market but also to achieve a sustainable growth.

Healthy and Safe Work Environment

In Prime Bank, the physical, mental and social well-being of the employees always get priority. Healthy, productive and motivated

employees are the foundation of a successful organization. Prime Bank helps employees to assume responsibility for their own personal behaviour in health-related matters, and support health-promoting general conditions within the Company. We continuously focus on improving health and safety of employees that includes proper work place design and decoration of head office and branches, maintaining the cleanliness at work space, holding awareness session related to physical and psychosocial well-being, email communication on various health and safety related topics, sending alerts to employees on emergency situations, arranging fire drill sessions, financial support for medical care etc. Because of the nature of operations, Bank employees are not usually exposed to work-related injury, occupational diseases or fatality. Yet, the Bank remains cautious so as not to create any hazardous work condition.

Decent Workplace

Prime Bank has a decent work environment where employees can work with dignity, have the freedom to express opinions, can participate in the decision making process that affect their lives, and receive equal treatment and opportunity. The Bank is committed to ensure the best practices in compliance with the labour code of the country. Bank Management believes that the business can grow favourably if the organization enables employees through creating and maintaining a decent workplace.

In Prime Bank, employees have the right to exercise freedom of association or collective bargaining following the legal procedure of country laws. However, employees have never formed or wanted to form any collective bargaining agency. The Bank follows non-discriminatory approach in all HR policies and practices. The salary of an employee is determined based on his/her competency, experience and performance. During the period of 2015 neither any incident regarding discrimination nor any grievance related to labour practices nor human right has been reported. The Bank neither employs child labour nor has any provision for forced labour. Employees have the right to resign from their employment serving proper notice period and following the internal procedures.

Ensuring a decent workplace also encompass Bank's investment decisions as well as agreements with the suppliers and contractors. For instance, human right, as appropriate, is covered as an integral part of decision making for major financial investments. Among all the significant investments, garments and manufacturing industry contain major stakes where issues related to human rights are more relevant and critical. Hence, any such investment agreement is subject to screening of human right issues along with other criteria.

On the other hand, all the agreements of Prime Bank with suppliers or contractors undergo due assessment process which requires complying with Labour Code and other applicable laws of the country. Moreover, the procurement decisions are also subject to conformity with International Labour Conventions. The team involved in procurement visits suppliers and contractors' premises on need basis to monitor working conditions and other relevant issues like labour practices, human right etc.

The security personnel employed by the Bank are formally trained and aware of policies and procedures regarding human right issues. The training requirement also applies to third party organizations that provide security personnel to the Bank.

The most recent addition to encourage female employees at the workplace is that they are now able to avail child day-care facility in Motijheel area. Female employees having offices in Motijheel and peripheral area now can avail child day-care facility where they can keep their children in a safe and secured environment. This will not only help to retain female employees but will relieve them of the dilemma of leaving their child/children at home.

Parental Leave (G4-LA3)

Leave Entitled	Leave Taken	Return to Office	Still Employed after Return to Office	Retention Rate
50	50	29	All	100%

Transfer – Joining Time (G4-LA4)

Transfer is a condition of employment. During the course of employment each employee shall be posted to various post at Branches & Head Office Divisions to gather better knowledge about the working of various functions of the Bank. It shall not be taken as punishment; rather it shall be taken as a challenge. Challenge because every new place of posting brings an employee closer with new environment and new people. Since Bank is a client based service organization it is important for all Executive/Officer to be familiar with various nature of the job, place & clients.

Every employee of Prime Bank is eligible to serve at any office of the Bank inside or outside Bangladesh.

Joining time may be granted to an employee to join another station on transfer as mentioned below:-

- ▲ If the transfer is in the same station, the joining time shall be 01(one) day i.e. on the next working day.
- ▲ Journey up to 200km – 02 (two) days and every additional 100 km, 01 (one) day more.
- ▲ Actual time taken for journey (as above) to enable him/her to join the new station shall be inclusive of holidays/ weekend in between.

Learning & Development (G4-LA9)

In Prime Bank, Human Resources (HR) Division regularly undertakes effectively designed training programs targeting the right group of employees through proper training need assessment. Prime Bank believes that continuous efforts should be given so that employees acquire and develop the right set of skills required to face the challenge of ever changing market.

In Prime Bank, the employee development plan is based on proper training need assessment. In 2015, Bank's internal HR Training and Development Centre arranged training on different topics and employees were sent to participate in various training programs/conferences in home and abroad.

The banking sector is complex and diverse with evolving nature of threats and the risks. So, the training module is updated time to time for employees of the Bank in the changing context of financial market.

- Soft Skill training(s) imparted to enhance the quality of the bank employees?
- Organizational behavior, work environment & job performance;
- Communication skill;
- Customer relationship management in bank;
- Service quality & service encounter;

Employee Category

- Senior Assistant Vice President
- Assistant Vice President
- First Assistant Vice President
- Senior Executive Officer
- Executive Officer
- Senior Officer
- Management Trainee
- Junior Officer
- Trainee Assistant

Training Summary : January - December 2015

Sl.	Name of the Institute	No. of Participants	No. of Training/ Workshop	Training Hour (Approx.)
1	BBTA/ Bangladesh Bank	41	27	216
2	BIBM	154	82	656
3	HRTDC, PBL	2,891	67	536
4	Others (Home)	94	32	256
5	Abroad	55	26	208
Total		3,235	234	1,872

Performance Management Program (G4-LA11)

Prime Bank has a comprehensive performance management program that evaluates employees' yearly performance against business targets at the year-end. In addition, their functional and leadership competencies are also rated by the line management. This appraisal process also identifies the competency gap and training needs of employees. All employees (except employees under probation or training) of the Bank undergo annual performance appraisal process. The process ensures that clear feedback on improvement points (performance and professional capabilities) is provided to employees by their Managers to promote employees' long-term career development and improved contribution to organizational performance. All regular employees undergo the annual performance and career development review.

ANTI-CORRUPTION (G4-SO4)

It is our policy to operate all of our day to day business activities in an honest and ethical way. We took a zero-tolerance approach to corruption or fraud-forgery and are committed to act professionally, fairly and with integrity in all our relationships and business dealings wherever we operate and to implementing and enforcing effective systems to counter corruption or fraud-forgery. The Bank has 'Employee Code of Ethics and Business Conduct' and Prime Bank Limited Employees' Service Rules, 1995 (with up to date amendment) which works as framework of ethical and business behavior for employees. This provides guidelines on various issues, like, safeguarding customers' and Bank's confidential information, preventing money laundering or any fraudulent activity, complying with laws and regulations, etc. If any employee contravenes any provision of 'Employee Code of Ethics and Business Conduct', he/she shall be punished under Chapter – VIII & IX of the said Service Rules.

Our honorable Board of Directors is well conversant with all the policies and procedures regarding Anti-Corruption. Prime Bank Limited Family is consisting of nearly 3,000 Employees and 145 Branches in Bangladesh. The Concerned Department regularly conveys the update circulars and instructions regarding Anti corruption to the Branches, Divisions and Departments as well.

Officials/Executives of the Bank inform our Business Partners about recent updates of Anti-Corruption. As a part of communication with Business Partners the Branch Officials/Executives distribute leaflet at the time of opening account and on regular interval to create awareness among the customers. Therefore, the circulars/ leaflets are also displayed at Branches on Notice Board.

During the year 2015 almost 300 Officials in Chittagong, Sylhet, Rajshahi and Khulna Region have accomplished their training regarding “Money Laundering & Terrorist Financing” arranged by the Bank’s Anti Money Laundering Department. Besides this as the time of joining in the services of the Bank, employees are provided Foundation Training, where Money Laundering Prevention Law (with up to date amendment) is an integral part.



Community Outreach



[About Prime Bank Foundation](#) ▲

[Prime Bank Cricket Club](#) ▲

About Prime Bank Foundation

Over the past 9 years, Prime Bank Foundation (PBF) has played a pivotal role in the field of sustainable national development of the education and health sector. PBF is a staunch believer of empowerment rather than aid and this belief is reflected clearly in the long term projects that PBF has undertaken over the years. All projects of PBF have been shaped by its three strategic goals which are to:

- Make education more accessible to the target population we work for
- Make health more accessible to the target population we work for
- Build a strong and dynamic organization, capable of facilitating effective education, eye and other components of health programme

Sustainable growth, rather than charity has been the core objective of all of PBF's projects. The projects of PBF aim not only to make health and education more accessible to the target population but also to contribute to the national development through its initiatives. Rather than invest in one-time, short initiatives, PBF focuses on projects which will become sustainable, thereby popularizing the concept of sustainable growth.

The goal of sustainable development is to enable all people throughout the world to satisfy their basic needs and improve the quality of their lives without compromising the quality of life for future generations. The services which PBF provides, as portrayed in the next few pages, follow the 4 A's which are the core principles of the foundation—all our initiatives thereby strive to be **Available, Accessible, Affordable** and **Acceptable**.

A country's growth and development depends largely on the well-being of its population as well as a strong educational backbone, and that is exactly what PBF strives to accomplish. PBF hopes to expand its sphere of influence through its initiatives and provide more opportunities of better health and education in order to ensure equal opportunities for the less privileged people of our society.

PBF functions in a very well planned manner which focuses on making each project (except ESP) sustainable; although the foundation is a non-profit entity, it plans to cross-subsidize the Education Support Programme which is not designed to sustain itself with income generation since it is a scholarship programme. Once the health and education projects can sustain their individual functions, they will provide the financial support necessary to continue the stipend under the ESP. Thereby, making all projects sustainable.

Education Support Programme (ESP)



ESP awardees at the Award Giving Ceremony

Despite the general consensus associated with the importance of education, the young generation of Bangladesh, even today, faces a lot of access barriers. No country can achieve sustainable development in the economic, social and cultural arena without an educated population which can contribute to the advancement of the society. It has been repeatedly proved that education is the most powerful tool to eradicate poverty. Interestingly, poverty and financial hardships continue to be the most common reasons for discontinuation of higher studies. As 26% of the country's total population are poor thus, we may assume that about 2,05,000 of the HSC graduates are underprivileged.



