



The Attijariwafa bank
Foundation's
Activities Report
2017

Sharing knowledge
is a means of illuminating
people's futures



مؤسسة التجاريف و فابنك
FOUNDATION Attijariwafa bank

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Chairman's Message

Mohamed EL KETTANI
Attijariwafa bank Group's Chairman
& Chief Executive Officer



// The Group's commitment to social responsibility is to a large extent driven by the Attijariwafa bank Foundation, established almost 40 years ago, whose goal is to help create value for communities. //

For several decades, Attijariwafa bank Group has been committed to serving communities and promoting the economic, social and cultural development of those countries in which it has operations.

As a socially-responsible banking institution, the Group endeavours to generate a positive impact on a long-term basis. This means that we support causes that are in the public interest as well as taking into consideration our stakeholders' expectations when going about our business.

This undertaking is one of the four pillars of our approach to Corporate Social Responsibility (CSR) and underpins our goal of creating value for our Group and for society as a whole.

As a result, we have carried out numerous socially-responsible and solidary-based initiatives in line with the strategy of Al Mada, the Group's reference shareholder.

The Group's commitment to social responsibility is to a large extent driven by the Attijariwafa bank Foundation, established almost 40 years ago, whose goal is to help create value for communities.

The Attijariwafa bank Foundation has been involved, since it was first established, in democratising access to art and culture and promoting education and entrepreneurship among youngsters. It also supports numerous charitable organisations with their solidarity-based initiatives. The Foundation also strives to promote public debate and intellectual initiative.

The Attijariwafa bank Foundation actively encourages and values employees' involvement in socially-responsible initiatives. Through its Foundation and its subsidiaries, the Group encourages its employees to engage in socially-responsible initiatives thanks to a number of skills sponsorship projects and those in which employees may volunteer with charitable organisations.

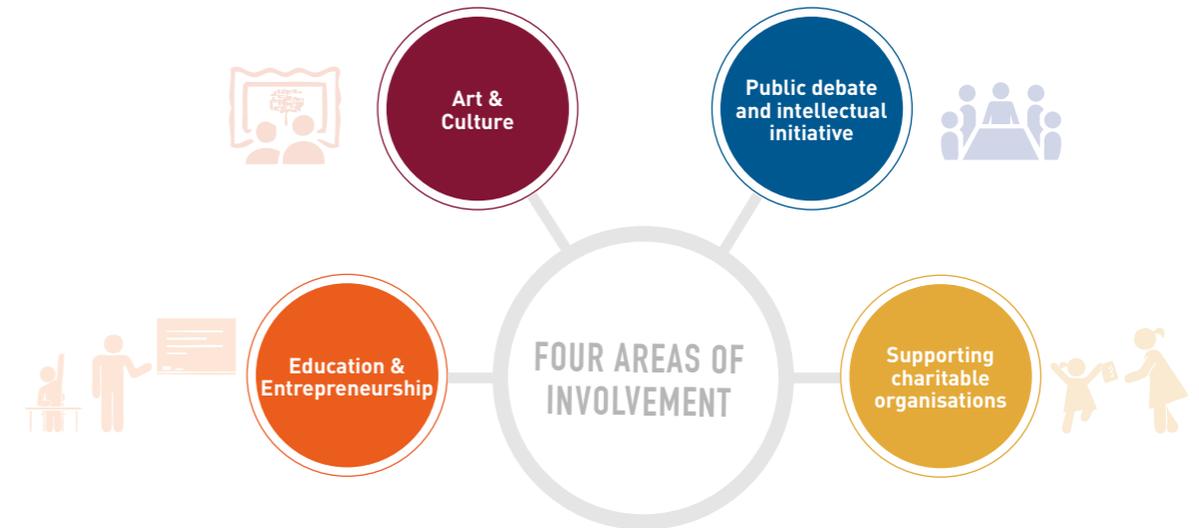
I warmly invite you to learn more about the various areas in which the Attijariwafa bank Foundation is involved and the different initiatives carried out throughout 2017.

The Foundation and its areas of involvement

The Attijariwafa bank Foundation, which was established nearly 40 years ago, is involved in a number of areas in which it has acquired recognised expertise by being involved in a number of innovative, cornerstone projects.

Though its three divisions, the Attijariwafa bank Foundation strives to promote education and entrepreneurship, art and culture, public debate and intellectual initiative as well as supporting solidarity-based high-impact initiatives.

