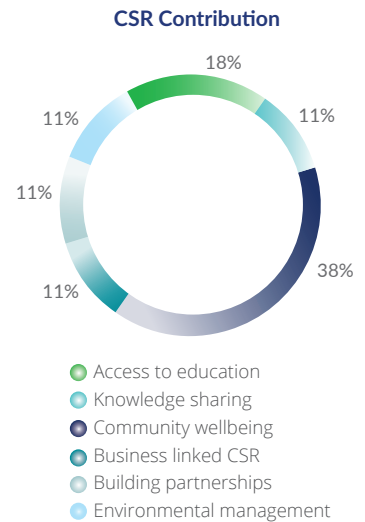
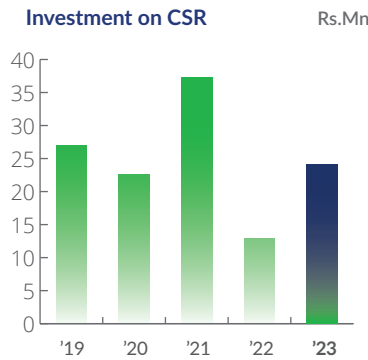
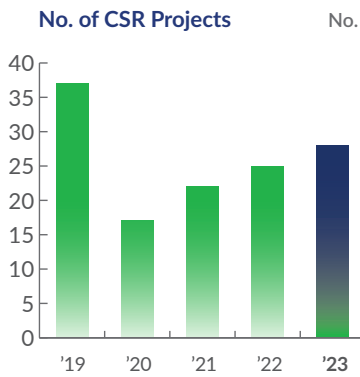
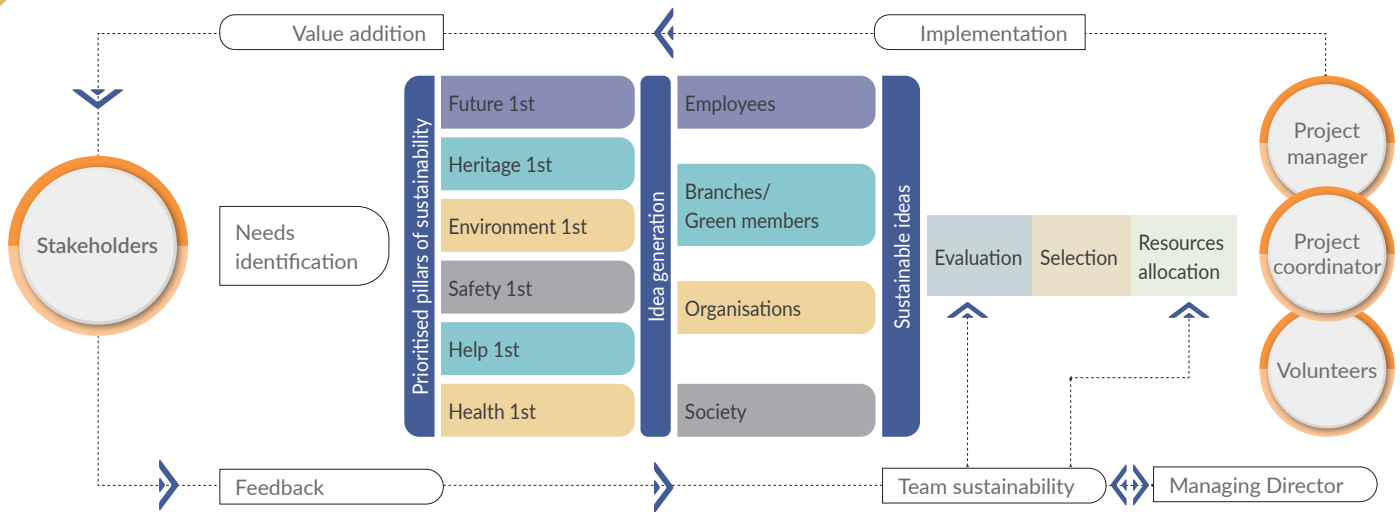
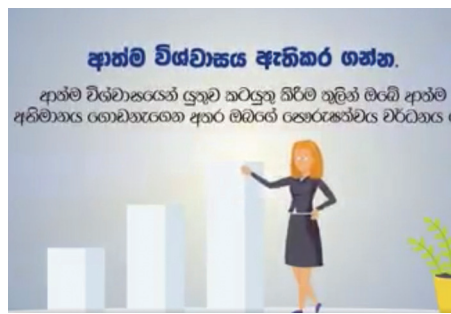


