

THERE IS ALWAYS SOMEONE
TO PUT A SMILE ON YOUR FACE



Freedom in the modern world is one without financial worries. At Public Bank, we are always there to serve all your banking and financing needs. We make it easy and convenient for you. But it isn't something we do because we have to. It is because our service is our pride.

Our service, our pride.



PUBLIC BANK

(6463-H)

Excellence Is Our Commitment



Corporate Philosophy

Public Bank cares...

FOR ITS CUSTOMERS

- By providing the most courteous and efficient service in every aspect of its business
- By being innovative in the development of new banking facilities

FOR ITS EMPLOYEES

- By promoting the well-being of its staff through attractive remuneration and fringe benefits
- By promoting good staff morale through proper staff training and development and provision of opportunities for career advancement

FOR THE COMMUNITY IT SERVES

- By assuming its role as a socially responsible corporate citizen in a tangible manner
- By adhering closely to national policies and objectives thereby contributing towards the progress of the nation

FOR ITS SHAREHOLDERS

- By forging ahead and consolidating its position as a stable and progressive financial institution
- By generating profits and a fair return on their investment

...with integrity

Caring for Our Customers...

Public Bank continues with its efforts to serve its customers.



In January 2002, Public Bank launched the Mudharabah Bestari Account under the Bank's Islamic Banking Services targeted at junior savers below 18 years old. The new savings account is based on the profit sharing concept of mudharabah, where customers deposits will be invested by the Bank in 'syariah' based activities and dividends or profits will be credited to the account every month.

A signing ceremony to mark an official tie-up between Public Bank and the Inland Revenue Board (IRB) was held at Menara Public Bank on 21 January 2002. The signing ceremony was witnessed by the Deputy Finance Minister, Y.B. Dato' Chan Kong Choy and Tan Sri Dato' Sri Dr. Teh Hong Piow.

Public Bank became the first bank in Southeast Asia to activate its MasterCard EMV-Chip terminal that accepts Europay, MasterCard and Visa cards. A press conference on the MasterCard EMV-chip initiative was held on 11 December 2002. MasterCard's Vice-President and Country Manager for Malaysia and Brunei, Mr. Jim Cheah and Ms. Chong You Lin, Director of PB Card Services and Support attended the press conference.

On 13 and 20 December 2002 Public Bank opened its 215th and 216th domestic branches at Taman Desa Cemerlang, Johor and Taman Sentosa, Klang. These new branches will enhance customers' convenience in these areas.



1 A signing ceremony to mark an online service agreement between the Employees Provident Fund (EPF) and Public Bank was held at Menara Public Bank on 3 September 2002. This agreement was to launch an Internet-based service which enables employers to pay their employees' monthly EPF contributions through the Bank's Internet banking channel, PBeBank.com.

2 Public Bank's Bandar Sri Damansara and Seri Setia branches relocated to new premises on 5 November 2002 and 23 December 2002 respectively. These relocations will improve customers' convenience as well as provide a more conducive banking environment to customers.



Caring for Our Employees...

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Public Bank employees have many interesting programmes throughout the year to motivate them to further improve their performance. In this year:

- 1 Every month one branch will be named as the Best Branch of the month throughout the year under Phase 4 of the Customer Care Campaign. Each branch was presented with a certificate and a cash prize. Total cash prizes for the Customer Care Campaign amounted to RM0.6 million.

Tan Sri Dato' Sri Dr. Teh Hong Piow hosted a Chinese New Year dinner to usher in The Year of the Horse. Members of the Board of Directors and about 300 staff from the Public Bank Group attended the event that was held at the Shangri-La Hotel, Kuala Lumpur on 13 February 2002.

- 2 The winners of the Branch Performance Awards 2001 were presented with their trophies and cash prizes in a ceremony held in conjunction with Tan Sri Dato' Sri Dr. Teh Hong Piow's 72nd birthday celebration at the Sunway Lagoon Resort Hotel on 14 March 2002. The awards granted were the prestigious President's Award, the Best Branch Awards and nine special category awards with total cash prizes amounting to RM0.8 million. The winner of the President's Award for 2001 was Taman Johor Jaya Branch.

Tan Sri Dato' Sri Dr. Teh Hong Piow graced the Public Bank Group's Sabah and Labuan Region 36th Anniversary Dinner held at the Magellan Sutera Harbour Hotel, Kota Kinabalu, Sabah on 30 May 2002.

- 3 Public Bank celebrated its 36th Anniversary with a banquet at the Grand Pyramid, Sunway Pyramid Convention Centre, Petaling Jaya on 3 August 2002. About 2,600 staff from Head Office and Kuala Lumpur branches attended the event dressed to the theme of 'Fantasy Mania'.

Public Bank Selangor branches celebrated their 36th Anniversary at the Grand Ballroom, Shangri-La Hotel, Kuala Lumpur on 31 August 2002. About 1,300 staff attended the dinner with the theme 'Outrageous Merdeka'. The event was graced by Tan Sri Dato' Sri Dr. Teh Hong Piow.

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Tan Sri Dato' Sri Dr. Teh Hong Piow graced the Public Bank Group's Negeri Sembilan, Melaka and Northern Johor Region 36th Anniversary Dinner at the Renaissance Melaka Hotel on 14 September 2002.

- 4 Public Bank's football team made history for being the first team within the banking industry to compete amongst the country's best in the prestigious Malaysia Cup and made it to the quarter finals playing against Sabah in the first leg at Likas Stadium, Sabah on 15 October 2002. A total of 1,000 Public Bank Group's staff and family members came to cheer for the team.
- 5 On 19 October 2002, the second leg of the Malaysia Cup quarter finals home match at Selayang Stadium saw Public Bank's football team defeat Sabah 2-1. Despite the hard earned victory, our team was still edged out from the competition with a 2-3 aggregate score. More than 6,000 fans turned up to lend their support.

Caring for Our Community...

As a responsible corporate citizen, Public Bank organised and participated in many community activities and contributes towards various community service projects.