The Foundation strives to bring about sustainable changes that have a positive impact on society through strong long-standing partnerships with members of civil society, thereby enabling it to achieve its goal.



Education & Entrepreneurship

The Foundation supports initiatives that endeavour to improve the educational level of youngsters, particularly those from the most socially disadvantaged backgrounds and reduce school dropout and failure rates, from pre-school right through to higher education. It also encourages youngsters to pursue higher educational studies and instil in them a spirit of enterprise.

Art & Culture

The Foundation is committed to democratising access to art and culture, both of which it regards as key catalysts for development, personal fulfilment and social cohesion. It supports talented artists, organises art exhibitions for young people and a wider audience, curates the Group's art collection and contributes financially to the country's visual arts, cultural heritage and music scene.

Public debate and intellectual initiative

The Foundation strives to promote constructive debate via a discussion forum which is open to every section of society, particularly youngsters. The forum provides a platform to debate contemporary economic, social and societal issues. The latter also endeavours to support and encourage intellectual initiative at a general level as well as publishing research carried out by Attijariwafa bank Group and the conference notes for each conference organised by the Foundation.

Supporting charitable organisations

The Foundation supports numerous charitable organisations steering projects with a high societal impact as well as solidarity-based initiatives which primarily benefit disadvantaged communities. The Group supports a number of different initiatives, offering financial assistance and benefits in kind or skills sponsorship. It aims to create value for the wider community in a number of different areas including the environment, health, education and job insecurity.

Key figures

Nearly **20 000** items of IT equipment distributed to Al Jisr Association since 2007

266 graduates since the International Masters in Banking and Financial Markets degree was first launched in 2007

15707 hours of entrepreneurship training provided by Group volunteers in Morocco since 2014

Nearly **11000** visitors to the Attijariwafa bank Foundation's Actua and Moulay Ali Kettani art spaces in 2017

1450 guests attending the 'Discuss to understand better' conference series with an average of 150 participants attending each conference in 2017

20 000 preparatory class student beneficiaries of the program to prepare them for entrance exams to prestigious schools in 2017

More than **450** pupils participating in the Academy of Arts program at 31 December 2017

Developing access to education and encouraging entrepreneurship

Education & Entrepreneurship



Bridging the digital divide in state primary schools

Attijariwafa bank Group is a founder member of Al Jisr, a charitable organisation which aims to involve the private sector in education by bringing schools and the business world together in a spirit of partnership. Through the Attijariwafa bank Foundation, the Group provides the organisation with IT hardware each year. In 2017, 3,653 items of every type of IT hardware were donated to the organisation.

These donations are made as part of the Green Chip program which aims to bridge the digital divide from a very early age by recovering and recycling IT waste and then distributing hardware to state primary schools. Al Jisr also provides training to young IT trainers who, in turn, pass on their knowledge to school teachers.

3 653 items of IT hardware donated to Al Jisr Association in 2017

153 preparatory class student beneficiaries of the program to prepare them for entrance exams to prestigious schools in 2017



Encouraging excellence with the 'Elite schools for everyone' program

Through its 'Elite schools for everyone program', established in 2007, the Attijariwafa bank Foundation organises an intensive study program each year for commerce and science candidates enrolled in preparatory classes to prepare them thoroughly for their entrance examinations to prestigious higher educational establishments. In 2017, 153 candidates benefited from this program.

This flagship program also involves equipping libraries with software and books that are otherwise too expensive for many students, especially those from disadvantaged backgrounds. Training is also provided to librarians to ensure that they are able to use the software.

In addition, to improve students' working environment in centers, the Foundation has also assumed responsibility for a program aimed at refurbishing 25 centers offering preparatory classes to state school students.



3 200 student beneficiaries of the AMGE caravan, preparing students for admission to elite schools in 2017

266 graduates of the International Masters in Banking and Financial Markets degree in 2017

In addition, as part of the 'Elite schools for everyone' program, the Attijariwafa bank Foundation supports each year the AMGE caravan, organised by the Association of Moroccans at Elite Schools (AMGE). The Bank has been the program's exclusive partner since it was launched in 2006. This initiative, backed by the Ministry of National Education, aims to inform, guide and provide practical and pragmatic advice about elite schools' admission requirements to commerce and science candidates enrolled in state-run preparatory classes who intend to apply to elite French business schools and engineering colleges. In 2017, nearly 3,200 students from different centers around the Kingdom benefited from this caravan.