Father of an ESP awardee earns his living by selling rice cakes on the street



An ESP awardee before getting the stipend worked as laborer

PBF realized early on, since its inception that education, in every sense, is one of the fundamental factors behind sustainable development of a nation. It is a tool which not only enriches people's understanding of themselves and the world, but also improves the quality of their lives and leads to broad social benefits of individuals and

the society. Education raises people's productivity and creativity and promotes entrepreneurship and technological advances. It also plays a pivotal role in a country's economic goal to alleviate poverty and ensure growth which instrumental to sustainable development.

Prime Bank Foundation initiated the Education Support Programme (ESP) in 2007 with 170 awardees. It is a long term renewable scholarship programme for underprivileged but meritorious students from across the country. The main objective of the ESP is to remove access barriers which many economic hardship-hit deserving students face to achieve their desired level of education.

Eligible students receive monthly stipends that allow them to pursue graduation and post-graduation level studies without being tied down by financial worries.

In order to ensure that the most deserving students are awarded the scholarship, PBF has a three member Advisory Committee, consisting of distinguished educationalists, which is commissioned to develop neutral selection criteria which are instrumental in identifying the most deserving candidates. As per Bangladesh Bank's CSR guideline (GBCSRD circular No-7) the scholarship/stipend under education is compulsory and around 30% of the total CSR expenditure should be spent in the education sector, including scholarships/stipends for underprivileged but meritorious students of the country. Therefore it is safe to say that the ESP is in line with the Bangladesh Bank guideline.

Today, after 9 rewarding years, we are proud to say that ESP has influenced the lives of a total of 2,445 students from 191 renowned institutions of the country. Of the 2,445 students, most have either completed or are still continuing their graduation and post-graduation level studies in the country's public sector universities, medical colleges/engineering/agriculture universities, national universities, madrasa, etc in a wide range of subjects covering the sciences, humanities and commerce. The ESP follows strict guidelines where gender equality is concerned because PBF firmly believes that empowerment of women through education will ensure sustainable development and growth of a productive generation. The female to male ratio of 30:70 must be maintained to ensure that a sufficient number of both genders receive assistance. Students from all 64 districts of the country are recipients of the PBF scholarship. It is therefore safe to say that PBF has made a country-wide impact through its commendable initiative and is helping students build a strong foundation for their, their families' and the country's future.



Imran Hossain, Lecturer of Finance, DU (ex-ESP awardee) receiving a crest

With the help of the PBF stipend the first 4 batches of ESP (2007, 2008, 2009 & 2010) successfully completed their studies. More than 488 awardees are now Doctors/Engineers/Class-1 officers/Civil Service & Custom officers/University & College Teachers/Bankers etc. Imran Hossain, Lecturer, Dept. of Finance, University of Dhaka (left), one of the ESP awardees of the 2007 batch is seen receiving a crest from the Honourable Governor of Bangladesh Bank in the Award Giving Ceremony 2015. This is one example of the many achievers of ESP who have joined the workforce of the country and added immense value to their field of work, their careers, their personal growth, their families, their lifestyles and their surroundings. The support of ESP was instrumental in the intellectual pursuit of Imran Hossain, who himself is now working

in the education field, enlightening hundreds in the most reputed institution of the country. More than 13% of graduate awardees have obtained outstanding results (1st, 2nd and 3rd position at grad/post-grad level) by overcoming all kinds of hurdles. These students are examples of what may be achieved if a helping hand is given to students in dire need.

Many awardees were from destitute families for whom two square meals a day was an ordeal and surviving from one day to the next was a struggle. The ESP stipend helped students from such families to pursue their higher studies which enabled them to stand firmly on their feet. Many of these students are now supporting their families and also making a mark in their fields of expertise. The indirect impact of ESP can be seen not only through the academic achievements of the awardees but also through the improved lifestyles, recognition and overall social and economic conditions that has graced the ex-recipients and their indirect beneficiaries. All these established young people proudly proclaim the central role of the ESP in supporting their higher studies. Not only have they had the support to complete their education, they have also been able to embark on a life-changing journey. Their thriving personal careers have played a vital role in the development of their family, society & nation as well.

This achievement of ESP is parallel to PBF's determination to contribute to the sustainable development through a long term stipend programme rather than a one-time lump sum amount as a donation. Through regular monitoring mechanisms, the ESP ensures that only the most dedicated students are selected and they are given the support necessary for them complete their education in institutes which was a distant dream for them. The awardees, through the stipends, are given a unique opportunity to equip themselves for a better life where they will not only see better days, but they will shape a better future and a better nation.



Prime Bank English Medium School

English Medium education is not affordable for all in Bangladesh, the high expenses attached to this much coveted medium of education makes it a distant dream for many. Prime Bank English Medium School (PBEMS) was established in 2008 to address the desire of the common people for an affordable quality education that promotes sustainable development and is accessible to all. Facilitating the young learners to acquire the knowledge, skills, attitudes and values necessary to shape a sustainable future, is one of the aims of PBEMS. Therefore, the students are highly aware of their surroundings, the current crucial issues of global warming, biodiversity, globalizations, health and wellbeing. Using sustainable development as a context for learning empowers learners to contribute to this process of change within society and also helps them to develop the skills required to access exciting career opportunities.



Computer classes underway

PBEMS's doors are always open for underprivileged and physically challenged children alike. The teaching method at PBEMS is child-centered which gives priority to the nature and developmental stages of children. Children are seen as naturally eager to learn, yet in danger of losing this quality if unduly pressured. While the curriculum is based on that designed for taking the University of Cambridge O and A-Level exams, the lessons are taught at a pace appropriate to the children's stage of development. National Curriculum, English Version will be introduced from 2016 January due to the huge demand for English education, thus providing more options of English education.

Based on international education standards, particularly the Cambridge curriculum, PBEMS promotes the holistic development of its students, preparing them for lifelong learning, which guides them to succeed in today's highly competitive global environment. PBEMS aims to help each child to fully develop his/her social, intellectual, and moral capabilities, thereby, helping them to become productive citizens and fulfilled human beings. English has become the main language of communication, business and higher education throughout the world, therefore it is high time to cultivate the language amongst the young generation with the aim of preparing them for the competitive global market. That is one of the main reasons behind supporting an English medium school as PBF's CSR project.

Moreover, by providing affordable quality and values education, PBEMS adheres to the cultivation and fostering of a well-behaved, educated and civilized people which would hopefully in the future mitigate the problem of unemployment and severe poverty in the country. PBEMS's key claim to offering quality education is through the adoption of progressive education practices. Instead of using the traditional method of teaching, PBEMS uses the interactive, child-centered teaching method based on up-to-date educational theory and practice. At PBEMS, students are viewed as mentally inquisitive human beings. The teacher's role is to engage the student intellectually, bringing about a fruitful interplay between the students' prior knowledge and the new information being taught.

A few unique features which set PBEMS apart are mentioned below:

- ▲ Not-for-profit school with reduced admission/tuition fees
- ▲ Caters to families belonging to every strata of the society and does not differentiate between them.
- ▲ Foreign educator as principal
- ▲ Each and every teacher must undergo a compulsory training in interactive teaching methods.
- ▲ Applies interactive and holistic teaching methodology and adopts Cambridge Curriculum
- ▲ Emphasis on classroom learning and class interaction instead of home tutoring and coaching
- ▲ Extra-curricular activities such as art competitions, science fairs, athletics, study tours, and observance of national and international celebrations are prioritized
- ▲ Values Education and impartation of social concern and community service

All class levels at PBEMS have two educational trips each year. The sites for their field trips are chosen based and related to the lessons taken up. Teachers are consulted and asked to suggest sites that could help students learn better with the lesson they



Visit to Mother Theresa's Home of Compassion

have already discussed or will discuss soon. Ocular visits to all suggested sites are conducted and assessments of the visits are deliberated choosing the best sites where students would learn better. The school strives to teach not only academic subjects but values such as honesty, self-reliance, and considerateness toward others through community service and social concern. PBEMS has been growing day by day and it has undertaken several initiatives to meet new demands of the time. A second branch was opened in 2012 in Mirpur to spread its coverage. At the end of December 2015 there were a total of 438 students in the two branches.

PBEMS aims to cultivate social and cultural awareness among the students by celebrating our rich history and culturally significant days. It is a priority of the school to instill knowledge about our country, mother language and society,

despite being an English medium school. Music and sports are given equal priority along with the other subjects to ensure that our students receive a wholesome education.

PBEMS is steadily moving towards shaping a generation which is affluent not only in their mother tongue, but also in a second language-English. These young citizens will be professionals in the near future who are culturally rich and socially responsible. One of Prime Bank Foundation's core strategic goals has always been to make education accessible to the target population and PBEMS is successfully doing exactly that. Investing in the future of the next generation is perhaps the best initiative imaginable to ensure sustainable development of the country and PBF will continue marching forward to do just that.

Prime Bank College of Nursing



Students of the first batch at PBCN premises

Nurses are crucial for the healthcare of a country- to ensure sustainable development of the health sector, the role of these care-takers who ensure that the sick and unwell recover and regain optimal health cannot be ignored. In 2015, there was a demand for 8,000 new nurses in Bangladesh; however, only 3,990 new nurses were produced. This simple statistics emphasizes the need of institutes to prepare qualified nurses to meet their growing demand within the country. Prime Bank College of Nursing (PBCN) was designed to address two issues simultaneously: provide educational (and eventually employment) opportunities for those who could not pursue medical training due to costs restraints, and to make a contribution to healthcare in Bangladesh by producing highly skilled and capable nurses.

The medical sector in Bangladesh is severely restrained by the lack of availability of qualified health workers, making access to healthcare out of

reach for the vast majority. Proper healthcare is a core element for national development and the country can steadily develop on all fronts only when the core elements (in this case healthcare), is available to all. Considering the immense demand for nurses, this project was adopted because it was projected as a financially sustainable project. That is why PBF embarked on a new journey in the form of PBCN in January 2013 in partnership with Cebu Normal University of the Philippines for technical assistance.

This high quality Nursing Education Institution offers 3 year-long Diploma in Nursing Science & Midwifery Course which is approved by the Ministry of Health & Family Welfare (MoH&FW) and Bangladesh Nursing Council (BNC). As a result of its quality education, the Ministry of Health and Family Welfare, Government of Bangladesh has approved the plan to upgrade this institute into Prime Bank College of Nursing and offer B.Sc. in Nursing (4 years basic and 2 years Post-Basic) courses. Courses will be offered as soon as the affiliation with the University of Dhaka is complete. Plans for introducing M.Sc. in Nursing as well as short Nursing Certificate courses for different professionals are also being contemplated.

