

CORPORATE PHILOSOPHY

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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 products and services

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 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

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

... with integrity

Caring for Our Customers...

The Public Bank Group's commitment to its customers is clearly demonstrated by the Group's continued pursuit of customer service excellence benchmarked to internationally recognised ISO-standards and new and innovative product and service offerings.

Phase Five of Public Bank Group's ongoing Customer Care Campaign was launched in May 2004 with the sub-theme "Your Needs, Our Focus". This phase of the Customer Care Campaign aims to reinforce the Group's emphasis on courtesy at all times and instilling the desired attitude and behavioural habits amongst all staff with the objective of achieving zero customer complaints.

The Public Bank Group achieved another milestone in the credit card business with the issue of the Public Bank Manchester United MasterCard, the only co-branded credit card with Manchester United Football Club in Malaysia with features and benefits designed for the ardent and passionate supporters of Manchester United and football fans in general.

In enhancing customer service and convenience, Public Bank launched a service to enable JARING subscribers to purchase their JARING Reload PIN at any Public Bank ATM or via the Bank's Internet banking channel, PBeBank.com. Public Bank is the first bank appointed by JARING to provide such a service to their prepaid subscribers.

The Public Bank Group's strong branding, built upon the Group's continuous pursuit of service excellence and its strong financial performance, underpins the Group's commitment to its customers. The strength of the Public Bank Brand is endorsed by the award of the "Anugerah Kreativiti dan Inovasi" by the Malaysia Design Technology Centre which acknowledges achievements of Malaysian Brands in the area of product branding. The Reader's Digest SuperBrands 2004 survey also voted Public Bank as the Reader's Digest SuperBrands – "Gold" under the banking services category.



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Caring for Our Employees...

The human capital of the Public Bank Group, as a strategic resource, is nurtured and enhanced continuously with skills development to build the capability to meet the Group's demanding requirements of its people. At the same time, a transparent and fair performance reward system is in place to promote a superior performance culture whilst career progression incentives build commitment and loyalty.



88 top performing branches were rewarded with the Branch Performance Awards 2003 with cash prizes totalling close to RM0.82 million. Jalan Rala Laut branch won the coveted Chairman and Founder's Award trophy and a cash prize of RM50,000 as Overall Best Branch.

The Public Bank Group Management Seminar 2004 with the theme "One Belief, One Team, One Focus" was held in March 2004 with participation of nearly 900 members of management staff. A second Management Seminar, with a similar number of participants was held in August 2004 where the Chairman and Founder, Tan Sri Dato' Sri Dr. Teh Hong Piow reiterated the key strategies to grow revenue, contain costs and inculcate service excellence as a habit.

Between May and October 2004, the Chairman and Founder, Tan Sri Dato' Sri Dr. Teh Hong Piow together with a team of senior management, conducted a series of branch visits and branch briefing sessions. The nationwide branch visits covered Melaka, Negeri Sembilan, Johor, Selangor, Wilayah Persekutuan, the Northern region, Sabah and Sarawak. The objectives of the branch visits and briefing sessions were to motivate and lend support to branches in driving the Group's business.

In conjunction with these branch visits, each region organised their 38th Anniversary Dinners thereby providing the Chairman and Founder, Tan Sri Dato' Sri Dr. Teh Hong Piow and senior management staff the opportunity to meet and interact with all levels of staff throughout the country.

The Public Bank 38th Anniversary Banquet in August 2004 was graced by the Chairman and Founder, Tan Sri Dato' Sri Dr. Teh Hong Piow and the Board of Directors. Besides fulfilling the social needs of the staff, the Anniversary Banquet also served to build team spirit amongst staff as both the organisation of the event and performances during the Anniversary Banquet involved staff of all levels working as a team.

Caring for Our Shareholders...

The consistently strong financial performance and excellent corporate governance of the Public Bank Group, together with proactive management of the efficiency of the Group's capital structure are the key factors driving returns to shareholders and enhancement of shareholders' value.

The Annual General Meeting ("AGM") of Public Bank provides shareholders with the forum to express their views on the performance of the Public Bank Group. The AGM is an open and transparent affair with an extensive analysis of the Group's performance being presented by the Chairman and Founder, Tan Sri Dato' Sri Dr. Teh Hong Piow. In 2004, approximately 2,200 shareholders and proxy holders attended the AGM.