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- 1 Public Bank launched the Environmentalism Awareness Campaign with the adoption of a new logo carrying the theme 'Public Bank Going Green'. To mark the launch, a tree planting ceremony was held at Taman Jaya, Petaling Jaya on 16 April 2002 which was officiated by Dr. Wong Sai Hou, the State Assemblymen for Kampung Tunku, Selangor.
- 2 The Public Bank Group, Lonpac Insurance Berhad and Tong Meng Company Ltd. donated a total of RM186,000 for the purchase of three dialysis machines and two dialyser reprocessing machines to the Persatuan Dialisis Kurnia Petaling Jaya on 3 July 2002 at Menara Public Bank.
- 3 The Pingat Bestari, Hadiah Bestari Muda and Sekolah Bestari Public Bank for 2002 awards presentation ceremony was held at the Renaissance Hotel, Kuala Lumpur on 23 July 2002. Y.B. Dato' Seri Dr. Ling Liong Sik, the Minister of Transport presented the awards to 62 students and four schools.
- 4 Public Bank responded to the Jalur Gemilang Campaign in conjunction with the 45th National Day celebrations by sponsoring national flags worth RM200,000 which were distributed to Public Bank staff and customers.



Corporate Philosophy

- [5] On 8 August 2002, a group of 127 students and officials from the Faculty of Modern Language and Communications Department of Universiti Putra Malaysia (UPM) visited Menara Public Bank to attend a motivational talk organised by Public Affairs Division.

Public Bank sponsored RM10,000 in support of education development during the official opening ceremony of the newly established Universiti Tunku Abdul Rahman (UTAR), which was held on 13 August 2002.

- [6] Public Bank sponsored the posters produced in conjunction with the 2002 World Forestry Day celebrations held at the Hutan Rekreasi Ayer Keroh, Melaka. The event held on 30 September 2002 was jointly officiated by Y.B. Dato' Seri Mohd. Ali Rustam, Chief Minister of Melaka and Y.B. Dato' Seri Lim Keng Yaik, the Minister of Primary Industries.

Public Bank contributed RM20,000 towards the Malaysia-China Economic Conference 2002. Mr. Chang Kat Kiam, Senior General Manager of Retail Banking Division presented the Bank's sponsorship on 8 October 2002 to Y.B. Dato' Chua Jui Ming, the Minister of Health and organising chairman of the conference.

- [7] Twenty six Public Relations students from LIMKOKWING Institute of Creative Technology, accompanied by their lecturers visited Menara Public Bank on 18 October 2002. Puan Shameem Abdul Jalil, Director of Corporate Communications gave a briefing on career opportunities in the Public Relations industry in the corporate sector.

- [8] A group of 38 school children accompanied by their teachers from Sek. Keb. Bukit Wan, Kuala Terengganu visited Menara Public Bank on 31 October 2002. En. Razak Dali, General Manager of Public Affairs Division delivered a speech which was followed by the Public Bank corporate video presentation.

- [9] Public Bank organised a luncheon on 30 September 2002 to honour Datuk Ahmad Rejal Arbee, the Group Editor of Berita Harian who celebrated his 40th anniversary in Malaysian Journalism. To commemorate the occasion, En. Razak Dali, General Manager of Public Affairs Division, Public Bank presented a special plaque to Datuk Ahmad Rejal after the luncheon.





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10 A blood donation clinic was held at the Grand Lobby of Menara Public Bank on 1 November 2002. The blood donation clinic met with overwhelming response where a total of 117 Public Bank Group staff and the public donated blood.



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11 The Public Bank Group participated in the Expo Cintai Malaysia 2002 on 2 November 2002 organised by the Chinese Chamber of Commerce & Industry of Kuala Lumpur by setting up a promotional booth at the Asia Pacific Auction Centre, Subang. The Expo, which attracted more than 500,000 visitors, provided a good opportunity for the Public Bank Group to promote its products and services.

12 The Young Enterprise Programme, in which Public Bank participated as the Main Banker, held its awards presentation to the winning schools for Central Region at the Regent Hotel, Kuala Lumpur on 5 November 2002. The event was officiated by Y.B. Datuk Dr. Fong Chan Onn, the Minister of Human Resource who then visited the winning schools' counters which showcased their products at the event.



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13 In the spirit of Chinese New Year celebration, Public Bank presented a RM100 ang pow each to about 200 senior citizens at a presentation ceremony held at Bangsar Shopping Complex on 28 January 2003. Datuk Tay Ah Lek and Y.B. Dato' Seri Hjh. Shahrizat Abdul Jalil, the Minister of Women and Family Development gave away the ang pows to the senior citizens.



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14 Public Bank contributed GBP200,000 (RM1.2 million) to the Commonwealth Partnership for Technology Management (CPTM) Endowment Fund which is to support the activities of the CPTM. The CPTM is involved in the organisation of International Smart Partnership Dialogues in Langkawi and South Africa. Tan Sri Dato' Sri Dr. Teh Hong Piow presented the cheque to our Prime Minister, Y.A.B. Dato' Seri Dr. Mahathir Mohamad.



15 Throughout the year, Public Bank branches also held their community projects as illustrated in this collage of photos, true to the spirit of a caring corporate citizen.



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Corporate Philosophy

16 In support of education, Public Bank donated RM10,000,000 to University Tunku Abdul Rahman (UTAR). The cheque presentation ceremony was held on 6 March 2003 at Menara Public Bank where Y.B. Dato' Seri Dr. Ling Liong Sik, the Minister of Transport received the donation from Tan Sri Dato' Sri Dr. Teh Hong Piow.

17 Public Bank donated RM1,000,000 to Tung Shin Hospital for the construction of a new 12-storey Chinese Medicine Building. Tan Sri Dato' Sri Dr. Teh Hong Piow presented the cheque to Tan Sri Dato' Dr. Teo Soo Cheng, President of Tung Shin Hospital at a presentation ceremony held on 7 March 2003 at Menara Public Bank.