PBCN's overall objective is to assist Bangladesh in providing skilled nurses who will contribute to the national development and meet the increasingly high demand of qualified nurses in different healthcare service sectors throughout the country and beyond. To provide better facilities, PBCN began its shifting process at the end of this year from K-90, Kuril-Progoti Saroni, Dhaka-1217 to a ten stored building at K-36/3 Post Office Road Khilkhet, Dhaka-1229. The new shift brings the college and hostel under one roof and also provides ample space to accommodate more students and facilities.

PBCN has adequate classrooms with multimedia projector and modern lab facilities for the students to ensure high standard of nursing education. In the Midwifery Lab midwifery models and equipment are available to meet the requirements of lab practice like dummy of fetus, gestation series, dummy of female reproductive organs and many other necessary posters e.g. pictographs, over all midwifery concept, delivery and labor position, breast feeding etc. Besides this, there are other labs which are similarly equipped such as the Micro-biology, Simulation, Anatomy and Physiology and Nutrition labs. The PBCN library has a rich collection of nursing and other related books which provide students with ample reading materials for their courses.

In order to meet the national and international demands for qualified nurses, PBCN has included a modern computer lab to inculcate IT knowledge within the future nurses since computer knowledge has become a pre-requisite for a well-trained nurse. English language is also a crucial quality that a well-trained nurse should have, therefore, extra emphasis is given on English to help the students have an understanding of the coursework and to keep pace with the global market. A full time English faculty also provides extra guidance to the students throughout the year. PBCN has a panel of highly experienced & well-trained teachers who teach different subjects and provide clinical guidance to the students in the hospitals, identify students' needs and problems and provide guidance and counseling accordingly.

PBCN students are the only ones to receive permission for clinical practice in Kurmitola General Hospital (KGH) which provides an excellent platform for our students to gain practical knowledge and skills, thereby helping them to develop practical nursing skills to provide safe and competent nursing care to patients. The duties of a nurse are learnt primarily through practical experience; therefore, knowledge and clinical practice can only be integrated when the students explore real situations. Students get adequate hands-on practice skill in midwifery from Dhaka Medical College on the management of normal pregnancy & childbirth and identify complicated pregnancies and childbirths and care of newborn. Additionally, to fulfill the curricular requirements, students do their clinical practice at Dhaka Shishu Hospital, National Institute of Mental Health Hospital, National Institute of Traumatology and Orthopadic Rehabilitation Hospital, Prabin Hetoyishi Sangho and Radda MCH-FP.



Students attending the IT class

It is with great pride that Prime Bank College of Nursing bade farewell to its first batch of Diploma in Nursing Science & Midwifery Students this year. Having completed three successful academic years, the first batch of PBCN consisting of 29 students graduated at the end of this year. To inspire students, PBCN has a provision of offering an award for best performance titled the “Florence Nightingale’s Award” for the student who showed best academic and clinical performance during the course. Many of the fresh graduates are already employed in reputed hospitals, thereby strengthening our belief that PBCN is not only addressing the need for adept nurses, but also re-enforcing the healthcare sector with strong young health workers who have found a mission in their lives which will help make this specific sector sustainable through their hard work and dedication.

The mission which PBCN adopted to provide quality nurses who are equipped to perform their level best in the national and international arena is gradually being realized. It is needless to say that the facilities which PBCN provides its students help lay the foundation for well-prepared nurses who can contribute to the national development and meet the demands of the time. Our journey has just begun, but we hope to gift the nation with many bright young nurses in the years to come.



Prime Bank Eye Hospital



Patients waiting for Registration at a PBEH Camp

VISION 2020: “the Right to Sight” is a global initiative that aims to eliminate avoidable blindness by the year 2020, a joint programme of the World Health Organization (WHO) and the International Agency for the Prevention of Blindness (IAPB).

The health status of the Bangladesh has been steadily improving according to various indicators. To reach the target of Vision 2020, a National Eye Care (NEC) plan was adopted. The implementation period of NEC was identified from July 2011 to June 2016. The general objective of NEC is “To improve eye care at primary and secondary levels services centres in Bangladesh.” One of the specific objectives of NEC is “to increase country Cataract Surgery Rate (CSR)”. In 2005 CSR was 957 per million populations which has been increased to 1,172 in 2010. Now it is almost 1400-1500 which is still less than the

target for 2020 (2,500). An OP (operational plan) level indicator set by Health, Population and Nutritional Sector Development Programme (HPNSDP) shown below gives a clearer picture:

Indicators	Unit of measurement	Base line (with year and data source)	Projected Target	
			Mid-2014	Mid-2016
Adult cataract pts undergone surgery per million population	Number	1,164 (2009 NEC Annual report)	1,500	1,600

Prime Bank Eye Hospital (PBEH) is partnered with Aravind Eye Care System of India for technical assistance, in order to ensure that the services provided is of the highest standard and the above goal may be achieved. 1.1% of Bangladesh's population, which is approximately 15 Lac people, suffers from blindness, 80% of which are effected by cataracts which can be easily treated by a simple surgery. The current Cataract Surgery Rate is almost 1500 per million per year in Bangladesh. PBEH is contributing, through its activities to reach the target of removing cataract by 2020.

Ophthalmic health is an area of great concern in Bangladesh, with conditions such as night-blindness, glaucoma, cataracts, and other vision related ailments being pervasive across the country. These afflictions are debilitating to those affected, not only impairing their quality of life, but impeding their abilities to support themselves, placing a great burden on their families as well as on the community at large. Often these conditions are readily treatable, with good quality eye care having life changing effects on those fortunate enough to come by it. PBEH seeks to make good quality eye care accessible to all regardless of their financial condition. PBEH endorses the concept of sustainable development through the very services that it provides and this is portrayed by the core principle of PBEH which is to cater to the eye-care needs of the rich and poor alike, yet be financially self-supporting. In doing so, PBEH is not only contributing to the wellbeing of its beneficiaries, but to the health of the entire country.

PBEH operates with a mission to render highly affordable but quality eye care to as many people as possible. This means not only serving the patients from all backgrounds, but more importantly, giving the same quality service to those who need the service but can barely afford healthcare. Since it opened its doors for patients in 2012, PBEH has served over 42,000 patients, mainly from the low-income segment of the population. Surgeries have been performed on almost 6,000 patients, 78% of whom come from PBEH outreach camps which are carried out in remote and hard to reach areas throughout Bangladesh. These statistics prove that PBEH is well on its path towards sustainable development, it is gradually become self-sustained while contributing to the well-being of a significant section of the deprived strata of the society.



A Glaucoma Patient being with 3D OCT at PBEH

PBEH, in the year-2015, examined 15,481 patients as walk-in. On the other hand, 12,823 patients (PBEH camp: 5,708; Park camp: 2,035; School screening: 4,835 & Industry screening: 245) were examined in different outreach eye camps. Compared to 2014, walk-in patients' growth rate was 30.09% in 2015 with 899 surgeries, which indicates a positive trend in the increase in patient flow since its inception.

PBEH is pursuing its objective to provide accessible eye-care services to all and play a role in the overall national healthcare development through its initiatives. To spread quality eye care services among the masses, PBEH carried out 75 (seventy five) different types of outreach eye camps in the year 2015. The eye camps were "PBEH Camp", "School Screening Camp", "Industry Screening Camp" & "Park Based Diabetic Screening Camp". Almost 13,000 pts were examined in those camps.

People who suffer from diabetes are prone to eye diseases. Of them, Diabetic Retinopathy is highly prevalent. Keeping this in mind, PBEH introduced "Park Based Diabetic Screening Camp" in the year 2015. PBEH carried out 19 such camps in 2015 in Dhaka City. Under this programme, the blood sugar, pressure & weight were checked of those who came to the park very early in the morning for exercise/jog. Among the tested people about 50% of them had high blood sugar (≥ 7.0 mmol/ltr, fasting). Those people were advised for an immediate eye check-up to confirm whether they are suffering from "Diabetic Retinopathy" or any other eye diseases.

Refractive Error (RE) among school going children is gradually increasing day by day in our country. To check the RE among students, PBEH carried out 18 "School Screening Camps" in 2015. 4,835 students were examined this year and 287 (5.93%) were identified with RE; these students were counseled to take necessary eye measures on an urgent basis through a referral slip. As part of the school screening camps, the school teachers were oriented on how to identify eye-diseases among students if there is any. These statistics are a clear indication that the outreach programmes are effective means of supplementing the coverage of the base hospital. PBEH ensures that the quality services available in its premises are not only limited to those who can come to the hospital, but that it is also available to those who do not have the means or access to reach the hospital. With this objective in mind, PBEH has not only carried out outreach camps on its own initiative, but has also entered into agreements with several organizations and also initiated the first Vision Centre in the country.

Prime Bank Eye Hospital (PBEH) recently signed Memorandums of Agreement with non-profit organizations Shakti Foundation, Caritas Bangladesh and Christian Commission for Development in Bangladesh (CCDB). These organizations have established initiatives that are geared towards providing the disadvantaged masses access to health, education and livelihood. These aims are parallel to the goals of PBEH and Prime Bank Foundation, all of which are envisioned to create a positive impact and contribute towards the country's economic and human development. PBEH also signed an agreement with corporate organization PRAN-RFL to provide quality eye services at reduced rate. The terms of collaboration with all the organizations include conduct of outreach eye camps in the partners' working areas all over Bangladesh and discounted facilities at the PBEH base hospital for all of the partner organizations' staff and beneficiaries.

PBEH opened two Vision Centre's, first of its kind, in the rural areas of Nagori, Kaligonj, Gazipur and Narayanhat, Fatikchari, Chittagong to expand and supplement the hospital's coverage. Vision Centres are small, permanent facilities set up to extend eye care service delivery to remote and rural communities, with the objective of increasing the uptake of comprehensive primary eye care. Through innovative internet-based information technology (IT), Vision Centres provide easy and affordable online access to ophthalmologists stationed at the base hospital (PBEH). The Vision Centre's are staffed with Ophthalmic Assistant/Optometrists, Vision Centre Coordinator and a Community Worker. It is equipped with a Slit Lamp, Auto-refract meter and some other relevant eye equipment necessary for examining common eye diseases. Telemedicine service is provided by PBEH consultants/ophthalmologists to patients using internet connectivity. Through this venture, Prime Bank Eye Hospital hopes to deliver eye care to remote areas where eye care is not readily available.