The corporate governance excellence of Public Bank was recognised with the award of the top KLSE Corporate Excellence Awards 2003 for the 4th consecutive year to Public Bank. Further recognition was accorded to Public Bank with the Malaysian Business Corporate Governance Award for the 2nd consecutive year. The Public Bank Group remains the benchmark for corporate governance in the country.

In 2004 Public Bank received a number of accolades from internationally recognised publications amongst which were six best bank in Malaysia awards from Asiamoney, FinanceAsia, Euromoney, Global Finance, The Asian Banker and The Asset.

Public Bank paid and proposed a total gross dividend of 90 sen per Public Bank share for 2004, of which 55 sen were special dividends. Based on closing price of Public Bank (Local) shares of RM7.10 at the end of 2004, the total gross dividend represents a gross dividend yield of 12.7%, which provides excellent returns to shareholders on top of the share price appreciation of Public Bank (Local) shares of over 21% in 2004.

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CORPORATE SOCIAL RESPONSIBILITY

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Corporate Social Responsibility

Caring for Our Community...

Corporate Social Responsibility (“CSR”) is essentially about how a business takes account of its economic, social and environmental impact in the way it operates, maximising the benefits and minimising the downside. The principal idea of CSR is that a company’s performance should be measured not just according to the economic value it has created but also its impact on society and the environment.

The arguments for CSR are becoming more compelling, as not only are customers and the public more aware of the wider responsibilities of businesses and corporates to society but businesses and corporates themselves have increasingly recognised and accepted that CSR make good business sense.

The Public Bank Group have always been cognizant of its corporate social responsibilities, particularly for a financial institution whose services reach out to the entire community and whose branch network extends to every part of the country. The Group also subscribes fully to the notion that in fulfilling its social responsibilities, the Group is also enhancing its

reputation, goodwill and brand, intangibles that are particularly important in a service oriented industry.

Public Bank, as the fifth largest listed company on Bursa Securities and with a strong following amongst international institutional investors recognises the development of socially responsible investment. Investors’, particularly international institutional investors, investment criteria have shifted from pure



financial returns to encompass environmental and social criteria resulting in a greater focus on how corporates fulfill their social responsibilities when investment decisions are made.

In discharging its corporate social responsibilities, the Public Bank Group have focused on the areas of education, healthcare, contribution to charity, professional development, sports and conservation of the environment.

EDUCATION

The Public Bank Group paid the final RM2 million instalment of its total contribution of RM10 million to the Universiti Tunku Abdul Rahman Education Fund as part of the Group's continuing support of education for all Malaysians.

The Public Bank Group's annual Anugerah Bestari Awards, was awarded to 33 students and two schools in 2004 in recognition of their excellent achievements in the PMR and SPM examinations. The Anugerah Bestari Awards represents the Group's on-going support of developing excellence amongst the youths of the nation.

Individual branches also contributed to schools in their vicinity for school building funds, reward programs for excellence examination results and other activities as part of their commitment to the community.

In conjunction with the 74th birthday of the Chairman and Founder, Tan Sri Dato' Sri Dr. Teh Hong Piow, Public Bank organised an art competition called "The Art of Public Bank" which was opened to art students of universities, colleges and art schools.

HEALTHCARE

Public Bank donated RM50,000 to the Persatuan Dialisis Kurnia, Petaling Jaya in response to their appeal to help the increasing number of kidney failure patients.

Public Bank donated RM100,000 to St. Johns Ambulans Malaysia, Wilayah Persekutuan to purchase a fully equipped Toyota Hi-Ace ambulance to support efforts in providing 24-hour emergency ambulance services.

Public Bank organised an annual blood donation campaign in 2004 for the 13th year to help the National Blood Bank to build its blood bank and allow staff to do their part in contributing to society.





CHARITY

The Public Bank was an early contributor to the humanitarian effort to aid the victims of the Asian tsunami disaster with a donation of RM1 million to the Star Earthquake/Tsunami Relief Fund set up by Star Publication. The donation was split equally between the Malaysian Red Crescent Society and Mercy Malaysia.

