



# 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.



## Sharing with Local Community

Under the mission, 'Building a Better World through the Power of Finance', Shinhan Bank is actively carrying out social contribution activities centering on three strategic directions of mutually beneficial coexistence, cultural sharing, and environmental orientation. Shinhan Bank shares love through various employee donation programs such as 'Shinhan Family 10,000 won Sharing Donation', 'Child Development Account', 'A Click of Love' and 'Good Day, Good Donation' and consistently operates environment-related programs such as establishment of a solar power generation facility on a social welfare facility and youth environment volunteer camp. Also, through more systematic activities for preserving cultural assets, such as the launching of the 'Cultural Assets Preservation Group' in 2015, Shinhan Bank became the first private company to receive the Presidential Award in the 2015 National Merit Awards on Cultural Assets Protection.

### Shinhan Bank, Outcome of Charity Programs Run by Employees

Unit: KRW 1 million

|  |                |
|--|----------------|
| <b>Shinhan Family 10,000 Won Sharing Donation campaign</b> | <b>1,248.6</b> |
| <b>Good Day, Good Donation</b>                             | <b>16.4</b>    |
| <b>A Click of Love</b>                                     | <b>205.9</b>   |
| <b>Child Development Account(CDA)</b>                      | <b>822.2</b>   |

Shinhan Card is practicing CSV(Creating Shared Value) which promotes synergy with society through CSR activities that emphasize its business characteristics. It supported 424 libraries(including 2 overseas libraries) through continuous operation of the 'Arumin Library' project, and strengthened its financial education program to provide youth financial education to 4,452 elementary and middle school students. Shinhan Card also contributes to increasing a sharing culture in connection with financial business through customer donation using Social Contribution website 'Arumin,' and issuance of 'Beautiful Card' for exclusive donation.

Shinhan Investment Corp. conducted programs like volunteer relay by branch during the first half of the year and happiness-sharing relay during the second half of the year, encouraging employees to have an average of 8 hours of volunteer activities. It continues to improve its social contribution activities based on active participation by employees by collecting social contribution funds through programs like 'Saving for Happiness' which donates a small portion from employee salaries.

Shinhan Life Insurance is carrying out various donation and support activities through quarterly thematic volunteer activities by selecting children and elderly people as core recipients of social contribution activities. It supports medical expenses for children in low-income families by accumulating 1% of monthly premiums of children's insurance and is carrying out talent donation activities in local child centers and nurseries. Notably, Shinhan Life Insurance has also been striving to prevent emotional isolation and the lonely death of elderly people living alone by signing an MOU with the Comprehensive Support Center for the Elderly Living Alone in 2011. The company continues to practice compassionate sharing through various social contribution activities such as Namsan Park Healing Walk Contest and Sharing Tteokguk and Songpyeon of Love.

In 2003, Jeju Bank launched 'Jeju Bank Volunteer Group', taking initiative in serving the local community and in creating a happy world. Notably, thanks to participation by all employees, a certain amount of monthly wages was created as a social contribution fund to be provided as annual scholarship to students from low-income backgrounds. Additional volunteer activities were conducted in various fields, such as cleanup activities of the sea and Santa Expedition in local children centers.

## Volunteer Activities Engaged in by Stakeholders

In 2004, Shinhan Bank launched 'Shinhan Bank Volunteer Group', in an effort to incorporate compassionate sharing into an axis of its corporate culture by having all employees to participate in compassionate volunteering activities with neighbors. Also, starting in 2012, 'Customer-participated Volunteer Activity' has been conducted for customers who visit the banks and their children in order to offer an opportunity for customers to conduct voluntary community service activities and to take initiative in practicing compassionate finance through social contribution activities, caring for neighbors facing hardship.

Shinhan Card has expanded its efforts of social contribution from employees to members of the community, operating 'Arumin Customer Service Group', 'Arumin College Book Mentors', and 'Arumin College Overseas Volunteer Group'. Notably, 'Arumin Customer Service Group', which launched in 2007, conducts regular activities every month(Seoul), and is conducting community service activities for the elderly living alone, and families of disabled people. The activities are conducted twice a year in five major cities of Korea.