Services at the Vision Centre will include, full eye exams, refraction and other screening, dispensing of medications and eyeglasses when necessary, care for simple ocular emergencies, referral for cataract surgery, testing for diabetes, diabetic retinopathy diagnosis, referral for treatment, and follow-up for patients and rehabilitation for the incurably blind and those with low Vision.

It is hoped that these Vision Centre will provide timely access to diagnostic care and special eye care advice at grass root level and reduce the backlog of blindness in underserved areas, which is also one of the major aims of PBEH.



Telemedicine consultation from PBEH to a patient of Vision Centre

All the activities undertaken in PBEH directly contribute towards sustainable development because eye-care is directly linked with the overall wellbeing of a person and ensures a healthy and sustainable livelihood. Without a reliable livelihood a person, a section of the society are deprived of a decent living and a society is deprived of valuable contributions. While catering to the needs of the society by providing affordable eye care services, PBEH is also becoming economically self-sustained. Over the last three years, since its inception, PBEH has been progressing towards financial sustainability, a journey that is almost 50% percent complete. Therefore as stated before, PBF undertakes long term projects not only because they are good initiatives, but also because they are financially and socially sustainable.

Prime Bank Cricket Club



Champions of the BCL, exhilarated after their victory

Along with the health and education sectors, Prime Bank Foundation believes that sport is an integral part of sustainable national development. Not only is it a source of entertainment but it is also connected with the mental and physical health, and the character development of the nation. Among a wide variety of sports, Prime Bank has chosen to focus on cricket because of its popularity and potentials to enable Bangladesh to attain a global identity as a sports nation. Therefore, as an active corporate citizen, Prime Bank has adopted the lead role for promoting cricket through consistent patronage.

Beginning its journey on May 14, 2012, Prime Bank Cricket Club (PBCC) has evolved as one of the best cricket club of the country, securing championships in key tournaments

of domestic cricket within a short span of time. Cricket is a passion for all Bangladeshis and PBCC was established in the hope of offering players a chance to experience the life of professional cricket and to improve their skills, while providing an opportunity to local young players a chance to experience the international flavor.

PBCC has been endeavoring to bring about qualitative improvement in the domestic cricket arena while building a permanent platform through an infrastructure for grooming talents for the future. It has, therefore, resolved to promote School Cricket for the next six years (the tenure may be extended) in collaboration with BCB in the hope that such efforts will prove beneficial for the cause of cricket. Subsequent plans involve the development of an integrated cricket development programme that has started creating a pathway for continued and sustainable athletic progress for promising talents.

The club has achieved considerable success within a short span of time through high professionalism and efficient management which are the hallmarks of a successful cricket club. PBCC, indeed, is the gateway for the upcoming and talented root-level players to nurture themselves not only as a player but as an individual with intellectual growth to meet the ever changes and demands of the cricketing world.

PBCC intends to take special care of its players by providing specialized training, quality coaching and support to help develop their fitness and competency to equip them to uplift our cricket to the international standard. It is a matter of great pride for the club that some of its players are in now in the national cricket team and have accomplished great feats.

The winning legacy of PBCC continued in 2014-2015 session where the team displayed incredible performance which endured championship in two consecutive years in Bangladesh Cricket League (2014 and 2015) within only three years of the club's cricket journey. Another milestone achievement of the club in 2014-2015 was winning the champions' title of the Dhaka Premier Division Premier League. Not losing a single match in the BCL and outplaying their rivals through their indomitable spirit is the testimony of prowess on PBCC in the longer version of cricket.

In order to commemorate the team's immense achievements 'Celebrating the Victors' was held at the International Convention City Bashundhara on 12 September 2015. Mr. Nazmul Hasan Papon, President of the Bangladesh Cricket Board attended as the Chief Guest and Mr. Shirajul Islam Mollah, President of PBCC and Board of Director, PBL was present as the Special Guest.

In order to retain the winning streak of PBCC, the club aspires to provide an enabling environment for participation, learning and achieving, which is underpinned by the club's values and strong leadership. Rigorous effort, determination and skill are required to reach the apex of excellence and PBCC hopes to reach the pinnacle of success by utilizing all the resources at its disposal to make a mark in the field of cricket.



'Celebrating the Victors'

Product Responsibility Aspect



- Customer Health And Safety ▲
- Product And Service Labeling ▲
- Marketing Communications ▲
- Customer Privacy ▲

About Prime Bank's Product Responsibility



CUSTOMER HEALTH AND SAFETY

Customer Health and Safety is material as customer is the most important stakeholder of the organization. The customers help to identify organization's economic and profitable aspects. A customer in the branch gives us a chance to serve them and it helps the organization to earn revenue, profits. The customers that we serve undertake activities are environment friendly.

Prime Bank Customer Health and Safety in terms of the following way:

- The brochures, leaflets of products are produced through manufacturers who have proper safety and compliance in their factory.
- All the manufacturers are enlisted with the Bank.
- The marketing and promotion of products and services are undertaken through brochures, leaflets, billboards, online advertisement, social marketing etc. All these initiative do not hamper health and safety of the customers.
- The product of the bank is mostly intangible and that's why development process is of no issue for health and safety to the customers.
- The product and service touch points such as Branch, ATM machines, Kiosk are safe and environment friendly and safety are ensured.

For ensuring customer health and safety, service touch points are monitored through management supervision such as Mystery Shopping, Branch Audit etc. The results are periodically communicated to the management whether safety standards are in place with safety indicators. Based on the result of the safety and health issues of the customer service touch points, corrective measures are taken in the Branch, ATM for effective selling of products and services.

The percentage of significant product and service categories for which health and safety impacts are assessed for improvement G4-PR1

It is to be mentioned that the Bank's products and services are intangible and that's why it does not impose direct health and safety hazards. Other than the products and services, the customer touch points are safe, standard and comfortable. Besides, the Bank's Facility Management Division, Audit and Compliance periodically check for safety and health issues.

Number of incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of products and services during their life cycle, by type of outcomes G4-PR2

As intangible products, the products and services of our bank are not directly linked to health hazards and safety issues of our customers comprising our depositors and borrowers. However, a number of borrowers of the bank are involved in manufacturing various goods which have impacts on health and safety of users; but this is not under the purview of our organization. Hence, such incidents of the said non-compliance are not available for our records and reporting purpose.



PRODUCT AND SERVICE LABELING

Product and service labeling aspect is a material issue to the bank. The products and services of the bank includes deposit accounts, deposit schemes, debit cards, credit cards, treasury services, NRB Banking services, Internet Banking, SMS Banking as well as loans and advances for corporate, retail, SME and Agri-Customers. These asset and liability products and other services of the bank have great impact on the people and the society directly and indirectly; which pave the way of sustainable development. The bank has seen growing demand for digital services, especially among young and educated customers, whose demand for financial products expected to rise with age and income. To cater demands of the customers of this digitalized age, the Bank launched 'Altitude' internet banking facilities along with debit card, credit card, SMS banking facilities etc. One of the corporate philosophies of the bank towards customers is to provide the most courteous and efficient service in every aspect of its business and to be innovative in the development of new banking products and services.

As a focused Private Commercial Bank, Prime Bank offers an integrated set of products and services across retail banking, wealth management, corporate banking and investment banking. We serve individuals, small and large businesses, corporations, institutions and governments. Prime Bank seeks to satisfy the needs of our customers and clients by offering a well-rounded value proposition – a wide range of products and services – and thereby deliver a smoother income stream and sustainable returns. We also undertake activities in selected markets in order to support the needs of customers and clients. To sale the products and services to customers of different segments, nation-wide branches and different divisions of Head Office work together through informing, attracting and serving customers using multiple media and modes.

The bank has systematic approach to evaluate all the employees of the bank particularly those who work against pre-set targets and deadlines. The back-office located at HO level can monitor the performance of branches using core banking software, in-house dash boards and audits of various nature. Everyone in the bank plays roles in achieving branch/division/unit-level goals for contributing to the common mission and vision of the bank

Type of product and service information required by the organizations procedures for product and service information and labeling, and percentage of significant product and service categories subject to such information requirements G4-PR3

	Yes	No
The sourcing of components of the product or service		X
Content, particularly with regard to substances that might produce an environmental or social impact		X
Safe use of the product or service		X
Disposal of the product and environment		X
Other(social impacts)	X	

As the Bank's products and services are unlike tangible goods manufactured in factories, hence sourcing of components, content/substance affecting environment, disposal of such intangible products are not applicable to the case of banks. However, our bank's products and services including deposit and advance products have short-term and long-term, direct and indirect impacts on various stakeholders of the bank and the society as well. Our deposit products help the customers from all walk of society to build savings for them and their future generations; which in turn help the bank to support borrowers for taking loans and advances for their economic and personal ventures. This not only benefits the bank itself for earning revenue for the shareholders and employees but also contribute to the socio-economic development of the country. As intangible products, the service categories of our bank are not relevant for such assessment and compliance.

Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling G4-PR4

During the reporting period, there was no incident of non-compliance with regulations and voluntary codes that results in fine, warning etc. It may be mentioned here that our actual and potential customers are well informed of prices, charges, fees, rates about the bank's products and services. Anyone interested about product information can know well from the bank's website (www.primebank.com.bd), account opening forms, branch employees in person, other business touch-points, brochures and leaflets, other promotional materials etc.

Results of surveys measuring customer satisfaction G4-PR5

- ▲ The organization as a whole
- ▲ The Bank gives high priority on customer satisfaction of its products and services. The findings are as follows:
- ▲ The approach of customer satisfaction survey was quantitative with a statistically relevant sample size of 812. As a whole, Prime Bank's customers' satisfaction rating point is 6 out of 7. In terms of customer priority factors and preferred banks, the Bank received 1st position in Good Customer Care Service.
- ▲ A major product or service category
- ▲ Customers' preference for the ATM Card and Monthly Benefit Scheme is 51% and 44% respectively. Besides, Cash Credit and Loan General have preference of 60% and 43% respectively.
- ▲ Significant locations of operation

In terms of preference for Convenient Branch Location and ATM Booth availability it is placed in 2nd position compared to its major competitors.