International Masters in Banking and Financial Markets providing training for a career in banking and finance

The International Masters in Banking and Financial Markets, developed in 2007 in partnership with Banco Santander, is a dual Moroccan and Spanish degree from Hassan II University and the University of Cantabria.

At the end of 2017, nearly 400 students had enrolled since the Masters was first launched, with 34% of students coming from sub-Saharan Africa. The employability rate of Masters graduates stands at just under 95%.

This specialised two-year Masters program is designed to provide those students selected with the very latest knowledge and techniques of the financial industry to meet the rapidly growing demand for highly specialised finance and banking professionals. The courses are taught by Moroccan and Spanish academics and experts from both banks. The program also includes a practical six-month internship towards the end of the course, designed to make it easier for students to make the transition into workplace.

In 2017, as in previous years, a graduation ceremony was organised by the Attijariwafa bank Foundation for the 8th cohort of the International Masters in Banking and Financial Markets graduates.



Modernising higher education with the Jamiati platform

Jamiati.ma, a Moroccan university portal created in 2007 by the Attijariwafa bank Foundation in partnership with Universia, a department of Santander Universities Global Division, was modernised in 2017.

Jamiati.ma, a practical information portal for students and faculty members, contains a whole host of useful information relating to Moroccan universities. It caters to students and the wider university community. The portal was revamped in 2017 to incorporate the latest technological developments and address the changing needs of its target public- and private-sector establishments.



The new Jamiati.ma platform is now extremely user-friendly. Its content was completely revised and enriched after the needs of the target audience were taken into consideration. One of the new features has been to integrate social media in response to the challenges of digital transformation, in keeping with the Group's corporate strategy and the student target audience, for whom it is the preferred channel.

The portal was revamped in 2017 by four IBM volunteer consultants from different countries. The consultants had been selected by IBM as part of the Corporate Service Corps (CSC) program which enables the best IBMers around

the world to put their skills to good use on behalf of socially responsible projects.

Attijariwafa bank Foundation wanted to give a voice to the Jamiati.ma platform's main target audience as part of the ongoing development process. As a result, a campaign was launched to appoint Jamiati Ambassadors from among the student body at different Moroccan higher educational establishments.

By the end of 2017, a dozen or so ambassadors had been appointed from various establishments (ISCAE Group, Hassan II University, Hassan I University, ESITH, HEM, EM Lyon Casablanca, etc.).

The Jamiati university card making daily life easier for Moroccan students

In 2017, the Attijariwafa bank Foundation continued to deploy the Jamiati smart card in a number of new partner establishments.

The Jamiati card, which was initially developed in 2007 in partnership with Santander Group, is the first ever university smart card in Morocco. Used by students, the teaching body and administrative staff at the Foundation's higher educational partner institutions, it provides a number of integrated university services such as being able to borrow books, control access or sign-in automatically, etc.

It can also be used as a bank card, on the cardholder's request, thereby promoting financial literacy and financial inclusion among the student body.

University students benefiting from a revamped **Jamiati portal**



Instilling an entrepreneurial flair in youngsters

Supporting entrepreneurship is strategically important for the Attijariwafa bank Foundation and even more so for Attijariwafa bank Group since corporate social responsibility is one of the strategic priorities of Al Mada, the Group's holding company.

Attijariwafa bank Group, through its Foundation, is a founder member of INJAZ Al-Maghrib, providing financial and skills-based sponsorship to this organisation since it was first established in 2007.

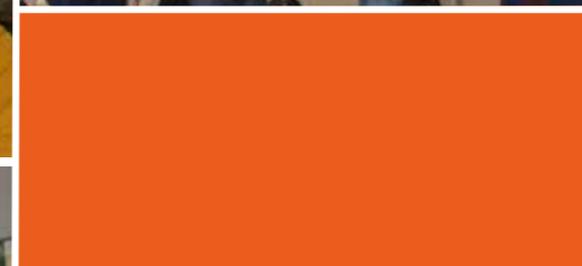
Founded under the aegis of the Group's holding company, Al Mada, INJAZ Al-Maghrib is a non-profit organisation whose mission is to encourage initiative-taking and develop the entrepreneurial skills of Moroccan youngsters enrolled in the state education system.

Its goal is to provide youngsters attending Moroccan state educational establishments with appropriate educational programs, delivered by volunteer executives from the corporate world. The aim is to foster a spirit of initiative, show them how to set up fledgling companies and prepare them for the challenges of the workplace. Based on the 'learning by doing' method, its programs emphasise learning through action, using case studies, role play and project-building.