SOCIAL AND RELATIONSHIP CAPITAL

4 CSR MANAGEMENT FRAMEWORK



Customer awareness



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## 5 CSR CONTRIBUTION

1

### Access to education

At LBF, we firmly believe that a high-quality education at all levels is the key to reducing inequality and promoting sustainable socio-economic development over the long term. To this end, our CSR strategy emphasises access to education, intending to address the pervasive knowledge gap in Sri Lanka. As a socially responsible financial institution, we recognise that we have a significant role to play in enhancing digital literacy across society, which would enable the creation of self-sustaining communities capable of driving economic growth.



Project	Description	Achievements	Employee volunteerism (Hours)	2022/23 Expenditure (Rs.)	SDG focus
<b>Schools and academic education</b>					
LB Sisu Shakthi	Donating school books, equipment and school bags to the selected under privileged schools	<ul style="list-style-type: none"> <li>▶ 5 Schools selected for 2022/23</li> <li>▶ Creating an education mindset to the students</li> <li>▶ Uplifting education opportunities of the society</li> </ul>	8,064	925,000	
Awareness programmes	Social media awareness programmes, covering importance of education	<ul style="list-style-type: none"> <li>▶ Provide guidance to enhance the capacity</li> <li>▶ Ready the future leaders of the Sri Lanka</li> </ul>	183	-	
"Ma Dakina Lokaya"	Art competition for kids in celebration of Children's day	<ul style="list-style-type: none"> <li>▶ Provide mental stimulation to improve psychological well being of children</li> <li>▶ Encourage the development of aesthetic talent among children</li> <li>▶ 200 candidates participated of which 10 were selected as winners</li> </ul>	560	40,000	
Distribution of dry rations for School students	Donation of dry rations to students who are suffering from healthy requirements in the economic challenging period	<ul style="list-style-type: none"> <li>▶ Provide accesses to education</li> <li>▶ Establish pleasant environment for kids to learn</li> </ul>	63	80,000	
<b>Customer education</b>					
Education on financial management	Conducted video series on social media to build awareness of the financial management under the topics of building investment habits, developing your savings habit, golden rules for strong financial security	<ul style="list-style-type: none"> <li>▶ Enhance the savings habit of the customers and non-customers</li> <li>▶ Provide the wealth maximization opportunities</li> <li>▶ 5 video clips</li> </ul>	108	-	











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SOCIAL AND RELATIONSHIP CAPITAL

**2** **Knowledge sharing**

We believe that the youth are the driving force behind our country's future growth trajectory, and empowering them is crucial to achieving this goal. At LBF, we have a well-defined agenda focused on providing the necessary guidance and support to shape the next generation of innovators, business professionals, and corporate leaders.



Project	Description	Employee volunteerism (Hours)	2022/23 expenditure (Rs.)	SDG focus
<b>Developing business to next levels</b>				
Business development	Video series on social media to build awareness on business development focusing on topics such as - how to build and develop a business on social media, utilise hidden skills to earn an income, and how to identify customers  (03 video clips, average more than 3,000 viewers)	560	-	  
<b>Women empowerment</b>				
Celebration of International women day	Creating powerful women with innovation and digital transformation for gender equality online presence to AI based image concepts	48	-	
Developing start-up business and budding entrepreneurs in Sri Lanka and Myanmar	Physical and digital awareness, including a video series for women entrepreneurs to support women's empowerment	512	-	  

























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### 3

## Community well-being

LBF's community well-being activities are aimed at providing support as and when needed in order to address the most pressing needs of the community.