MARKETING COMMUNICATIONS

The Bank's marketing communication is a significant activity to attract the target customers. Marketing communication creates awareness, perception, emotional ties within the customer's mind. Over the years, the marketing communication creates brand identity which creates goodwill of the bank. Thus, the communication efforts help to sell the products and services across all branches, corporate clients, SMEs etc.

The marketing mixes of the Bank are billboard, product brochures, fliers, dangler, display board, notebook, gifts materials, website etc. Each year, the marketing mix are redesigned so that new products and services have a new look. The customers become aware and avails products and services which in turn help them in their investment, savings and business. Besides, being aware of the product features, the customers can decide in which products or services to invest. Also, the customer can query about the products and services being advertised or communicated.

In monetary way, there is no mechanism for evaluating the effectiveness of the management approach of marketing communication. However, the communication of products and services have indirect impact as the target market as well as the citizens of the country aware that such options of investment lies with the Bank. The press covers the Public Relations, Marketing Initiatives undertaken by the Bank and as such the bank's brand identity increases.

Sale of banned or disputed products G4-PR6

It is evident from our Annual Report disclosure, media, internet and available information that the organization has not taken part in any sale of banned or disrupted products. The products and services are designed to help depositors and lenders achieve their personal and business objectives.

Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion and sponsorship, by type of outcomes G4-PR7

Our bank highly prioritizes on Corporate Social Responsibility, Socio-economic development, indirect impact on poverty alleviation, job creation etc. It directly contributes part of its profits to CSR activities. The marketing communications are directed toward the target audience with specific brand guidelines, Executive Committee of the Board and Management. In the reporting period, there were no issues of non-compliance.

**CUSTOMER PRIVACY**

With constant media attention about computer virus or the daily deluge of spam e-mail, most organizations have concerned themselves with what might come into an organization via its network, but they have ignored what might be going out. With growing news of data theft at national and global level, our bank is cautious of preventing leaks of financial, proprietary and nonpublic information of customers- both depositors and borrowers. In today's increasingly litigious and highly competitive workplace, confidentiality is important for a host of reasons for our bank: Failure to properly secure and protect confidential customer information can lead to the loss of banking business as well as present and potential customers hurting reputation of the organization. In the wrong hands, confidential information can be misused to commit illegal activity (e.g., fraud or discrimination), which can in turn result in costly lawsuits for the employer. Hence, the aspect of ensuring customer privacy is material to our Bank.

At our Bank, we have a formal confidentiality policy describing both the type of information considered confidential and the procedures employees must follow for protecting confidential information. At the very least, we adopt the following procedures for protecting confidential information:

- ▶ All confidential documents are stored in locked file cabinets or rooms accessible only to those who have authority of "need-to-know."
- ▶ All electronic confidential information is protected via firewalls, encryption and passwords.
- ▶ Employees clear their desks of any confidential information before going home at the end of the day.
- ▶ Employees refrain from leaving confidential information visible on their computer monitors when they leave their work stations.
- ▶ All confidential information, whether contained on written documents or electronically, is marked as "confidential."
- ▶ All confidential information is disposed of properly (e.g., employees should not print out a confidential document and then throw it away without shredding it first.)
- ▶ Employees refrain from discussing confidential information in public places.
- ▶ Employees avoid using e-mail to transmit certain sensitive or controversial information.
- ▶ Before disposing of an old computer, the Bank uses software programs to wipe out the data contained on the computer or have the hard drive destroyed.
- ▶ Encrypting sensitive customer information when it is transmitted electronically via public networks;

Training employees to take basic steps to maintain the security, confidentiality, and integrity of customer information, including: Considering notifying consumers, law enforcement, and/or businesses in the event of a security breach.

The Bank at Branch and Head Office level work individually as well as collectively to protect customer privacy. General audit, IT audit are performed to safeguard customer information. The Management of our Bank instructs formally and informally to protect customer privacy emphasizing not to disclose any confidential information to any one over phone, e-mail or someone in person other than the account holder without authentication. Hence, we have demonstrated our effectiveness of customer information including names, addresses, and phone numbers; bank and credit card account numbers; income and credit histories; and financial data etc..

Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data G4-PR8

Customers are always at the focal point of our Bank and for which the bank has active Complaint Management Cell across all the geographical divisions of the country to hear from customer and resolve their complaints. During the reporting period, the complaints received and resolved by the bank are as follows:

Nature	Type	Total Complaints Received	Total Complaints Resolved
Complaints received from outside parties and substantiated by the organization	ATM, Import Bill, Credit Card	25	24
Complaints from regulatory bodies	General Banking, Interest Rate of Loan	15	15

No such identified issues have been found in case of identified leaks, thefts, or losses of customer data or any substantiated complaints

Supplementary Information

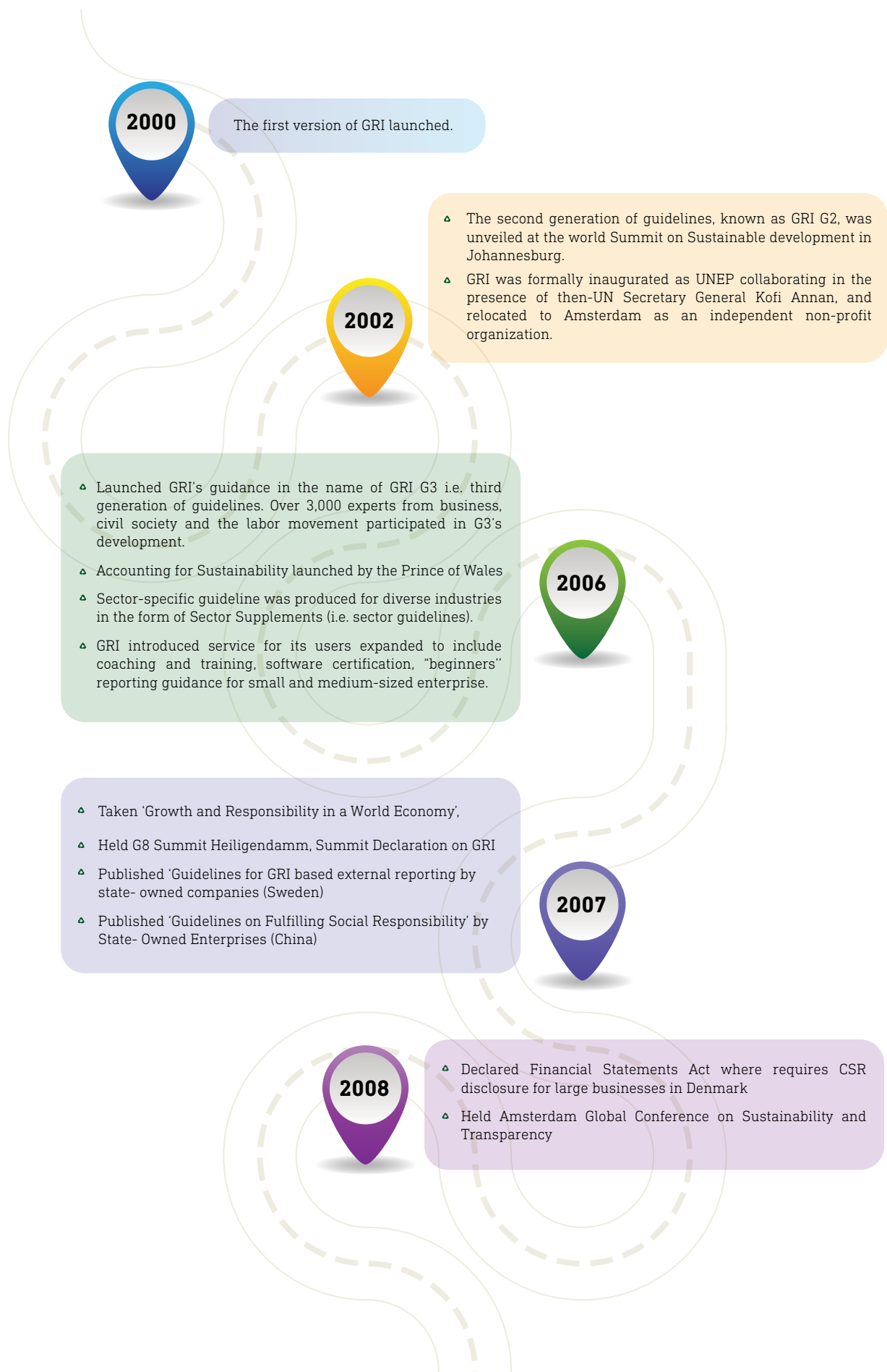


Milestone of Sustainability Reporting ▲

Sustainability Development Goals ▲

GRI G4 Content Index ▲

Milestone of Sustainability Reporting



2009

- Published White Paper on 'CSR in a global economy' in Norway;
- The Corporate Social Responsibility Voluntary Guidelines in India launched by the Ministry of Corporate Affairs
- Launched GRI's Amsterdam Declaration on Transparency and Reporting
- Update of King Code of Governance for South Africa (King III)
- SEC shifts policies to incorporate ESG concerns (USA)
- European Workshops on the disclosure of ESG information (European Commission)
- Initiation of review of OECD Guidelines for Multinational Enterprises (OECD)
- Accounting for Sustainability launches 'A Practical Guide to Connected Reporting'
- Inauguration of Sustainable Stock Exchanges Global Dialogue

2010

- SEC releases interpretive guidance on climate change risk disclosure (USA)
- Final EU Workshop on the disclosure of ESG information (European Union)
- Held Amsterdam Global Conference on Sustainability and Transparency
- Revision of OECD Guidelines
- Launch of ISO 26000
- Johannesburg Stock Exchange requires integrated reports from listed companies
- United Nations Global Compact: 10 year anniversary
- Launch of the UNGC Differentiation Framework
- GRI Guidelines: 10 year anniversary
- Establishment of the International Integrated Reporting Committee/Council (IIRC)

2011

- Updated OECD Guidelines adopted at the 50th Anniversary Ministerial Meeting
- GRI G3.1 Guidelines launched, with updates on gender, community and human rights
- A renewed EU strategy 2011-14 for CSR published by the European Commission, with new definition of CSR and announcement of future mandatory sustainability reporting
- UNGC women's empowerment principles
- Launch of the UN Guiding Principles
- Launch UN Guiding Principles on Human Rights
- 7th KPMG global survey on corporate responsibility reporting

**2012**

- ▲ Rio+20 summit in Brazil;
- ▲ The Group of Friends of Paragraph 47 founded by the governments of Brazil, Denmark, France and South Africa
- ▲ Genelle II passed in France
- ▲ Work on the post-2015 development agenda gets underway

**2013**

- ▲ Norway and Colombia join the Group of Friends of Paragraph 47 in the first four months of 2013
- ▲ European Commission launches proposal amending Council Directives
- ▲ Amsterdam Global Conference on Sustainability and Reporting
- ▲ Launch of G4, the fourth generation of GRI Guidelines (from May 22, 2013)

**2014**

Declaration of 5th Global GRI Conference to be held 18-20 May, 2016 in Amsterdam, the Netherlands

Sustainability Development Goals and Global Reporting Initiative

The following table links the Sustainable Development Goals (SDGs) to the indicators in the GRI G4 Sustainability Reporting Guidelines and Sector Disclosures. These linkages are based on a more detailed analysis available on the SDG Compass website (www.sdgcompass.org).