Supporting young entrepreneurs

In 2014, Attijariwafa bank's Corporate and Investment Banking (BFIG) division, in partnership with the Attijariwafa bank Foundation, helped set up 'Smart Start', a bespoke support program managed by INJAZ Al Maghrib Association. This program delivered by professionals for professionals aims to provide assistance to young entrepreneurs in how to go about developing their business.

Since 2014, BFIG's ongoing involvement can be seen in the commitment of its employee mentors to supporting entrepreneurs. In 2017, in its third year, 23 BFIG mentors assisted 10 start-ups. Mentoring consisted of brain-storming sessions, designing support documents, carrying out business and strategic analysis of the project, financial modelling etc.



Supporting art and culture



Democratising access to art

The Foundation organises art exhibitions several times a year on themes relating to cultural diversity, inter-African dialogue and heritage as well as presenting the work of outstanding artists who have left their mark on the Moroccan or African arts scene. Equipped with high quality resources and display media, which include its two art spaces, the Actua and the Moulay Ali Kettani art spaces situated in the heart of Casablanca, the Attijariwafa bank Foundation is able to draw the general public into the very heart of the creative process. In 2017, these art spaces attracted nearly 11,000 visitors, 3,800 of whom took a guided tour.

« Présences Africaines » exhibition

This exhibition was the fifth time that the Foundation had participated culturally in the Africa Development International Forum by exhibiting, in the very center of the Forum's open spaces, a collection of original works and illustrations by twenty artists from the Attijariwafa bank collection whose work is representative of Morocco and countries in which the Group has operations.

The chosen works were designed to give a taster of the Group's investment and commitment to developing Africa's artistic genius, the result of commissioning and acquiring works of art over the last 30 years as well as an invitation to discover works that were freely accessible.

'Chaïbia and Hossein Talla, Une Oeuvre en Miroir' exhibition

In 2017, tribute was paid to the world-famous artist, Chaïbia Tallal and her son, the renowned painter Houcine Tallal. By taking the initiative of bringing together mother and son for the very first time, the Attijariwafa bank Foundation organised what was a must-see event, sparking fresh interest in two legendary artists who have dominated Morocco's arts scene for nearly 60 years.

By curating this exhibition, which heralded an innovation in its use of scenography, which highlighted the works and some personal artefacts of the two artists, on display for the first time, the Attijariwafa bank Foundation enhanced its reputation for promoting two iconic figures of modern and contemporary art.

This exhibition also provided an opportunity to generate synergies with Private Banking and the Africa Development International Forum.

The exhibition attracted more than **4,500** walk-in visitors

Take a virtual tour of the 'Chaïbia and Hossein Talla' exhibition:



Instilling in youngsters a taste for art with the Academy of Arts program

In 2009, the Attijariwafa bank Foundation developed its Academy of Arts educational program for students with limited access to art to enable them to develop their creative flair by providing them with opportunities for personal development and cultural enrichment and instilling socially-cohesive values in them such as civic-mindedness, citizenship and respect for diversity.

This flagship educational program, designed to raise artistic awareness and creativity, is run by the Attijariwafa bank Foundation in partnership with the Casablanca-Settat Regional Academy of Education and Training (AREF) for college and higher secondary state school students in Casablanca.

120 students per year group are enrolled in the three-year program, supervised by a team of seasoned professionals in three creative disciplines. Since 2009, the Academy of Arts program has unearthed a number of talented young artists, guiding them towards their chosen branch of the arts.

2017 was the final year for the 2014-2017 batch of pupils. The program, organised on the theme of 'Citizenship and public spiritedness', consisted of 90 learning sessions amounting to 186 hours, culminating with a light-hearted exhibition showcasing the very best works of art produced during the program, performances, dancing and

voluntary interaction with the general public.

The program was launched last year for the 2017-2019 pupil cohort on the theme of 'The other, Africa and me' with 138 new participants. A number of qualitative improvements were made to the program, including adopting a more socially-progressive approach to teaching, organising individual exhibitions and displaying Street Art in urban areas.

2017 saw one of the prize-winners join the program as a visual arts assistant while six other talented individuals enrolled on the arts program of their technical college and the School of Fine Arts.



Enabling the widest possible audience to enjoy the Group's collection of art works

Attijariwafa bank Group has one of the most beautiful corporate collections of modern and contemporary art in Morocco and North Africa. Depicting more than 60 years of Moroccan pictorial history, this cultural 'capital' has enabled the Foundation to become a major player on Africa's cultural scene.