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Caring for Our Shareholders...

The Public Bank Group values its relationship with its shareholders.

1 For the third consecutive year, Public Bank won the KLSE Corporate Excellence Award 2002 for the Main Board category. The prestigious award was presented to Tan Sri Dato' Sri Dr. Teh Hong Piow by our Acting Prime Minister, Y.A.B. Dato' Seri Abdullah Ahmad Badawi on 11 March 2003.

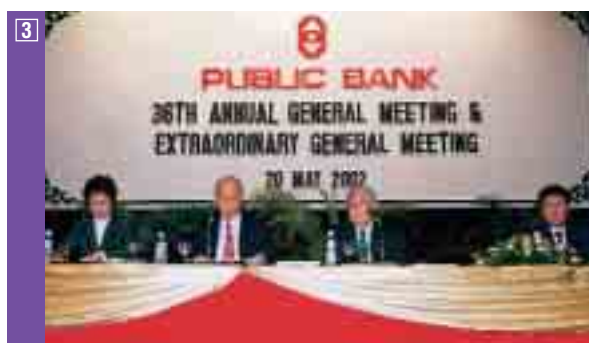
Public Bank was ranked No. 2 in the prestigious Review 200: Asia Leading Companies award organised by the Far Eastern Economic Review. An award presentation ceremony was organised to honour the recipients of the awards on 14 March 2002 at the Shangri-La Hotel, Hong Kong. Mr. Tan Yoke Kong, General Manager of JCG Holdings Ltd. represented Tan Sri Dato' Sri Dr. Teh Hong Piow to receive the award for Public Bank.

Public Bank was named the overall winner for Overall Best Investor Relations for Malaysia in Asiamoney magazine's Best Managed Companies awards for 2001. Mr. Leong Kwok Nyem, Senior General Manager, Treasury & Corporate Operations represented the Bank to receive the award from Mr. Chris Wright, Editor of Asiamoney magazine in a presentation ceremony held at the Ritz Carlton Millenia Hotel, Singapore on 26 March 2002.

2 On 8 May 2002, Rating Agency Malaysia Berhad (RAM) upgraded Public Bank's long term general bank rating from AA1 to AAA and reaffirmed its short-term rating of P1. Public Bank is one of the only two Malaysian-controlled banks to be accorded a AAA rating, the highest rating accorded by RAM.



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3 Public Bank held its 36th Annual General Meeting on 20 May 2002 at the Shangri-La Hotel, Kuala Lumpur. The Annual General Meeting was chaired by Tan Sri Dato' Thong Yaw Hong. About 1,800 shareholders and proxies attended the Annual General Meeting.

4 Public Bank was awarded the Best Domestic Bank in Malaysia for the year 2002 by Asiamoney magazine. The award was presented to Tan Sri Dato' Sri Dr. Teh Hong Piow by Mr. Chris Wright, the Editor of Asiamoney magazine at a presentation ceremony held at the Magellan Sutera Harbour Hotel in Kota Kinabalu on 30 May 2002 in conjunction with the Public Bank Group's Sabah and Labuan Region 36th Anniversary Dinner.

Euromoney once again voted Public Bank as the Best Bank in Malaysia for 2002 in its Euromoney Awards for Excellence 2002. The prestigious award was presented to Tan Sri Dato' Sri Dr. Teh Hong Piow by Mr. Chris Cockerill, the Asia Editor of Euromoney at a presentation ceremony held at the Shangri-La Hotel, Kuala Lumpur on 3 August 2002.

Public Bank was ranked 24th by FinanceAsia in terms of market capitalisation in its survey of Top 200 Asian Banks published in its 15 August 2002 issue. In terms of overall total assets, equity and return on average assets, Public Bank was ranked 61st.

5 For the fourth consecutive year, Public Bank has been voted as the 'Best Local Bank in Malaysia' by FinanceAsia for 2002. Tan Sri Dato' Sri Dr. Teh Hong Piow received the award from Mr. Nick Lord, the Editorial Director of FinanceAsia during a ceremony held at the Shangri-La Hotel, Kuala Lumpur on 31 August 2002.

6 Public Bank's 2001 Annual Report won the Most Outstanding Annual Report Award and the Industry Excellence Award for the Finance Sector under the Main Board Category at the National Annual Corporate Report Awards (NACRA). The awards were presented to Tan Sri Dato' Sri Dr. Teh Hong Piow by the Minister of Domestic Trade and Consumer Affairs, Y.B. Tan Sri Dato' Muhyiddin Mohd. Yassin at the Palace of the Golden Horses Hotel, Kuala Lumpur on 31 October 2002.

On 17 December 2002, Public Bank received the Special Jury Award at the 'Anugerah Citra Wangsa Malaysia' organised by Dewan Bahasa & Pustaka's Award. Dato' Lee Kong Lam, the Executive Director received the Award from Tan Sri Kamarul Ariffin, Chairman of the Dewan Bahasa & Pustaka Supervisory Board. The award was organised in recognition of high quality usage of the National Language in the private sector's annual report.



Human Resource Development



Public Bank recognises that human capital is a major driver in the new wave of global competitiveness for Malaysian businesses. It is the people who will manage and lead the Bank to emerge as a strong contender in the global arena. Recognising this, the Bank has aligned its human resource strategies to its business strategies and action plans. The main focus for 2003 will be:

STRENGTHEN AND GROW A UNIFIED WORKFORCE THROUGH SYNERGY

The main internal challenge for Public Bank this year and the next is to reap maximum benefits from the rationalisation of the business and operations of Public Bank and Public Finance. Benefits from this synergy include combining resources, streamlining operational support and intensifying cross-selling. This year and next will be full of challenges where change will be the order of the day. Change means opportunity for the brave.