Legend

Indicators from the GRI G4 Sector Disclosures are highlighted in **Green**

AO: Airport Operators; CRE: Construction and Real Estate; EU: Electric Utilities; EO: Event Organizers; FS: Financial Services; FP: Food Processing; M: Media; MM: Mining and Metals; and OG: Oil and Gas.

SDG	Business Theme	GRI Indicators
1. End poverty in all its forms everywhere	Access to financial services	FS6, FS7, FS13, FS14, former FS16
	Access to land	G4-SO2 MM5, MM6, MM7, MM8, OG9, OG10, OG11, OG14
	Availability of products and services for those on low incomes	G4-EC8
	Disaster/emergency planning and response	former EU21
	Earnings, wages and benefits	G4-EC5
	Economic development in areas of high poverty	G4-EC8
	Economic inclusion	G4-DMA-b Guidance for Procurement Practices
	Electricity access	EU26, EU27, EU28, EU29, EU30, former EU23, former EU24
	Physical and economic displacement	AO8, CRE7, EU22, former EU19, former EU20, MM9, OG12
2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture	Access to land	G4-SO2 MM5, MM6, MM7, MM8, OG9, OG10, OG11, OG14
	Changing the productivity of organizations, sectors, or the whole economy	G4-EC8
	Food labeling	former FP8
	Food safety	FP5, FP12
	Genetic diversity of farmed and domesticated animals	FP9
	Healthy and affordable food	FP6, FP7, former FP4
	Indigenous rights	G4-HR8
	Infrastructure investments	G4-EC1, G4-EC7
	Physical and economic displacement	AO8, CRE7, EU22, former EU19, former EU20, MM9, OG12
	Sustainable sourcing	FP2, OG14

3. Ensure healthy lives and promote well-being for all at all ages	Access to medicines	G4-EC8
	Air quality	G4-EN15, G4-EN16, G4-EN17, G4-EN20, G4-EN21 AO5, OG6, OG8
	Disaster/emergency planning and response	OG13
	Healthy and affordable food	former FP4
	Land remediation	CRE5, MM1
	Occupational health and safety	G4-LA6, G4-LA7
	Responsible content dissemination	M4, M5
	Spills	G4-EN24
	Waste	G4-EN23, G4-EN25 AO6, OG7
	Water quality	G4-EN22 AO4, MM3, MM8, OG5
4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	Accessibility of buildings	CRE8
	Education for sustainable development	G4-43 EO11
	Employee training and education	G4-LA9 former EU14
	Media literacy	M7
5. Achieve gender equality and empower all women and girls	Economic inclusion	G4-DMA-b Guidance for Procurement Practices
	Equal remuneration for women and men	G4-EC5, G4-LA13
	Gender equality	G4-LA1, G4-LA9, G4-LA11, G4-LA12
	Infrastructure investments	G4-EC1, G4-EC7
	Non-discrimination	G4-HR3
	Parental leave	G4-LA3
	Women in leadership	G4-38, G4-40, G4-LA12
6. Ensure availability and sustainable management of water and sanitation for all	Workplace violence and harassment	G4-LA14, G4-LA15
	Land remediation	CRE5, MM1
	Spills	G4-EN24
	Sustainable water withdrawals	G4-EN8, G4-EN9, G4-EN27
	Waste	G4-EN23
	Water efficiency	G4-EN10 CRE2, CRE8, OG5
	Water quality	G4-EN22 AO4, MM3, MM8, OG5, OG7, OG13
	Water recycling and reuse	G4-EN10
	Water-related ecosystems and biodiversity	G4-EN11, G4-EN12, G4-EN13, G4-EN14, G4-EN22, G4-EN24, G4-EN26 EU13, MM2, MM3, MM8, OG4
7. Ensure access to affordable, reliable, sustainable and modern energy for all	Electricity access	EU26, EU27, EU28, EU29, EU30, former EU23, former EU24
	Electricity availability and reliability	EU10, former EU6

	Energy efficiency	G4-EN3, G4-EN4, G4-EN5, G4-EN6, G4-EN7 CRE1, CRE8, EU11, EU12, former EU7, former MM11, OG6
	Environmental investments	G4-EN31 former EU8, former MM11, OG2
	Infrastructure investments	G4-EC1, G4-EC7
	Renewable energy	G4-EN3, G4-EN4 EU1, EU2, former EU8, OG2, OG3, OG14
8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	Abolition of child labor	G4-HR5
	Access to financial services	FS6, FS7, FS13, FS14, former FS16
	Availability of a skilled workforce	EU15, former EU14
	Changing the productivity of organizations, sectors, or the whole economy	G4-EC8
	Diversity and equal opportunity	G4-LA12
	Earnings, wages and benefits	G4-EC5, G4-LA2
	Economic inclusion	G4-DMA-b Guidance for Procurement Practices
	Economic performance	G4-EC1 AO1, AO2, AO3
	Elimination of forced or compulsory labor	G4-HR6
	Employee training and education	G4-LA9, G4-LA10, G4-LA11
	Employment	G4-10, G4-EC6, G4-LA1
	Energy efficiency	G4-EN3, G4-EN4, G4-EN5, G4-EN6, G4-EN7 CRE1, CRE8, EU11, EU12, former EU7, former MM11, OG6
	Equal remuneration for women and men	G4-LA13
	Freedom of association and collective bargaining	G4-11, G4-HR4
	Indirect impact on job creation	G4-EC8
	Jobs supported in the supply chain	G4-EC8
	Labor practices in the supply chain	G4-LA14 and G4-LA15
	Labor/management relations	G4-LA4 FP3, MM4
	Materials efficiency	G4-EN1, G4-EN2 former MM11
	Non-discrimination	G4-HR3
	Occupational health and safety	G4-LA5, G4-LA6, G4-LA7, G4-LA8 CRE6, EU17, EU18, former EU16, MM8, OG13
	Parental leave	G4-LA3
	Resource efficiency of products and services	G4-EN27, G4-EN28 CRE8
	Technological legacies	EO13
	Water efficiency	G4-EN10 CRE2, CRE8, OG5

9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	Youth employment	G4-LA1
	Access to financial services	FS6, FS7
	Environmental investments	G4-EN31 former EU8, OG2
	Infrastructure investments	G4-EC1, G4-EC7 EO13, former EU19
	Research and development	G4-EC1, G4-EN31 former EU8, former MM11, OG2
	Technological legacies	EO13
10. Reduce inequality within and among countries	Access to financial services	FS7, FS13, FS14, former FS16
	Accessibility of buildings	CRE8
	Accessibility of events	EO3, EO6
	Accessibility of media content	M4, M5
	Economic development in areas of high poverty	G4-EC8
	Equal remuneration for women and men	G4-LA13
	Foreign direct investment	G4-EC8
	Socially inclusive events	EO5
	Responsible finance	FS10, FS11, former FS1, former FS2, former FS3, former FS4, former FS5, former FS9, former FS15
11. Make cities and human settlements inclusive, safe, resilient and sustainable	Access to affordable housing	FS7
	Access to public spaces	EO13
	Cultural diversity through media content	M3
	Cultural heritage	former EU20, OG12
	Disaster/emergency planning and response	former EU21, OG13
	Infrastructure investments	G4-EC7
	Noise	AO7
	Sustainable buildings	CRE8
	Sustainable transportation	G4-EN30 EO2, EO3, EO13
12. Ensure sustainable consumption and production patterns	Air quality	G4-EN15, G4-EN16, G4-EN17, G4-EN20, G4-EN21 AO5, OG6, OG8
	Energy efficiency	G4-EN3, G4-EN4, G4-EN5, G4-EN6, G4-EN7 CRE1, CRE8, EU11, EU12, former EU7, former MM11, OG6
	Environmental investments	G4-EN31
	Land remediation	CRE5, MM1
	Materials efficiency/recycling	G4-EN1, G4-EN2 former MM11
	Procurement practices	G4-EC9
	Product and service information and labeling	G4-PR3
	Resource efficiency of products and services	G4-EN27, G4-EN28 CRE8
	Spills	G4-EN24
	Sustainable sourcing	EO9, FP2
	Transport	G4-EN30

