



# Contributing to the Development of Local Communities through Social Contribution Activities

Shinhan Financial Group has recognized the importance of socially responsible management since its foundation and has been making consistent efforts in order to practice corporate social responsibility(CSR). Based on activities that utilize advantages of finance, it has selected 3 core areas of welfare(coexistence), culture(sympathy), and environment(symbiosis), and has been conducting systematic activities. In order to promote effective group-wide social contribution activities and to promote the culture for practicing social contribution, Shinhan Financial Group reflects the fulfillment of social contribution when assessing the business performance of CEOs for each group affiliate, and manages the status of social contribution programs and community service activities by group affiliates using KPI in order to continue such systematic activities.

In 2015, 68,393 employees practiced compassionate sharing through 259,519 hours of talent donation and community service activities. Also, a social contribution investment fund totaling KRW 81.1 billion was used in a year in order to perform social contribution diligently by supporting backward classes and strengthening global social contribution activities.

## Social Contribution Basic Philosophy



## Shinhan Financial Group Volunteer Works Festival



Since 2008, Shinhan Financial Group has been hosting the Volunteer Works Festival every April~May. Employees of all group affiliates participate in this event. Shinhan Financial Group has also been conducting major volunteer activities on the themes of welfare, culture, and environment, its major social contribution areas. In the 2015 Volunteer Works Festival, which was held under the slogan of 'Happiness Shared Together', has enhanced local volunteer programs, such as those supporting backward classes in local communities. Moreover, Shinhan Financial Group is conducting the Shinhan Compassionate Shelter project in order to improve quality of life for disadvantaged classes by improving social welfare facilities in local communities, and is practicing sincere social contribution by supporting the repair and maintenance for three facilities for children, homeless people, and disabled people and by carrying out employee volunteering activities.

