

Press Release

7 February 2024

## **Maybank champions financial inclusion and independence among PwDs in ASEAN**

*In conjunction with Chinese New Year, the Bank premieres a film entitled “Unspoken” and shares measures to support marginalised communities*

Since its inception in 1960, Maybank is committed to be a force of good - serving its diverse stakeholders across ASEAN. This is showcased through its unwavering efforts to ensure financial services can be accessed equally by all while ensuring a sustainable progress. Anchored by its mission of Humanising Financial Services and M25+ strategy, Maybank is committed to uplift the underserved and unserved communities, especially Persons with Disabilities (PwDs), via awareness campaigns, career development opportunities and social impact programmes.

### **Maybank Chinese New Year Brand Film “Unspoken”**

In efforts to further drive awareness on the predicaments experienced by PwDs, Maybank premiered a Chinese New Year Brand Film entitled “Unspoken”. Centred on the value of ‘*Tulus*’ or ‘Sincerity’, this film follows a deaf girl, Lim Bee Chin, experiencing Chinese New Year celebration with her family in her home.

Directing this film is Pan Wai Ling, who herself is deaf said, “This is a film with an important message to raise awareness that communications can take on different forms as long as both parties can understand them.”

“I have been waiting for more than 20 years for an opportunity to tell a story like “Unspoken” because it truly depicts how we (the deaf community) experience a celebration like Chinese New Year.”

The film is aimed at breaking the barriers and bridging the divide among the hearing impaired communities, celebrating a more inclusive Chinese New Year.

To watch the film, please visit <https://maybank.my/cny>

### **Maybank Work Placement Programme**

As part of its ongoing efforts to accelerate financial inclusion in Southeast Asia, Maybank introduced the Maybank Work Placement Programme for PwDs as part of its strategy in building a more inclusive workforce for the PwDs to gain career experience while addressing key challenges on securing a job or training.

In line with the Bank's disability inclusion strategy, PwDs trainees will be provided with hands-on life skills, working exposure and training designed to enhance their skills, confidence, and employability for a period of eight months, to ensure that they are well-equipped to excel in their respective fields.

To date, Maybank has close to 100 PwD trainees on boarded and will continue to reach out to more talents in efforts to support its commitment to drive financial inclusion among them. This year, Maybank targets to scale up its Work Placement Programme regionally in Indonesia, Singapore, Cambodia, and the Philippines.

For more info on Maybank Work Placement Programme, please visit <https://bit.ly/maybankwpp>

### **Maybank Foundation - Empowering Communities of ASEAN**

Maybank also places the importance of uplifting the livelihood of PwDs by creating economic independence. Driven by the belief that financial inclusion is a powerful enabler for economic growth, Maybank introduced key programmes such as Maybank Foundation's Reach Independence & Sustainable Entrepreneurship (R.I.S.E.), Women Eco-Weavers and Maybank Urban Farming initiative.

R.I.S.E., which is designed to support disadvantaged communities particularly PwDs in ASEAN, has positively impacted the lives of over 33,000 participants across Malaysia, Indonesia, the Philippines, Laos and Cambodia. The top 40% of the participants trained have achieved an average monthly income increase of over 300%. Encouraged by the progress made in the region, the R.I.S.E. programme is expected to be expanded to a new country, Singapore, in the last quarter of 2024, furthering equal economic opportunities for more individuals in need.

Maybank Foundation is an accredited entity with Association of Southeast Asian Nations (ASEAN) actively supports social impact programmes under three key pillars namely Education, Community Empowerment and Environmental Diversity.

For more info on Maybank Foundation, please visit <https://www.maybankfoundation.com/>

\*\*\*\*\*