	Waste	G4-EN23, G4-EN25, G4-EN27 AO6, EO9, former EU9, MM3, former MM11, OG6, OG7
	Water efficiency	G4-EN10 CRE2, CRE8, OG5
	Water quality	G4-EN22
		AO4, MM8, OG5
13. Take urgent action to combat climate change and its impacts* * Acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change.	Energy efficiency	G4-EN3, G4-EN4, G4-EN5, G4-EN6, G4-EN7 CRE1, CRE8, EU11, EU12, former EU7, former MM11, OG6
	Environmental investments	G4-EN31
	GHG emissions	G4-EN15, G4-EN16, G4-EN17, G4-EN18, G4-EN19, G4-EN27, G4-EN30
		CRE3, CRE4, EU5
	Risks and opportunities due to climate change	G4-EC2
14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development	Environmental investments	G4-EN31
	Land remediation	CRE5, MM1
	Marine biodiversity	G4-EN11, G4-EN12, G4-EN13, G4-EN14, G4-EN26
		EU13, MM2, OG4
	Ocean acidification	G4-EN15, G4-EN16, G4-EN17, G4-EN18, G4-EN19, G4-EN21, G4-EN27
		CRE4, CRE3, EU2, EU5, EU11, EU12, OG6
	Spills	G4-EN24
	Sustainable sourcing	EO9, FP2
15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss	Deforestation	G4-EN22
		OG5
	Environmental investments	G4-EN31

	Forest degradation	G4-EN15, G4-EN16, G4-EN17, G4-EN18, G4-EN19, G4-EN21, G4-EN27 CRE3, CRE4, EU5
	Genetic diversity of farmed and domesticated animals	FP9
	Land remediation	CRE5, MM1
	Mountain ecosystems	G4-EN11, G4-EN12, G4-EN13, G4-EN14 EU13, MM2, OG4, OG14
	Natural habitat degradation	G4-EN11, G4-EN12, G4-EN13, G4-EN14, G4-EN26 EU13, MM2, OG4, OG14
	Spills	G4-EN24
	Sustainable sourcing	EO9, FP2
	Terrestrial and inland freshwater ecosystems	G4-EN11, G4-EN12, G4-EN13, G4-EN14, G4-EN26 EU13, MM2, OG4
16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	Abolition of child labor	G4-HR5
	Anti-corruption	G4-SO3, G4-SO4, G4-SO5, G4-SO6
	Compliance with laws and regulations	G4-EN29, G4-SO7, G4-SO8, G4-PR2, G4-PR4, G4-PR7, G4-PR8, G4-PR9
	Effective, accountable and transparent governance	G4-39, G4-41
	Ethical and lawful behavior	G4-56, G4-57, G4-58
	Freedom of expression	EO4, M6
	Grievance mechanisms	G4-EN34, G4-LA16, G4-HR12, G4-SO11
	Inclusive decision making	G4-37, G4-38, G4-40, G4-45, G4-53 former EU19
	Non-discrimination	G4-HR3
	Public access to information	EO12
	Protection of privacy	G4-PR8
17. Strengthen the means of implementation and revitalize the global partnership for sustainable development	Responsible content dissemination	M4, M5
	Security	G4-HR7
	Workplace violence and harassment	G4-LA14, G4-LA15
	Environmental investments	G4-EN31 EO13, former EU8, former MM11, OG2
	Foreign direct investment	G4-EC8

Prime Bank firmly believes in the 17 Sustainable Development Goals (SDGs) and has shown its commitment by completing numerous G4 indicators which are connected with the SDGs. The Bank will move forward and try to attain more indicators related to the SDGs in the future.

Sustainability Reporting Committee (SRC)



1

Mohammad Nazmul Hossain, ACA, CSRS
Senior Assistant Vice President

2

Md. Emdad Hossain, CSRS
Senior Assistant Vice President

3

Md. Touhidul Alam Khan, FCMA, CSRA
Deputy Managing Director and Head of SRC

4

Shahjahan Majumder, FCA
Executive Vice President & Member Secretary of SRC

5

Farhan Alam, ACCA, CSRS
Senior Officer

GRI G4 Content Index



GENERAL STANDARD DISCLOSURES			
Standard Disclosure	Standard Disclosure Title	Page No.	External Assurance
STRATEGY AND ANALYSIS			
G4-1	A statement from the most senior decision-maker of the organization (such as CEO, chair, or equivalent senior position) about the relevance of sustainability to the organization and the organization's strategy for addressing sustainability.	5, 7-8	No
G4-2	Provide a description of key impacts, risks, and opportunities.	9-10	No
ORGANIZATIONAL PROFILE			
G4-3	Report the name of the organization.	13	No
G4-4	Report the primary brands, products, and services.	14-15	No
G4-5	Report the location of the organization's headquarters.	13	No
G4-6	Report the number of countries where the organization operates, and names of countries where either the organization has significant operations or that are specifically relevant to the sustainability topics covered in the report.	13	No
G4-7	Report the nature of ownership and legal form.	13	No
G4-8	Report the markets served (including geographic breakdown, sectors served, and types of customers and beneficiaries).	13	No
G4-9	Report the scale of the organization	13	No
G4-10	a. Report the total number of employees by employment contract and gender. b. Report the total number of permanent employees by employment type and gender. c. Report the total workforce by employees and supervised workers and by gender. d. Report the total workforce by region and gender. e. Report whether a substantial portion of the organization's work is performed by workers who are legally recognized as self-employed, or by individuals other than employees or supervised workers, including employees and supervised employees of contractors. f. Report any significant variations in employment numbers (such as seasonal variations in employment in the tourism or agricultural industries).	55-56	No
G4-11	Report the percentage of total employees covered by collective bargaining agreements.	13	No
G4-12	Describe the organization's supply chain.	16-17	No
G4-13	Report any significant changes during the reporting period regarding the organization's size, structure, ownership, or its supply chain	No significant variations in this report from last year	No

G4-14	Report whether and how the precautionary approach or principle is addressed by the organization.	13	No
G4-15	List externally developed economic, environmental and social charters, principles, or other initiatives to which the organization subscribes or which it endorses.	PBL does not subscribe to such charters	No
G4-16	<p>List memberships of associations (such as industry associations) and national or international advocacy organizations in which the organization</p> <ul style="list-style-type: none"> ▲ Holds a position on the governance body ▲ Participates in projects or committees ▲ Provides substantive funding beyond routine membership dues ▲ Views membership as strategic 	13	No
IDENTIFIED MATERIAL ASPECTS AND BOUNDARIES			
G4-17	List all entities included in the organization's consolidated financial statements or equivalent documents.	19	No
G4-18	Process for defining the report content and the Aspect Boundaries.	19	No
G4-19	List all the material Aspects identified in the process for defining report content.	20	No
G4-20	Report whether the Aspect is material within the organization	21	No
G4-21	Report whether the Aspect is material outside of the organization	21	No
G4-22	Report the effect of any restatements of information provided in previous reports, and the reasons for such restatements.	19	No
G4-23	Report significant changes from previous reporting periods in the Scope and Aspect Boundaries.	19	No
STAKEHOLDER ENGAGEMENT			
G4-24	Provide a list of stakeholder groups engaged by the organization.	22	No
G4-25	Report the basis for identification and selection of stakeholders with whom to engage.	26	No
G4-26	Report the organization's approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and an indication of whether any of the engagement was undertaken specifically as part of the report preparation process.	23	No
G4-27	Report key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting	24	No
REPORT PROFILE			
G4-28	Reporting period (such as fiscal or calendar year) for information provided.	13	No
G4-29	Date of most recent previous report (if any).	13	No
G4-30	Reporting cycle (such as annual, biennial).	13	No
G4-31	Provide the contact point for questions regarding the report or its contents.	13	No
G4-32	Report the 'in accordance' option the organization has chosen.	13	No

G4-33	Report the organization's policy and current practice with regard to seeking external assurance for the report.	13	No
GOVERNANCE			
G4-34	Report the governance structure of the organization, including committees of the highest governance body. Identify any committees responsible for decision-making on economic, environmental and social impacts.	29	No
ETHICS AND INTEGRITY			
G4-56	Describe the organization's values, principles, standards and norms of behavior such as codes of conduct and codes of ethics.	30	No
G4-57	Report the internal and external mechanisms for seeking advice on ethical and lawful behavior, and matters related to organizational integrity, such as helplines or advice lines.	56	No
G4-58	Report the internal and external mechanisms for reporting concerns about unethical or unlawful behavior, and matters related to organizational integrity, such as escalation through line management, whistleblowing mechanisms or hotlines.	56	No
SPECIFIC STANDARD DISCLOSURES			
CATEGORY: ECONOMIC			
ASPECT: ECONOMIC PERFORMANCE			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EC1	Direct economic value generated and distributed	35	No
G4-EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change	35	No
G4-EC3	Coverage of the organization's defined benefit plan obligations	35	No
G4-EC4	Financial assistance received from government	No financial assistance was received.	No
ASPECT: MARKET PRESENCE			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EC5	Ratios of standard entry level wage by gender compared to local minimum wage at significant locations of operation	Not available	No
G4-EC6	Proportion of senior management hired from the local community at significant locations of operation	All senior management are of Bangladeshi origin and are locals.	No
ASPECT: INDIRECT ECONOMIC IMPACTS			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EC7	Development and impact of infrastructure investments and services supported	N/A	No
G4-EC8	Significant indirect economic impacts, including the extent of impacts	N/A	No
ASPECT: PROCUREMENT PRACTICES			
G4-DMA	Generic Disclosures on Management Approach		No

G4-EC9	Proportion of spending on local suppliers at significant locations of operation	All suppliers are local suppliers, we don't have any international suppliers	No
CATEGORY: ENVIRONMENTAL			
ASPECT: MATERIALS			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EN1	Materials used by weight or volume	N/A	No
G4-EN2	Percentage of materials used that are recycled input materials	N/A	No
ASPECT: ENERGY			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EN3	Energy consumption within the organization	47	No
G4-EN4	Energy consumption outside of the organization	N/A	No
G4-EN5	Energy intensity	N/A	No
G4-EN6	Reduction of energy consumption	47	No
G4-EN7	Reductions in energy requirements of products and services	N/A	No
ASPECT: WATER			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EN8	Total water withdrawal by source	48	No
G4-EN9	Water sources significantly affected by withdrawal of water	N/A	No
G4-EN10	Percentage and total volume of water recycled and reused	N/A	No
ASPECT: BIODIVERSITY			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EN11	Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas	N/A	No
G4-EN12	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas	N/A	No
G4-EN13	Habitats protected or restored	N/A	No
G4-EN14	Total number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk	N/A	No
ASPECT: EMISSIONS			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EN15	Direct greenhouse gas (GHG) emissions (Scope 1)	48	No
G4-EN16	Energy indirect greenhouse gas (GHG) emissions (Scope 2)	N/A	No
G4-EN17	Other indirect greenhouse gas (GHG) emissions (Scope 3)	N/A	No
G4-EN18	Greenhouse gas (GHG) emissions intensity	N/A	No
G4-EN19	Reduction of greenhouse gas (GHG) emissions	48	No
G4-EN20	Emissions of ozone-depleting substances (ODS)	N/A	No
G4-EN21	NO _x , SO _x , and other significant air emissions	N/A	No
ASPECT: EFFLUENTS AND WASTE			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EN22	Total water discharge by quality and destination	N/A	No