The Bank had successfully integrated with Hock Hua Bank in its earlier merger exercise in 2001. The Bank now aims to do the same with its subsidiary company, Public Finance. With the necessary structures and processes already in place, the Bank has planned various interventions to enable the Group to move ahead and grow. These interventions include:

- Retraining and re-skilling of staff to cope with the new demands
- Maintaining high morale in an environment of uncertainty through effective internal communication
- Buddying branches in the same vicinity to ensure smooth migration and transfer of skills

DIFFERENTIATE TO WIN

The Bank recognises that the need for quality has never been greater. Foremost in mind is the need to differentiate from others through service excellence. Superior service quality has proven to be a winning competitive strategy.

Towards this end, the Bank has taken its ISO initiative a step further to include ISO 9001:2000 certification of its Loans Service Delivery Processes in addition to the earlier certification on its Provision of Customer Service at the Front Office. The ISO certification process with its emphasis on transparency and clarity of standards requires all staff to acquire a quality consciousness in all aspects of service delivery.

Training plays a key role in conveying the “quality” message. Through active partnership with the various business units, the training curriculum will integrate business strategies and action plans with the required skills set for organisational effectiveness. Staff are not only ingrained with the standards set for the work processes but are also updated with contemporary skills and knowledge through various training media. To be customer-centric focused, staff are inculcated with a sense of pride so that they will “Do It Right” for the customers, the shareholders and the community at all times. The Bank aims to distance itself from its competitors by making, “giving value-added service” an integral part of the way it conducts its business.



▲ Internal Training Course, Training Centre, Bangi



▲ Programme for Executive Development



▲ Service Recognition Awards



▲ Branch Staff Gathering



▲ Retirement Awards





▲ Customer Care Campaign Award Winners



▲ Support for World Peace Campaign



▲ Programme for Executive Development



▲ Training Department, Training Centre, Bangi



▲ Branch Family Day

STAFF DEVELOPMENT AND TRAINING

Learning maximises performance improvement. In adhering to Bank Negara Malaysia's call to upgrade the professionalism of credit personnel, structured training and revision classes are intensified to assist staff to be certified as Certified Credit Professional (CCP). Incentives are also offered to encourage staff to acquire other professional validation such as the Certified Documentary Credit Specialist (CDCS) and Certificate and Diploma in Banking and Finance.

For the year 2003, the Bank has targeted to conduct at least 550 training programmes over 1,300 training days involving more than 12,000 participants.

MOTIVATE AND RETAIN QUALITY STAFF

In creating an above par excellence workforce, Public Bank recognises the need to motivate, reward and retain quality staff. Constant surveillance of contemporary trends in the market enable the Bank to continuously fine tune its reward system for market comparability. The Bank adopts a performance driven approach to granting rewards which are linked to individual, team and corporate performance.

Additional financial incentives to drive superior performances by staff in the form of the Staff Performance Awards, the Staff Incentive Scheme, the Customer Care Campaign and the credit card Staff-Get-Members campaigns also provide strong motivation for staff performance excellence. In 2002, such financial incentives exceeded RM3.1 million in total.

The Bank believes that it is important to maintain effective multiple communication channels between staff and management to perpetuate a harmonious industrial climate in the Bank. The need to allay fears and uncertainties amongst staff especially in the face of constant changes is of paramount importance to reduce unnecessary speculation affecting staff morale and avoiding distractions from set directions.

A synergistic blend of human resource and business strategies has enhanced Public Bank's organisational effectiveness. A strengthened and unified workforce, motivated to differentiate itself, will enable the Bank to combat the impending changes in the financial landscape. The Bank will continue to evaluate and realign its human capital and turn its human resources into a powerful tool to further advance its turf and visibility.

A YEAR OF ACTIVE DUTIES

Calendar of Significant Events 2002

January 2002

Product & Service

Public Bank launched the Mudharabah Bestari Account under the Bank's Islamic Banking Services targeted at the junior savers below 18 years old. The new savings account is based on the profit sharing concept of mudharabah, where customers deposits will be invested by the Bank in 'syariah' based activities and dividends or profits will be credited to the account every month.

15 January 2002

Product & Service

Public Bank launched its Mastercard 2002 FIFA World Cup Promotion in conjunction with the World Cup held in Korea/Japan, the first time this prestigious football tournament was held in Asia.

21 January 2002

Signing Ceremony

A signing ceremony to mark an official tie-up between Public Bank and the Inland Revenue Board (IRB) was held at Menara Public Bank. Dato' Zainol Abidin bin Abdul Rashid, the Chief Executive of IRB and Datuk Tay Ah Lek signed the documents on behalf of their organisations. The ceremony was witnessed by the Deputy Finance Minister, Y.B. Dato' Chan Kong Choy and Tan Sri Dato' Sri Dr. Teh Hong Piow.



24 January 2002

Corporate Event

Tan Sri Dato' Sri Dr. Teh Hong Piow and the senior management staff witnessed the graduation ceremony of 157 participants of the Programme for Executive Development held at the Training Centre in Bangi. Tan Sri Teh took the opportunity to meet the participants after the graduation ceremony.

25 January 2002

Community Service

The Young Enterprise Programme organised by the American Malaysian Chamber of Commerce in collaboration with Public Bank won the Centre for Corporate Citizenship Award, an international award for its contribution to community service. A reception to commemorate the Centre for Corporate Citizenship Award was held at the Equatorial Hotel attended by Y.B. Dato' Dr. Fong Chan Onn, Minister of Human Resources.



Calendar of Significant Events 2002

28-29 January & 4-5 February 2002

Corporate Event

Business meetings were held with selected branch managers and senior management staff to discuss key business issues and strategies to meet the business challenges for 2002 at Menara Public Bank.

13 February 2002

Staff Activity

Tan Sri Dato' Sri Dr. Teh Hong Piow hosted a Chinese New Year dinner to usher in The Year of the Horse. Members of the Board of Directors and about 300 staff from the Public Bank Group attended the event which was held at the Shangri-La Hotel, Kuala Lumpur.