For the first time in the industry, Shinhan Life Insurance is operating its Big Dream Volunteer Group consisting of financial consultants, regularly visiting welfare centers to serve food to the elderly living alone and cleaning the environment. Also, 'Bridge of Love Volunteer Group', consisting of all employees, is conducting various sharing activities such as delivering briquettes to economically vulnerable neighbors and sharing Bread of Love.

## Common Goods Products

Shinhan Life Insurance is supporting medical expenses for children from low-income backgrounds suffering from incurable diseases through a project for supporting 1% of monthly premiums of children's insurance. It has supported a total of KRW 980 million for the past five years since 2011 and has used the money in supporting medical expenses and linguistic and psychological treatment for children with leukemia, childhood cancer. As a core project related to compassionate insurance, it accumulates KRW 1,000 for every child's insurance, enabling support to prevent safety accidents for children. Moreover, starting in 2008, it has been donating 1% of premiums from Christian insurance every year to Christian welfare groups such as World Vision, utilizing the fund for scholarship to young students from low-income background and preparation of lunch boxes and special holiday meal kits for undernourished children.

## Developing Global Social Contributions

Since 2005, Shinhan Financial Group has been conducting 'The Dream Team of Disabled Young People, Challenging the 6 Continents' with the Korea Society to provide diverse opportunities to disabled young people so that they could cultivate the capacity as leaders of the international society. The entirety of this program, conducted in the form of overseas training, is conducted by disabled youths, from selecting training theme, liaising with visiting institutions, to transportation and housing. A total of 685 people have participated by 2015, experiencing various issues such as cooperation of international society, culture, education, and poverty and seeking new changes. This year, participants have explored disability issues of Korea, New Zealand, Sweden, United Kingdom, and USA, and conducted research on the status of disability in Laos and international cooperation.



The Dream Team of Disabled Young People, The 2nd International Conference of Youth with Disabilities

Every year, the global networks(overseas firms and branches) of Shinhan Bank are conducting various forms of social contribution activities such as facilities volunteer, supporting disadvantaged classes, environment cleaning, and supporting local events. Shinhan Bank delivered emergency rescue funds collected from employees for the Nepal earthquake, conducted global volunteering activities in Mongolia with the National Pension Service, and conducted overseas medical volunteer activities in Myanmar and Uzbekistan. In addition, it provided support on informatization classes in a Filipino school for disabled people, improved educational facilities in rural villages of Myanmar, and provided operation expenses and facilities support for nursery facilities in Vietnam.

Shinhan Card launched an overseas volunteering group consisting of college students in 2011 and has been sending them to Vietnam and Indonesia to promote cultural exchange, build a hygienic environment and carry out educational volunteer activities. Starting in 2014, it established the 'Arumin Library' and conducted housing construction activities in connection with 'Arumin Library,' the group's representative social contribution program, in order to provide an opportunity for impoverished children to become independent by providing housing and the basis for learning, so that these activities will not be a mere act of generosity.

Shinhan Investment Corp., since 2012, has been supporting children in poverty through the one-to-one matching grant method by operating the 'SHIC Guardian' program, which connects individual employees with children in developing countries. Also, in 2015, Shinhan Investment Corp. delivered supplies like clothes and toys to backward children in and out of the country through the 'Crafting Happy Gift' program, a participatory community service activity.

Since 2012, Shinhan Life Insurance has been participating in a hat-knitting campaign for infants in poor countries and has sent a total of 2,397 woolen hats. Also, through 'Making T-shirts of Hope' campaign with the Korea Disaster Relief Association, it supported 416 T-shirts for children living in countries with poor climate conditions along with messages of hope. Also, through the 'Dokdo Pencil Box Craft' campaign on Dokdo Day(October 25th), 800 employees made pencil boxes and delivered them to backward children in the Philippines along with writing tools and letters.