G4-EN23	Total weight of waste by type and disposal method	N/A	No
G4-EN24	Total number and volume of significant spills	N/A	No
G4-EN25	Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally	N/A	No
G4-EN26	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the organization's discharges of water and runoff	N/A	No
ASPECT: PRODUCTS AND SERVICES			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EN27	Extent of impact mitigation of environmental impacts of products and services	N/A	No
G4-EN28	Percentage of products sold and their packaging materials that are reclaimed by category	N/A	No
ASPECT: COMPLIANCE			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EN29	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations	Prime Bank has not paid any fines regarding environmental issues.	No
ASPECT: TRANSPORT			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EN30	Significant environmental impacts of transporting products and other goods and materials for the organization's operations, and transporting members of the workforce	N/A	No
ASPECT: OVERALL			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EN31	Total environmental protection expenditures and investments by type	N/A	No
ASPECT: SUPPLIER ENVIRONMENTAL ASSESSMENT			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EN32	Percentage of new suppliers that were screened using environmental criteria	N/A	No
G4-EN33	Significant actual and potential negative environmental impacts in the supply chain and actions taken	N/A	No
ASPECT: ENVIRONMENTAL GRIEVANCE MECHANISMS			
G4-DMA	Generic Disclosures on Management Approach		No
G4-EN34	Number of grievances about environmental impacts filed, addressed, and resolved through formal grievance mechanisms	No grievances were filed in 2015.	No
CATEGORY: SOCIAL			
SUB-CATEGORY: LABOR PRACTICES AND DECENT WORK			
ASPECT: EMPLOYMENT			
G4-DMA	Generic Disclosures on Management Approach		No
G4-LA1	Total number and rates of new employee hires and employee turnover by age group, gender and region	57	No

G4-LA2	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by significant locations of operation	58	No
G4-LA3	Return to work and retention rates after parental leave, by gender	60	No
ASPECT: LABOR/MANAGEMENT RELATIONS			
G4-DMA	Generic Disclosures on Management Approach		No
G4-LA4	Minimum notice periods regarding operational changes, including whether these are specified in collective agreements	60	No
ASPECT: OCCUPATIONAL HEALTH AND SAFETY			
G4-DMA	Generic Disclosures on Management Approach		No
G4-LA5	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs	N/A	No
G4-LA6	Type of injury and rates of injury, occupational diseases, lost days, and absenteeism, and total number of work-related fatalities, by region and by gender	N/A	No
G4-LA7	Workers with high incidence or high risk of diseases related to their occupation	N/A	No
G4-LA8	Health and safety topics covered in formal agreements with trade unions	N/A	No
ASPECT: TRAINING AND EDUCATION			
G4-DMA	Generic Disclosures on Management Approach		No
G4-LA9	Average hours of training per year per employee by gender, and by employee category	61	No
G4-LA10	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings	Not available	No
G4-LA11	Percentage of employees receiving regular performance and career development reviews, by gender and by employee category	61	No
ASPECT: DIVERSITY AND EQUAL OPPORTUNITY			
G4-DMA	Generic Disclosures on Management Approach		No
G4-LA12	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity	N/A	No
ASPECT: EQUAL REMUNERATION FOR WOMEN AND MEN			
G4-DMA	Generic Disclosures on Management Approach		No
G4-LA13	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation	All employees are paid the same regardless of gender.	No
ASPECT: SUPPLIER ASSESSMENT FOR LABOR PRACTICES			
G4-DMA	Generic Disclosures on Management Approach		No
G4-LA14	Percentage of new suppliers that were screened using labor practices criteria	N/A	No
G4-LA15	Significant actual and potential negative impacts for labor practices in the supply chain and actions taken	N/a	No

ASPECT: LABOR PRACTICES GRIEVANCE MECHANISMS			
G4-DMA	Generic Disclosures on Management Approach		No
G4-LA16	Number of grievances about labor practices filed, addressed, and resolved through formal grievance mechanisms	No grievances were filed in 2015.	No
SUB-CATEGORY: HUMAN RIGHTS			
ASPECT: INVESTMENT			
G4-DMA	Generic Disclosures on Management Approach		No
G4-HR1	Total number and percentage of significant investment agreements and contracts that include human rights clauses or that underwent human rights screening	N/A	No
G4-HR2	Total hours of employee training on human rights policies or procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained	N/A	No
ASPECT: NON-DISCRIMINATION			
G4-DMA	Generic Disclosures on Management Approach		No
G4-HR3	Total number of incidents of discrimination and corrective actions taken	No incidents of discrimination was reported in 2015.	No
ASPECT: FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING			
G4-DMA	Generic Disclosures on Management Approach		No
G4-HR4	Operations and suppliers identified in which the right to exercise freedom of association and collective bargaining may be violated or at significant risk, and measures taken to support these rights	N/A	No
ASPECT: CHILD LABOR			
G4-DMA	Generic Disclosures on Management Approach		No
G4-HR5	Operations and suppliers identified as having significant risk for incidents of child labor, and measures taken to contribute to the effective abolition of child labor	N/A	No
ASPECT: FORCED OR COMPULSORY LABOR			
G4-DMA	Generic Disclosures on Management Approach		No
G4-HR6	Operations and suppliers identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of all forms of forced or compulsory labor	N/A	No
ASPECT: SECURITY PRACTICES			
G4-DMA	Generic Disclosures on Management Approach		No
G4-HR7	Percentage of security personnel trained in the organization's human rights policies or procedures that are relevant to operations	N/A	No
ASPECT: INDIGENOUS RIGHTS			
G4-DMA	Generic Disclosures on Management Approach		No
G4-HR8	Total number of incidents of violations involving rights of indigenous peoples and actions taken	No incidents of violation involving rights of indigenous people occurred in 2015.	No
ASPECT: ASSESSMENT			
G4-DMA	Generic Disclosures on Management Approach		No

G4-HR9	Total number and percentage of operations that have been subject to human rights reviews or impact assessments		No
ASPECT: SUPPLIER HUMAN RIGHTS ASSESSMENT			
G4-DMA	Generic Disclosures on Management Approach		No
G4-HR10	Percentage of new suppliers that were screened using human rights criteria	N/A	No
G4-HR11	Significant actual and potential negative human rights impacts in the supply chain and actions taken	N/A	No
ASPECT: HUMAN RIGHTS GRIEVANCE MECHANISMS			
G4-DMA	Generic Disclosures on Management Approach		No
G4-HR12	Number of grievances about human rights impacts filed, addressed, and resolved through formal grievance mechanisms	No grievances were filed in 2015.	No
SUB-CATEGORY: SOCIETY			
ASPECT: LOCAL COMMUNITIES			
G4-DMA	Generic Disclosures on Management Approach		No
G4-SO1	Percentage of operations with implemented local community engagement, impact assessments, and development programs		No
G4-SO2	Operations with significant actual and potential negative impacts on local communities	N/A	No
ASPECT: ANTI-CORRUPTION			
G4-DMA	Generic Disclosures on Management Approach		No
G4-SO3	Total number and percentage of operations assessed for risks related to corruption and the significant risks identified	N/A	No
G4-SO4	Communication and training on anti-corruption policies and procedures	61	No
G4-SO5	Confirmed incidents of corruption and actions taken	No incidents of corruption was reported in 2015	No
ASPECT: PUBLIC POLICY			
G4-DMA	Generic Disclosures on Management Approach		No
G4-SO6	Total value of political contributions by country and recipient/beneficiary	No political contribution has been made by Prime Bank	No
ASPECT: ANTI-COMPETITIVE BEHAVIOR			
G4-DMA	Generic Disclosures on Management Approach		No
G4-SO7	Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes	No legal action has been filed against Prime Bank in 2015	No
ASPECT: COMPLIANCE			
G4-DMA	Generic Disclosures on Management Approach		No
G4-SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations	No fines were paid regarding non-compliance in 2015.	No
ASPECT: SUPPLIER ASSESSMENT FOR IMPACTS ON SOCIETY			
G4-DMA	Generic Disclosures on Management Approach		No
G4-SO9	Percentage of new suppliers that were screened using criteria for impacts on society	N/A	No

G4-SO10	Significant actual and potential negative impacts on society in the supply chain and actions taken	N/A	No
ASPECT: GRIEVANCE MECHANISMS FOR IMPACTS ON SOCIETY			
G4-DMA	Generic Disclosures on Management Approach		No
G4-SO11	Number of grievances about impacts on society filed, addressed, and resolved through formal grievance mechanisms	No grievances were filed in 2015.	No
SUB-CATEGORY: PRODUCT RESPONSIBILITY			
ASPECT: CUSTOMER HEALTH AND SAFETY			
G4-DMA	Generic Disclosures on Management Approach		No
G4-PR1	Percentage of significant product and service categories for which health and safety impacts are assessed for improvement	73	No
G4-PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of products and services during their life cycle, by type of outcomes	73	No
ASPECT: PRODUCT AND SERVICE LABELING			
G4-DMA	Generic Disclosures on Management Approach		No
G4-PR3	Type of product and service information required by the organization's procedures for product and service information and labeling, and percentage of significant product and service categories subject to such information requirements	74	No
G4-PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes	74	No
G4-PR5	Results of surveys measuring customer satisfaction	74	No
ASPECT: MARKETING COMMUNICATIONS			
G4-DMA	Generic Disclosures on Management Approach		No
G4-PR6	Sale of banned or disputed products	75	No
G4-PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by type of outcomes	75	No
ASPECT: CUSTOMER PRIVACY			
G4-DMA	Generic Disclosures on Management Approach		No
G4-PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data	75	No
ASPECT: COMPLIANCE			
G4-DMA	Generic Disclosures on Management Approach		No
G4-PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	No fines were paid regarding non-compliance in 2015.	No

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