5 March 2002

Award & Recognition

For the second consecutive year, Public Bank won the KLSE Corporate Excellence Award 2001 for the Main Board category and the KLSE Corporate Sectoral Award for the Finance and Closed-End Fund category. The prestigious awards were presented to Tan Sri Dato' Sri Dr. Teh Hong Piow by our Prime Minister, Y.A.B. Dato' Seri Dr. Mahathir Mohamad.



7 March 2002

Community Service

Public Bank donated two air-condition units worth RM3,600 to the Licensing Office of the Dang Wangi Police Head Quarters, Kuala Lumpur. En. Razak Dali, General Manager of Public Affairs Division presented the Bank's contribution to Superintendent Khasni bin Mohd. Nor.



13 March 2002

Corporate Event

A Branch Managers' Seminar was held at Sunway Pyramid Convention Centre with the theme 'Galloping For Another Year Of Record Profit'. A total of 489 participants comprising senior management staff and branch managers nationwide attended the seminar. Tan Sri Dato' Sri Dr. Teh Hong Piow graced the occasion and delivered the keynote address.

14 March 2002

Award & Recognition

Public Bank was ranked No. 2 in the prestigious Review 200: Asia Leading Companies award organised by the Far Eastern Economic Review. An award presentation ceremony was organised on 14 March 2002 to honour the recipients of the awards at the Shangri-La Hotel, Hong Kong. Mr. Tan Yoke Kong, General Manager of JCG Holdings Ltd. represented Tan Sri Dato' Sri Dr. Teh Hong Piow to receive the award on behalf of Public Bank.





14 March 2002

Staff Activity

The winners of the Branch Performance Awards 2001 were presented with their trophies and cash prizes in a ceremony held in conjunction with Tan Sri Dato' Sri Dr. Teh Hong Piow's 72nd birthday celebration at the Sunway Lagoon Resort Hotel. The awards granted were the prestigious President's Award, the Best Branch Awards and nine special category awards with total cash prizes amounting to RM0.8 million. The winner of President's Award for 2001 was Taman Johor Jaya Branch.

26 March 2002

Award & Recognition

Public Bank was named the overall winner for the company with the Overall Best Investor Relations for Malaysia in Asiamoney magazine's Best Managed Companies award for 2001. Mr. Leong Kwok Nyem, Senior General Manager, Treasury & Corporate Operations represented the Bank to receive the award from Mr. Chris Wright, Editor of Asiamoney magazine in a presentation ceremony held at Ritz Carlton Millenia Hotel, Singapore.

13 April 2002

Product & Service

Public Bank opened its 214th branch at Genting Highlands, Pahang. This new branch will enhance customers' convenience in this area.

16 April 2002

Community Service

Public Bank launched the Environment Awareness Campaign with the adoption of a new logo carrying the theme 'Public Bank Going Green'. To mark the launch, a tree planting ceremony was held at Taman Jaya, Petaling Jaya which was officiated by Dr. Wong Sai Hou, the State Assemblymen for Kampung Tunku.

18 April 2002

Product & Service

Public Bank enhanced its housing loan packages for residential properties purchased from developers by offering attractive low interest rates and free astro DMS for housing loans above RM100,000 in conjunction with the Government announcement of the waiver of stamp duty and MAPEX 2002.



4 May 2002

Staff Activity

Public Bank participated in the Labour Day Rally 2002 at the Stadium Melawati Shah Alam. The event was graced by the Prime Minister, Y.A.B. Dato' Seri Dr. Mahathir Mohamad. The Public Bank contingent comprised 50 staff from branches in the Klang Valley and Head Office.



8 May 2002

Award & Recognition

Rating Agency Malaysia Berhad (RAM) upgraded Public Bank's long term general bank rating from AA1 to AAA and reaffirmed its short-term rating of P1. Public Bank is one of the only two Malaysian-controlled banks to be accorded a AAA rating, the highest rating accorded by RAM.



Calendar of Significant Events 2002

20 May 2002

Corporate Event

Public Bank held its 36th Annual General Meeting at the Shangri-La Hotel, Kuala Lumpur. The Annual General Meeting was chaired by Tan Sri Dato' Thong Yaw Hong. About 1,800 shareholders and proxies attended the Annual General Meeting.



30 May 2002

Staff Activity

Tan Sri Dato' Sri Dr. Teh Hong Piow graced the Public Bank Group's Sabah and Labuan Region 36th Anniversary Dinner held at the Magellan Sutera Harbour Hotel, Kota Kinabalu, Sabah.

3 July 2002

Community Service

The Public Bank Group, Public Mutual, Lonpac Insurance and Tong Meng Company Ltd. donated a total of RM186,000 for the purchase of three dialysis machines and two dialyser reprocessing machines to the Persatuan Dialisis Kurnia Petaling Jaya. The presentation ceremony was held at Menara Public Bank and graced by Tan Sri Dato' Sri Dr. Teh Hong Piow.

23 July 2002

Community Service

The Pingat Bestari, Hadiah Bestari Muda and Sekolah Bestari Public Bank for 2001 and 2002 awards presentation ceremony was held at the Renaissance Hotel, Kuala Lumpur. Y.B. Dato' Seri Dr. Ling Liong Sik, the Minister of Transport presented the awards to 62 students and four schools.



29 May 2002

Corporate Event

Tan Sri Dato' Sri Dr. Teh Hong Piow and selected senior management staff made an official visit to seven branches in Kota Kinabalu, Sabah in conjunction with Public Bank Group's Sabah and Labuan Region 36th Anniversary celebration.

30 May 2002

Award & Recognition

Public Bank was awarded the Best Domestic Bank in Malaysia for the year 2002 by Asiamoney magazine. The award was presented to Tan Sri Dato' Sri Dr. Teh Hong Piow by Mr. Chris Wright, the Editor of Asiamoney at a presentation ceremony held at the Magellan Sutera Harbour Hotel in Kota Kinabalu in conjunction with the Public Bank Group's Sabah and Labuan Region 36th Anniversary Dinner.