The Group enriches this cultural heritage from time to time by acquiring new works in keeping with the Foundation's cultural projects. In 2017, two recent major works by the artist Hossein Tallal, which had been on display during the exhibition organised by the Foundation, were acquired by the collection in tribute to this artist.

In addition, to enable the Group's employees to enjoy its collection of art works, in 2017, the Foundation exhibited a hundred or so works of art at the Group's head office and regional sites, with explanatory captions provided.

In its role as a sponsoring bank, the Attijariwafa bank Foundation participated in a retrospective exhibition, 'Un Art Magistral de l'Ellipse', organised by Rabat's Bank Al-Maghrib Museum in tribute to the late Miloud Labied, loaning three rare works from his popular 'American period'. This was a way of helping to promote art to the widest possible audience and providing some structure to the art conservation and appreciation professions.

Promoting best practices in art

The Foundation has been a founder member of the prestigious International Association of Corporate Collectors of Contemporary Art (IACCCA) network since 2006. As a result, its collection has been permanently visible on a dedicated portal as well as featuring in the network's international publications. The collection has been nominated for a number of prestigious prizes and awards.

The Attijariwafa bank Foundation participated in a forum on 'developing African citizenship by promoting Africa's contemporary art', organised by the Arkane Association in November 2017 at the Hassan II Mosque's media library in Casablanca. This forum provided an opportunity to present the Academy of Arts program, regarded as an exemplary CSR initiative in arts education, to an assembly of African students, researchers and diplomats.

Supporting Morocco's arts scene

Attijariwafa bank Group regularly sponsors Morocco's major musical events including the Fez Festival of World Sacred Music, the Rabat Mawazine Festival, the Timitar Festival, 'Signs and Culture of Agadir', the Casablanca Boulevard Festival, the Africa Laughter Festival and many others besides.





Promoting public debate and intellectual initiative

« Discuss to understand better » monthly conference series

The Foundation organises the 'Discuss to understand better' monthly conference series in various cities across the Kingdom. These monthly meetings attract several hundred businesses and every section of Moroccan society, particularly youngsters, who debate with intellectuals and renowned experts from Morocco and overseas. These conferences are designed to provide a forum to discuss and debate the economic, social, societal and cultural issues facing Morocco.

To enable as many as possible to benefit from these conferences, the Attijariwafa bank Foundation publishes conference notes at the end of each meeting, consisting of the entire content of the presentations, the Q&A sessions and, where applicable, the recommendations made. These notes are available on the Group's corporate website, www.attijariwafabank.com.

32 conferences have been organised since the series was launched in 2014. In 2017, the entire series attracted 1,450 guests in total, with an average of 150 participants attending each conference.



32 conferences organised since 2014 as part of the 'Discuss to understand better' series

2017 highlights

There were a number of stand-out events during the « Discuss to understand better » conference series in 2017.

Sport

The conference « **Sport in Morocco, how to kick-start the machine for manufacturing champions?** » provided an opportunity to pay tribute to Morocco's sporting champions. The debate focused on how to go about reforming sport in Morocco so as to kick-start the 'machine' for manufacturing champions. The speakers analysed the current situation of sport in Morocco and made practical suggestions about how to go about reforming sport so to improve the performance of sportspersons, be successful again and enable Moroccan sport to enhance its recognition.

Society

On a social and cultural level, the conference « **Citizenship, what model for transmitting values to Morocco's youth?** » focused on the solid values underpinning the Moroccan identity

that must be passed on to future generations. Tolerance, patriotism, a sense of responsibility as well as leadership and a permanent quest for excellence were the values most likely to guarantee harmonious co-existence in a dynamic and modern society. A conference on the theme of « **What's the latest in Islamic reformist thought?** » examined the concept of Islamic reformation by presenting a brief historical overview of the reformist movement, its major personalities and its place in Islamic thought.

Digital

The conference « **The challenges of the digital economy, revolution or subterfuge?** », organised in partnership with the Center of Young Moroccan Business Leaders, brought together two renowned experts, Denis Jacquet, Founder of France's Uberisation Observatory and Jamal Belahrach, President of the Jobs for Africa Foundation. This conference-debate made it possible to define what is meant by 'uberisation' in relation to the spread of new technologies, analyse the impact from digital transformation on economic growth and identify strategies for adapting to this structural change.