## Project for Supporting Career Training to Vietnamese Youth from Low-income Background



In 2013, Shinhan Vietnam Bank established the <Korea-Vietnam Youth Economy & Technology Education Center> for young, low-income Vietnamese people living in the outskirts of Ho Chi Minh City, and has been providing career education on accounting, computer OA, computer repair, Korean language, etc. This support activity is evaluated to be an exemplary supporting case study where the low-income class can create a basis for income creation through recruitment of recipients, education management, certificate of completion from Ministry of Education, and employment support. A total of 1,519 young people have received actual career education for the past three years. Shinhan Vietnam Bank is providing education on Korean language to career education centers and to the Middle Economic Technology School in District 12, which received official approval on Korean as secondary foreign language from Ho Chi Minh City's Ministry of Education, by supplying educational materials and employing teachers of Korean language.



## Scholarship Support

In 2006, Shinhan Financial Group established the Shinhan Scholarship Foundation with the goal of discovering and assisting students who are unable to concentrate on studying due to difficulty in living, to help them grow as national talents. Based on the capital of KRW 100 billion funded by group affiliates, the foundation is selecting scholarship recipients every year to provide consistent support, and has provided a total of approximately KRW 19.5 billion to 4,185 students by the end of 2015. Shinhan Financial Group will continue its efforts to practice its social responsibility as a corporate citizen by continuing to discover future talents, improve educational environment, and support academic research activities.

### Major History

- 2006**
  - Registered foundation of Shinhan Scholarship Foundation(Total assets of KRW 50 billion)
  - Selected first recipients of Shinhan scholarship
- 2009**
  - Added additional funds of KRW 30 billion from Shinhan Financial Group group affiliates (Total assets of KRW 80 billion)
  - Launched Shinhan Mentoring Scholarship
- 2011**
  - Launched scholarship for the children of police officers who died in the line of duty
- 2012**
  - Added additional fund of KRW 20 billion from Shinhan Financial Group group affiliates (Total asset of KRW 100 billion)
  - Launched scholarship for the children of firefighters who died in the line of duty
- 2014**
  - Launched scholarship for the children of coast guards who died in the line of duty

### Major Business

**General Scholarship** | Every year, the Shinhan Scholarship Foundation selects scholarship recipients from middle school students and upcoming college freshmen to provide tuition, academic support, and textbook expenses. College recipients receive scholarships until the point of graduation and middle school recipients receive scholarships upon high school graduation. The recipients are also provided with various opportunities for developing character and experiences as students, such as through volunteering activities and scholarship camp.



2015 Shinhan Scholarship Camp

**Mentoring Scholarship** | College students selected as scholarship recipients of Shinhan Scholarship Foundation, and middle and high school students from low-income backgrounds are connected as mentors and mentees. Mentor students are provided with scholarships and mentee students are provided with educational opportunities and opportunities for interaction with college students.

**Scholarship for the Children of Veterans Deceased in the Line of Duty** | In order to commemorate deceased veterans who sacrificed their lives for the country and to help their children to focus on studying without difficulties through scholarship, Shinhan Scholarship Foundation has been selecting scholarship recipients and providing academic support funding every year for children of deceased veterans recommended from the National Police Agency, Fire & Disaster Headquarters, and Korea Coast Guard.

In order to head local talents, Shinhan Bank is operating a scholarship project and an academic research support project through 'Shinhan Bank Gangwon Scholarship' and 'Shinhan Bank Chungbuk Scholarship'. The company also established the 'Shinhan Bank Hope Foundation' to support job creation of small businesses, presented a music award for the first time in the financial industry to contribute to the development of classic music by discovering and supporting promising cultural arts talents. Shinhan Bank is also making contributions to academic promotion and development of cultural arts by carrying out scholarship projects in low-income countries, and academic support projects for supporting finance researches.



Award Ceremony for Shinhan Music Awards

## Sports Sponsorship

The intensity, inspirational stories, and spirit of fairness in sports go along with the core values of Shinhan Financial Group characterized by mutual respect and aspiration to be the best. Under the belief that Corporations must develop together with their customers', Shinhan Financial Group is creating an environment where sports can flourish in Korea, and is striving to provide opportunities where customers can become familiar with sports.