August 2002

Community Service

In fullest patriotic spirit, Public Bank responded to the Jalur Gemilang Campaign in conjunction with the 45th National Day celebrations by sponsoring national flags worth RM200,000 which were distributed to all Public Bank staff and customers.





3 August 2002

Award & Recognition

Euromoney once again voted Public Bank as the Best Bank in Malaysia for 2002 in its Euromoney Awards for Excellence. The prestigious award was presented to Tan Sri Dato' Sri Dr. Teh Hong Piow by Mr. Chris Cockerill, the Asia Editor of Euromoney at a presentation ceremony held at the Shangri-La Hotel, Kuala Lumpur.

3 August 2002

Staff Activity

Public Bank celebrated its 36th Anniversary with a banquet at the Grand Pyramid, Sunway Pyramid Convention Centre. About 2,600 staff from Head Office and Kuala Lumpur branches who dressed to the theme 'Fantasy Mania', attended this event which was graced by Tan Sri Dato' Sri Dr. Teh Hong Piow and other members of the Board of Directors.

3 August 2002

Staff Activity

A total of 68 long serving staff received their Service Recognition Awards in the form of a gold medallion each from the Chairman, Tan Sri Dato' Sri Dr. Teh Hong Piow at the Bank's 36th Anniversary Banquet held in Sunway Pyramid Convention Centre, Petaling Jaya.



8 August 2002

Signing Ceremony

A signing ceremony between 'Koperasi Pegawai-pegawai Dewan Bandaraya Kuala Lumpur' (DBKL) and Islamic Banking Division, Public Bank was held at Wisma PKNS, Kuala Lumpur. This agreement will enable the 'Koperasi' to act as the agent to manage the DBKL staffs' salary deduction for the monthly repayment of their Bai Al-Einah loans with Public Bank.

8 August 2002

Community Service

A group of 127 students and officials from the Faculty of Modern Language and Communications Department of Universiti Putra Malaysia (UPM) visited Menara Public Bank to attend a motivational talk organised by Public Affairs Division.

13 August 2002

Community Service

In conjunction with the launch of the newly established Universiti Tunku Abdul Rahman (UTAR), Public Bank sponsored RM10,000 as part of Public Bank's support for the development of education in the country.



15 August 2002

Staff Activity

Tan Sri Dato' Sri Dr. Teh Hong Piow hosted an appreciation dinner at Menara Public Bank for a group of about 100 staff of all levels from Head Office, branches and subsidiaries. These staff were participants and crew members in a production entitled 'Your Fantasy, Our Reality' which was performed during the 36th Anniversary Banquet. They displayed a high level of creativity, superb talent and gave an inspiring performance. They were also invited to stage an encore performance at the Selangor branches 36th Anniversary Dinner on 31 August 2002.



Calendar of Significant Events 2002

15 August 2002

Award & Recognition

Public Bank was ranked 24th by FinanceAsia in terms of market capitalisation in its survey of Top 200 Asian Banks published in its 15 August 2002 issue. In terms of overall total assets, equity and return on average assets, Public Bank was ranked 61st.



31 August 2002

Award & Recognition

For the fourth consecutive year, Public Bank has been voted as the 'Best Local Bank in Malaysia' by FinanceAsia for 2002. Tan Sri Dato' Sri Dr. Teh Hong Piow received the award from Mr. Nick Lord, the Editorial Director of FinanceAsia during a ceremony held at the Shangri-La Hotel, Kuala Lumpur.

31 August 2002

Staff Activity

Public Bank Selangor branches celebrated their 36th Anniversary at the Grand Ballroom, Shangri-La Hotel, Kuala Lumpur. About 1,300 staff attended the dinner with the theme 'Outrageous Merdeka'. The event was graced by Tan Sri Dato' Sri Dr. Teh Hong Piow.

31 August 2002

Corporate Event

A book produced by Public Bank was launched by Tan Sri Dato' Sri Dr. Teh Hong Piow at Shangri-La Hotel, Kuala Lumpur. Entitled 'Championing The Vision – Public Bank Group's Journey In Restrospect', the book is written by Ms. Patricia Teoh, the Senior General Manager of Corporate Services.



3 September 2002

Signing Ceremony

A signing ceremony to mark an online service agreement between the Employees Provident Fund (EPF) and Public Bank was held at Menara Public Bank. This agreement was to launch an Internet based service which enables employers to pay their employees' monthly EPF contributions through the Bank's Internet Banking service, PBeBank.com.



13 September 2002

Corporate Event

Tan Sri Dato' Sri Dr. Teh Hong Piow and eight senior management staff made a two day official visit to several branches in conjunction with the Public Bank Group's Negeri Sembilan, Melaka and Northern Johor Region 36th Anniversary Dinner.



14 September 2002

Staff Activity

Tan Sri Dato' Sri Dr. Teh Hong Piow graced the Public Bank Group's Negeri Sembilan, Melaka and Northern Johor Region 36th Anniversary Dinner at the Renaissance Melaka Hotel.



16 September 2002 Award & Recognition

Public Bank was ranked number eight among the Malaysia-based companies in the 2002 annual poll of Asia's Best Companies by FinanceAsia. Mr. Foster Wright, the publisher and C.E.O. of FinanceAsia presented the award to Tan Sri Dato' Sri Dr. Teh Hong Piow at Menara Public Bank.

23-25 September 2002 Corporate Event

Public Bank participated in a five-day programme in the third KLSE Investor's Week at the KLSE's Exchange Square by taking up a booth at the exhibition to show-case the Bank's products and services. The Bank also participated in an investor conference held in conjunction with the KLSE Investor's Week.



30 September 2002 Community Service

In conjunction with the 2002 World Forestry Day celebrations held at the Hutan Rekreasi Ayer Keroh, Melaka, Public Bank sponsored the production of posters for the event. The event was jointly officiated by Y.B. Dato' Seri Mohd. Ali Rustam, Chief Minister of Melaka and Y.B. Dato' Seri Lim Keng Yaik, the Minister of Primary Industries.