Project	Description	Employee volunteerism (Hours)	2022/23 expenditure (Rs.)	SDG focus
<b>Community support</b>				
Donations for victims in Nawalapitiya	Donation of dry rations and support to the flood affected areas in Nawalapitiya	182	40,000	 
Gewathu Wagawata Athwelak	Distribution and sale of agricultural products for LB staff at the reasonable price to encourage the home gardening concept and enhance the mental relaxation	144	-	  
<b>Community awareness</b>				
Unknown stories in known cars	Video series on social media to build awareness on different type of motor vehicles (06 video clips, average more than 20,000 viewers)	176	-	
Cultural awareness programmes	Social media awareness programmes covering cultural, religious and international days celebrations to strengthen the cohesivity and pass the knowledge to next generation (5 video clips)	96	-	 
Awareness on first aid treatment	Providing knowledge and the importance of the first aid and explained the necessities	84	-	
Health habits	Awareness building on importance of cycling	90	-	
Home gardening tips	Social media awareness programmes covering gardening techniques, topics and methods for strengthening the home gardening concept among the community and transform the inorganic cultivation to organic cultivation	144	-	  
LB Abhipra	Video series of the celebrities to encourage the entrepreneurship among Sri Lankans by showcasing their entrepreneur skills (10 Video)	1,452	1,730,000	  
LB Digi Lanthe	Digital app development for digital game to enhance digital literacy and the customer engagement	384	110,000	 
<b>Building ethics and values</b>				
Protect the culture	Developed and rolled out a video series and awareness on customs related on cultural festivals to contribute towards safeguarding Sri Lanka's culture and heritage	30	-	 






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SOCIAL AND RELATIONSHIP CAPITAL

4

Build partnerships

We recognize the power of strategic partnerships with like-minded organisations, as they can lead to synergies that significantly amplify the impact of our community initiatives. We actively seek to establish value-adding partnerships, as appropriate, based on the scope and scale of the projects we undertake.

Project	Description	Employee volunteerism (Hours)	2022/23 Expenditure (Rs.)	SDG focus
<b>With universities</b>				
Fusecura'22 Business case study competition	LBF in partnership with Accountancy department of University of Sri Jayewardenepura to jointly conducted the Fusecura'22 business case study competition, an Inter- University Competition to develop youth entrepreneurs  (120 contestants from 10 universities participated in the Inter-University Competition)	224	600,000	
<b>With charity organisations</b>				
Blood donation campaign	In line with 4th Anniversary celebration kekirawa branch conducted a blood donation campaign and LBF corporate office joined hand with Senehasa Padanama has been organised another a blood donation campaign to supported to diminish the shortage of blood and build up the brand as responsible corporate citizen among the community  (75 donors)	136	60,000	
<b>With career development partners</b>				
LB career support	"LB Career Fair" series in partnership with University of Kelaniya to increase the participation in career development  (212 participants engage with the programme)	54	-	



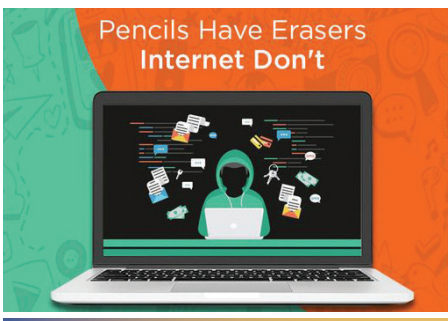
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5

**Business linked CSR**

Rather than being disconnected from the company's operations, strategic CSR is integrated into the company's overall strategy and aims to create shared value for both the company and the community.

Project	Description	Employee volunteerism (Hours)	2022/23 Expenditure (Rs.)	SDG focus
<b>Focus on core business</b>				
IT open day	Provide opportunities to young graduates and the undergraduates to experience the corporate world	256	-	
LB auto review	Video series on social media to build awareness on vehicle buying trends, care tips etc. (3 video clips)	384	60,000/-	
<b>Cyber security</b>				
Cyber security awareness	Conducted awareness campaigns on social media to enhance the knowledge of cyber security tips on fraudulent e-mails, cautious of the portable devices and sensitive information (12 awareness campaigns conducted)	88	-	



6 **VALUE CREATION THROUGH COMMUNITY CAPITAL**

VALUE FOR BUSINESS PARTNERS	VALUE FOR LBF	VALUE FOR SOCIETY
<ul style="list-style-type: none"> <li>▶ Reduced inequalities</li> <li>▶ Sustainable communities</li> <li>▶ Development of the rural economy</li> </ul>	<ul style="list-style-type: none"> <li>▶ Improved brand equity</li> <li>▶ Increased brand recognition and awareness of products and services</li> <li>▶ Creating a pool of future potential stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>▶ Association with a trusted financial partner</li> <li>▶ Ability to benefit from sound investment advice</li> <li>▶ Enhanced trust in the financial services industry</li> </ul>