### Shinhan Donghae Open

Shinhan Donghae Open, which hosts its 32nd contest this year, is a representative sports sponsorship of Shinhan Financial Group, created in 1981 under the goal of contributing to the development of Korean golf by nurturing internationally renowned players. Since the early contests, famous professional golfers from Japan, Taiwan, etc. have been participating in this internationally renowned contest. Shinhan Donghae Open has had an effect of improving the foundation of Korean golf and of making much contribution to the development of public athletics.

In addition, Shinhan Donghae Open is conducting social contribution projects every year. 'Hope Sharing Campaign', a representative social contribution activity of Shinhan Donghae Open, explains the true value of sharing to the audience of the contest and encourages participation. The audience purchase 'Hope Sharing Coupon' in the form of a scratch card to participate in social contribution, and Shinhan Financial Group creates this fund in a matching form and donates the entire amount. In 2015, Shinhan Financial Group delivered the funds to the Incheon Social Welfare Council and Korea Childhood Leukemia Foundation.



2015 Shinhan Donghae Open Final Round

### Shinhan Rookie Sponsorship

In 2011, Shinhan Financial Group launched 'Shinhan Rookie Sponsorship Program' which discovers rising stars in Korean sports and provides long-term support. This program discovers and nurtures sports players who have the potential to grow as international players but are pursuing lesser-known sports or have poor training conditions. Recipients of this program include Yang Hak-Seon, the hope of Korean artistic gymnastics who won the gold medal at the 2012 London Olympics for the first time in Korean gymnastics history. Shinhan Financial Group is broadening the scope of recipients as witnessed by the new support given to Choi Jae-woo and Lee Kwang-Gi, the rising stars in lesser known winter sports, in preparation of the 2018 Pyeongchang Winter Olympics.

### Shinhan Bank S-Birds Women's Basketball Team

Shinhan Bank S-Birds Women's Basketball Team has won the championship six consecutive times from its first seasonal victory in September 2005 to 2012, accomplishing a winning streak of six championships for the first time in Korean professional sports. In 2014, it moved its home court to Incheon, contributing to improved awareness of sports in Incheon and to the development of women's basketball in Korea. S-Birds Women's Basketball Team is devoted to creating a healthy sports culture through activities like gym cleaning after friendly matches with Songdo Middle School basketball team, off-season basketball clinics, and autograph sessions. Shinhan Bank also makes contributions to practicing compassionate finance by inviting economically vulnerable classes to basketball games and donating profits from autograph sessions.

## Plans

By creating the 'Global CSR Council', Shinhan Bank plans to expand its CSR network and manage it consistently in order to discover and support CSR projects that suit situations in the local community. Also, the bank plans to strengthen projects for supporting cultural arts such as the classic music talent donation project, invitation of culturally backward classes for cultural events, and provision of cultural contents to local welfare groups. Lastly, Shinhan Bank establishes a volunteering platform for customers and expands its scope and time period in order to practice beautiful synergies.

Shinhan Card plans to continue its social contribution activities for socially disadvantaged people and financially vulnerable people using the advantages of the industry. It will diversify regions for overseas volunteering to countries like Myanmar, and strengthen its global social contribution activities by carrying out funding activity through Arumin website and other such activities.

Shinhan Investment Corp. will strive to establish its social contribution programs in order to promote sincere practice of social contribution activities. Also, keeping pace with its strategies for overseas advancement, the company is planning social contribution activities for children belonging to disadvantaged classes so that the company and the local community can live together.

Shinhan Life Insurance plans to conduct company-wide campaigns like Bridge of Love and Big Dream Volunteer Group Funding, disclose its status on major social contribution activities and funding, and host volunteering photograph exhibitions in order to promote voluntary donation and participation by employees and planners.

Based on the practice of compassionate finance by all employees and under the slogan 'For the Happiness of the Customers, For the Future of Jeju', Jeju Bank plans to conduct various social contribution activities that can make practical contributions to local community, fulfilling the social responsibilities of a corporation as a true local bank and with the gratitude for the warm affection that Jeju residents and its customers have sent for a long time.