3 October 2002 Product & Service

Two new unit trust funds, the PB Growth Fund (PBGF) and the PB Fixed Income Fund (PBFi) were launched by Public Bank and Public Finance to compliment the existing PB Balanced Fund (PBBF), thus offering a wider investment solution to customers.

8 October 2002 Community Service

Public Bank contributed RM20,000 towards the Malaysia-China Economic Conference 2002. Mr. Chang Kat Kiam, Senior General Manager of Retail Banking Division presented the Bank's sponsorship to Y.B. Dato' Chua Jui Ming, the Minister of Health and organising chairman of the event.



15 October 2002 Corporate Event

Public Bank paid zakat of RM35,000 for its Islamic Banking Operations for the financial year ending 31 December 2001. The cheque was presented by En. Ismail Ibrahim, General Manager of Credit Control and Islamic Banking to Y.B. Brig. General (R) Datuk Abdul Hamid Zainal Abidin, Minister at the Prime Minister's Department.

15 October 2002 Staff Activity

Public Bank's football team made history for being the first team within the banking industry to compete amongst the country's best in the prestigious Malaysia Cup and made it to the quarter final playing against Sabah in the first-leg at Likas Stadium, Sabah.

Calendar of Significant Events 2002

15 October 2002

Corporate Event

A business luncheon with Tan Sri Dato' Sri Dr. Teh Hong Piow was organised for the managers and selected assistant managers of Public Bank and Public Finance Sabah Region. This was followed with a Joint Business Operations Meeting chaired by Datuk Tay Ah Lek and attended by relevant Heads of Divisions from Head Office.



18 October 2002

Community Service

Twenty six Public Relations students from LIMKOKWING Institute of Creative Technology, accompanied by their lecturers visited Menara Public Bank. Puan Shameem Abdul Jalil, Director of Corporate Communications gave a briefing on career opportunities in the Public Relations industry in the corporate sector.

19 October 2002

Staff Activity

The second-leg of the Malaysia Cup quarter finals home match at Selayang Stadium saw Public Bank's football team defeat Sabah 2-1. Despite the hard earned victory, our team was still edged out from the competition with a 2-3 aggregate score. More than 6,000 fans turned up to lend their support. To attract supporters, a lucky draw was held and En. Ridza Ismail was the luckiest man at the stadium as he walked away with the grand prize, a NITRO Scooter.



25 October 2002

Corporate Event

A delegation of 15 officers from the Foreign Trade Bank of DPR Korea accompanied by four officers from Bank Negara Malaysia visited Menara Public Bank. They were shown the corporate video which was followed by a briefing session by En. Nasaruddin Arshad, the Group Economist and Mr. Leong Kwok Nyem, Senior General Manager Treasury and Corporate Operations.

26 October 2002

Award & Recognition

Tan Sri Dato' Sri Dr. Teh Hong Piow was conferred the 'Darjah Kebesaran Sultan Ahmad Shah Pahang Yang Amat Di Mulia – Peringkat Pertama Sri Sultan Ahmad Shah Pahang' (S.S.A.P.) Award which carries the title 'Dato' Sri' by His Royal Highness, The Sultan of Pahang, Sultan Haji Ahmad Shah Al-Musta'in Billah Ibni Al-Marhum Sultan Abu Bakar Ri'ayatuddin Al-Mu'adzam Shah in conjunction with His Royal Highness' 72nd Birthday. The investiture ceremony was held at the Istana Abu Bakar, Pekan, Pahang.





31 October 2002

Award & Recognition

Public Bank's 2001 Annual Report won the Most Outstanding Annual Report Award and the Industry Excellence Award for the Finance Sector under the Main Board Category at the National Annual Corporate Report Awards (NACRA). The awards were presented to Tan Sri Dato' Sri Dr. Teh Hong Piow by the Minister of Domestic Trade and Consumer Affairs, Y.B. Tan Sri Dato' Hj. Muhyiddin Mohd. Yasin at the Palace of the Golden Horses Hotel, Kuala Lumpur.

31 October 2002

Community Service

A group of 38 school children accompanied by their teachers from Sek. Keb. Bukit Wan, Kuala Terengganu visited Menara Public Bank. En. Razak Dali, General Manager of Public Affairs Division delivered a speech to the students which was followed by the Public Bank corporate video presentation.

1 November 2002

Community Service

A blood donation clinic was held at the Grand Lobby of Menara Public Bank. The blood donation clinic received an overwhelming response where a total of 117 donors comprising of Public Bank Group staff and the public donated blood at the clinic.

2 November 2002

Product & Service

Public Bank Group participated in the Expo Cintai Malaysia 2002 organised by the Chinese Chamber of Commerce & Industry of Kuala Lumpur by setting up a promotional booth at the Asia Pacific Auction Centre, Subang. The Expo, which attracted more than 500,000 visitors, provided a good opportunity for Public Bank Group to promote its products and services.

5 November 2002

Community Service

The Young Enterprise Programme, which Public Bank participated as the Main Banker, held its awards presentation to the winning schools for Central Region at the Regent Hotel, Kuala Lumpur. The event was officiated by Y.B. Datuk Dr. Fong Chan Onn, the Minister of Human Resource.



5 November 2002

Product & Service

Public Bank's Bandar Sri Damansara branch relocated to new premises. This relocation will improve customer convenience as well as provide a more conducive banking environment to customers.



Calendar of Significant Events 2002

12 November 2002

Corporate Event

A special celebration banquet was held at the Renaissance Hotel, Kuala Lumpur to honour Tan Sri Dato' Sri Dr. Teh Hong Piow who was conferred the First Class (Grand Commander) title, the Darjah Sri Sultan Ahmad Shah Pahang (S.S.A.P) in conjunction with His Royal Highness' 72nd Birthday.