Working with the Malaysian Book of Records, Public Bank raised RM15,000 through the sale of the Malaysian Book of Records 2004 which was donated to three orphanages.

In an effort to bring festive cheer and joy to the needy, Public Bank distributed 'angpows' of RM100 each to 200 old folks from Taman Seri Sentosa in conjunction with Chinese New Year.

PROFESSIONAL DEVELOPMENT

Through sponsorship and other forms of support, the Public Bank Group helped promote development and excellence in professional organisations and NGOs.

Public Bank was the main sponsor for the inaugural National Awards for Management Accounting Best Practice organised by the Malaysian Institute of Accountants and the Chartered Institute of Management Accountants, Malaysia Division in support of excellence in the Malaysian corporate sector.

The Bank also lent support to the National Association of Women Entrepreneurs of Malaysia in celebrating its 10th anniversary.

Other organisations which received the support of the Public Bank Group in their projects are the Association of Islamic Banking Institutions Malaysia for organising



the Islamic Banking and Takaful Expo 2004 and the Sportswriters Association of Malaysia for their Annual Excellence Awards Night.

SPORTS

2004 saw the Public Bank football team became the country's most successful football club team when the team emerged as the runner-up in the inaugural Malaysian Super League. The Public Bank football team was the only club team amongst the established state teams in the Malaysian Super League. With the Bank's tradition of hard work and determination, the Bank's footballers created history by finishing as runners-up in the Malaysian Super League.

In its effort to promote sports, the Public Bank Group had teams participating in the various inter-bank competitions, set up health and fitness centres for staff and organised various in-house sports competitions.

Over the years, the Public Bank Group had groomed sports personalities like footballers Zainal Abidin Hassan, Dollah Salleh, E. Elavarasan, Reman Ragunathan; badminton players Foo Kok Keong, Rashid Sidek, Razif Sidek and Jalani Sidek and many more who have gone on to bring honour and glory to Malaysia.





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Caring for Our Environment

OUR CONTRIBUTION TOWARDS CONSERVATION OF THE ENVIRONMENT

The Public Bank Group continued to play its part in supporting conservation and environmental protection in the country. Activities to promote conservation and care for the environment included:

NATURE DAY CAMP FOR CHILDREN

In March 2004 Public Bank organised a one day nature camp at Rimba Ilmu or better known as the Garden of Knowledge of University Malaya. 62 children aged between 10 and 12 years old participated in this one day camp. The camp activities included talks and slide shows on the flora and fauna of Malaysia, visits to the conservatory which houses rare wild flowers and plants, the tropical rainforest exhibition, the nature walk and learning about paper recycling and stream ecology.

ANNUAL CORPORATE GIFTS PROMOTING BUTTERFLIES

As part of its effort to promote awareness for the preservation of the environment, the Public Bank Group's annual corporate gifts for 2005 such as

corporate calendars, desktop calendars and diaries continued to adopt designs that promotes the beauty of nature, featuring beautiful Malaysian butterflies. Public Bank contributed RM8,000 to the Penang Butterfly Farm for the use of their picture library, in the process lending financial support to the Penang Butterfly Farm. The theme for 2005 is a continuation of the Group's focus on the flora and fauna of Malaysia in the promotion of its corporate image through its annual corporate gifts.

PAPER RECYCLING CAMPAIGN

To create awareness of the effects of deforestation on global warming and the havoc caused by changing weather patterns arising from global warming, Public Bank embarked on a paper recycling campaign among the staff of the Group in the Klang Valley. Staff were encouraged to collect old newspapers, magazines, books and paper products and send them to a designated area set up at Menara Public Bank. The papers were then sold to the Malaysian Newsprint Industry for recycling and the proceeds donated to charitable organisations.

HUMAN RESOURCE DEVELOPMENT

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Human Resource Development

“A Human Capital that is agile, competent, well-trained and motivated is a necessary strategic resource to provide the competitive advantage for the Public Bank Group to thrive.”