Economics

On a completely different note, a conference was organised in Agadir in November 2017 to highlight '**the attributes of the Sous Massa Agadir region**'. This regional meeting provided an opportunity to underline the economic potential and investment opportunities of the Souss Massa region and to take stock of the progress made regarding the major projects scheduled under the Regional Development Plan 2022. The conference '**The World Bank's Country Economic Memorandum, the conditions required for Morocco's emergence by 2040**', organised in partnership with the World Bank, provided an opportunity to appraise and outline the recommendations that would enable the Kingdom to deliver faster economic growth by 2040.

Publishing

To encourage publishing and reading, a number of conferences were organised to promote literary works and support writers. In 2017, the Attijariwafa bank Foundation organised a number of book promotions including 'China and Us' by Fathallah Oualalou, « **At the Straits of Averroes** » by Driss Ksikes and « **The Maghreb, from its origins to the present. Vision 2050** » by Mohamed Kabbaj and the late Malek Chebel. A conference was also organised in tribute to the Spanish writer Juan Goytisolo.

Supporting solidarity-based high-impact initiatives

Encouraging civil society initiatives

The Attijariwafa bank Foundation supports a number of charitable organisations which address issues such as health, social integration and environmental protection. It also provides assistance to women facing hardship, sick persons and those with reduced mobility as well as helping to promote and support fair trade.

The Attijariwafa bank Foundation, which is heavily involved in promoting education and having close ties to students, also supports Moroccan and sub-Saharan African university and elite school student organisations by sponsoring various initiatives e.g. the ESITH Corporate Forum 2017, CESAM cultural week in Rabat etc.

In December 2017, the Foundation partnered the 2nd Spanish as a Foreign Language in North Africa Congress organised by the Cervantes Institute of Casablanca. Part of the program was held at the Bank's premises.



Developing skills sponsorship

The Group also encourages and values employees' involvement in socially-responsible initiatives. Skills sponsorship and volunteer programs have been set up to enable employees to get involved in a worthy cause.

As part of its strategic partnership with INJAZ Al-Maghrib Association, the Group's volunteer employees have provided more than 15,707 hours of entrepreneurship training from 2014 to 2017.

In 2016, the Group announced that it hoped to mobilise 1,000 volunteers by 2018 as part of this partnership i.e. at least 330 volunteer employees per year. This goal was largely exceeded by the end of 2017, with nearly 850 staff volunteering.

In 2017, as in previous years, the Attijariwafa bank Foundation organised an awards ceremony, now in its third year, in honour of the Group's 423 volunteer employees who had volunteered to work with INJAZ Al-Maghrib's during the 2016-2017 school year.

As a thank you and a mark of appreciation, they were awarded Responsible Employee certificates of recognition which had been jointly signed by the Chairmen of both organisations, Attijariwafa bank Group and INJAZ Al-Maghrib Association.



Community days involving employees in socially-responsible initiatives

Since 2016, the Attijariwafa bank Foundation has organised the annual 'AWB EMC BUZZ' community days for college students in various cities across the Kingdom. These community days consist of an introduction to entrepreneurship workshop and 'Entrepreneurship Master Class', one of INJAZ Al-Maghrib Association's programs run by a group of volunteer employees during a morning session. In 2017, approximately 5,000 college students from 17 cities in Morocco participated in community days which were held for the second time.

In partnership with CARE International Morocco, a charitable organisation and, leveraging the Group's skills sponsorship program, the Attijariwafa bank

Foundation also organised the 'Operation School Painting' community day, which mobilised 43 of Attijariwafa bank Group's employees on behalf of Bnou Zaydoun school in Casablanca's Sidi Moumen district. This school is one of 48 schools to be renovated within the framework of the partnership between the Attijariwafa bank Foundation and CARE International Morocco NGO. The partnership agreement, signed at the end of 2015, involves renovating pre-school units, benefiting 2,505 children in the Sidi Moumen district.

This community day, which was something of an innovation, addressed the needs of the school in terms of upgrading its infrastructure. The contribution from the Group's volunteer staff and some of the Bank's service providers ranged from skills sponsorship to donating the required materials including pots of paint and to equipping a library.





مؤسسة التجاري وفا بنك
FONDATION Attijariwafa bank



Attijariwafa bank, a limited company with a capital of MAD 2,035,272,260. Head office : 2, boulevard Moulay Youssef, Casablanca. Approved as a credit institution by order of the Minister of Finance and Privatisation No. 2269-03 of 22 December 2003 as amended and supplemented. Trade Register No. 333.