11 December 2002

Product & Service

Public Bank became the first bank in Southeast Asia to activate its MasterCard EMV-Chip terminal which accepts Europay, MasterCard and Visa cards. A press conference on the MasterCard EMV-chip initiative was held which was conducted by MasterCard's Vice-President and Country Manager for Malaysia and Brunei, Mr. Jim Cheah and Ms. Chong You Lin, Director of PB Card Services and Support.



13 December 2002

Product & Service

Public Bank opened its 215th domestic branch at Taman Desa Cemerlang, Johor. This new branch will enhance customer convenience in this area.



17 December 2002

Award & Recognition

Public Bank received the Special Jury's Award in the 'Anugerah Citra Wangsa Malaysia' organised by Dewan Bahasa & Pustaka. Dato' Lee Kong Lam, our Executive Director received the Award from Tan Sri Kamarul Ariffin, Chairman of Dewan Bahasa & Pustaka Supervisory Board. The award was organised in recognition to the private sector which uses high quality national language in their annual reports.

20 December 2002

Product & Service

Public Bank opened its 216th domestic branch at Taman Sentosa, Klang. This new branch will enhance customers' convenience in this area.

23 December 2002

Product & Service

Public Bank's Seri Setia branch relocated to new premises. This relocation will improve customers' convenience as well as provide a more conducive banking environment to customers.

OUR COMMITMENT FOR CONSERVATION & PRESERVATION OF THE ENVIRONMENT



Our Environment

Public Bank has always given attention to issues concerning the environment. Walk into Public Bank and one would see it as an organisation appreciative of a safe, clean, healthy environment as part of its corporate culture. One can spend time appreciating the landscaped greens in the front and around the Headquarters, the freshwater aquarium at the grand lobby and greens that seem to dominate the work stations of staff to facilitate increased oxygen.

Caring for the environment is really a way of life, and more than that, Public Bank has many support-the-environment programmes on their corporate calendar which comes under the umbrella of Public Bank's Environment Awareness Campaign (EAC).



Our Environment

The EAC logo symbolises the comprehensive support that Public Bank gives towards environment as a whole. The Bank implements a wide range of activities in support of the environment and these are represented by the different symbols identified in the EAC logo development. They promote the many activities under environmental preservation and conservation from tree planting, cleaning, beautification, anti pollution, to health and safety activities. Public Bank's commitment to the Environment is wholehearted. With the support of a big network of branches nationwide and overseas, Public Bank has organised several projects to preserve and conserve the environment.

SOME OF THE PROGRAMMES ORGANISED THIS YEAR INCLUDED:

■ Environment Awareness Art Competition

The Environment Awareness Art Competition for primary school children at Menara Public Bank was held on 28 February 2003. More than 120 primary school students from Sekolah Sri Inai and Sekolah Kebangsaan Bangsar showed off their artistic skills using colour pencils, crayons and water colours to express their interpretations of a 'beautiful world' and 'a greener world'. The first prize winner went home with RM300, the second prize winner with RM200 and the third prize winner received RM100. Ten consolation prizes of RM50 each were also awarded. The children's art pieces seem to cry out for a more beautiful and greener world echoing Public Bank's belief for the right of every child to inherit a safer, healthier and greener world.

■ Beach Cleaning Project

The Beach Cleaning project was organised by the staff of branches from Port Dickson and Negeri Sembilan on 4 March 2003. More than 100 staff gathered at the beach, their hands protected by gardener's gloves and equipped with grass cutters and rakes.

The dirty and littered sandy stretch of beach at Batu Dua Setengah looked heavenly clean and serene after the





day's job was done by the versatile Public Bank staff. They were as efficient at beach cleaning as they were at balancing the day's cash. In addition, three stone benches were donated as Public Bank's gift to picnickers who will find them useful and convenient. The benches were presented to Tuan Hj. Md. Fadzil bin A. Rahim, Penolong Pegawai Kesihatan Persekitaran Majlis Perbandaran Port Dickson by Mr. Teoh Hock Lim, Regional Manager of Melaka and Negeri Sembilan of Public Bank.



■ Global Peace Campaign

Support for the Global Peace Campaign with the submission of 15,365 messages and signatures of staff supporting global peace to THE STAR to show the Bank's strong endorsement for global peace. This campaign was led by our Chairman and Founder, Tan Sri Dato' Sri Dr. Teh Hong Piow who himself penned the message 'No man, whatever colour or creed, deserve to die because of war perpetrated by men'. This timely effort received much attention and praise from many quarters including a special recognition letter on behalf of the Prime Minister from the Political Secretary of the Prime Minister.





■ Tree Planting

Ongoing donations to support community projects for environmental activities are being carried out by our 216 branches nationwide. On 16 April 2002, Public Bank contributed RM10,000 to sponsor trees for tree planting activities at the Taman Jaya Park in Petaling Jaya. The General Manager of Public Affairs, En. Razak Dali presented the cheque to Dr. Wong Sai Hou, the State Assemblyman for Kampung Tunku.

■ World Forestry Day

On September 2002, our Jalan Raja Chulan branch initiated the effort for Public Bank to sponsor green-loving posters which carried the slogan 'Forests, our Heritage' in conjunction with the World Forestry Day which was officiated at the Air Keroh Recreation Forest, Melaka. As mother nature deserves greater attention, this event, unlike other events was jointly officiated by Y.B. Dato' Seri Mohd Ali Rustam, the Chief Minister of Melaka and Y.B. Dato' Seri Lim Keng Yaik, the Minister of Primary Industries. This project has become an annual contribution from Public Bank towards Malaysian forests preservation.



■ Annual Corporate Gifts

Those who have received Public Bank's year end gifts like corporate calendars, desk top calendars and management diaries will notice that the Bank has adopted various pictorial themes in support of the environment like the beautiful, clean sandy beaches in

Malaysia, the country's

varied and colourful flora and fauna, refreshing waterfalls nationwide, and Malaysian marine life.

The many big, small, direct and indirect support towards the conservation and preservation of the environment serve to strengthen Public Bank's image as a responsible corporate citizen and a leader in the banking industry.