For this to be a reality, the Public Bank Group continually nurtures its human capital with skills development backed by a performance reward system to generate a strong performance culture. The Group firmly believes in the staff sharing in the Group's success. Hence the Group provides them with the “tools” and their remuneration is competitively geared towards performance and delivery of the Group's business goals and strategies.

DEVELOPING HUMAN CAPITAL FOR CONTINUED EXCELLENCE

The know-how, skills and expertise of staff constitute part of the Public Bank Group's intellectual capital. Supporting life long learning and development will continue to be one of the key drivers to help the Group outperform the competition and achieve superior results.

Providing continuous access to learning and development of both operational and management skill sets is a commitment the Public Bank Group has made to encourage upward mobility of staff. For the year 2004, 14,800 participants underwent learning and development programs over 1,800 training days.





Blended training, combining classroom and the e-learning platform, will be intensified to speed up up-scaling of skills and competency in a “just-in-time” manner to meet changing business needs.

With the onslaught of globalisation, expanding staff innovation and creativity is also given priority to arm them with the flexibility and adaptability to respond promptly to market changes and demands without compromising profitability.

EXPANDING OUR PASSION FOR SERVICE

In line with the theme “Your Needs, Our Focus”, staff are encouraged to go beyond contractual obligations to serve with a passion. The Public Bank Group maintains a strong customer focus in its service delivery which directly impact profitability. The Group’s passion for service excellence is well demonstrated through the continuous pursuit for improvement under the ISO accreditation. 40% of the Group’s training investment is targeted towards entrenching a sales and service culture in the organisation so that all staff will continually strive to build relationships, deliver superior service and apply their wealth of talent and skills to add value for customers.

The Public Bank Group’s human capital approaches are always aligned to optimise on business goals such as revenue growth, deposit growth, staff productivity, customer satisfaction, cost containment and decreased turnover to gain competitive advantage for the Group.

The Public Bank Group will continually aim for superior human capital practices as it believes that through its staff, the Group will scale new heights of excellence and achieve accelerated growth.



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Human Resource Development



CALENDAR OF SIGNIFICANT EVENTS 2004

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Calendar of Significant Events 2004

An Eventful Year

12 February 2004



13 February 2004



January 2004

Awards & Recognitions

Public Bank ranked second in Malaysia in the Review 200:Asia's Leading Companies by Far Eastern Economic Review magazine for 2003 in their January 2004 issue.

17 January 2004

Community Services

Datuk Tay Ah Lek and the Minister of Women and Family Development, Y.B. Dato' Seri Shahrizat Abdul Jalil, gave away angpows of RM100 each to 200 old folks and the needy from the Taman Seri Sentosa, Old Klang Road area during a Chinese New Year festive charity project organised by the Lembah Pantai parliamentary constituency.

12 February 2004

Awards & Recognitions

Public Bank's strong branding was recognized with the 'Anugerah Kreativiti dan Inovasi 2004' by Malaysia Design Technology Centre at a presentation ceremony held at the Securities Commission, Kuala Lumpur. The Minister of International Trade and Industry, Y.B. Dato' Seri Rafidah Aziz, presented the award to Tan Sri Dato' Sri Dr. Teh Hong Piow.

13 February 2004

Awards & Recognitions

For the fourth consecutive year, Public Bank was awarded the top KLSE Corporate Excellence Award 2003 for the Main Board category. The award was presented by the Second Finance Minister, Y.B. Tan Sri Nor Mohamed Yakcop, to Tan Sri Dato' Sri Dr. Teh Hong Piow at the awards presentation ceremony held at Mutiara Hotel, Kuala Lumpur.

26 February 2004

Community Services

The Persatuan Dialisis Kurnia Petaling Jaya, Selangor received a donation of RM50,000 from Public Bank to support those suffering from kidney failure. The cheque was presented by Datuk Tay Ah Lek to Mr. Lim Toh Hoy, President of Persatuan Dialisis Kurnia Petaling Jaya.

28 February 2004

Community Services

Public Bank supported the National Association of Women Entrepreneurs of Malaysia's 10th Anniversary Celebration which was held at the Sunway Pyramid Convention Centre, Petaling Jaya which was graced by the Minister of Women and Family Development, Y.B. Dato' Seri Shahrizat Abdul Jalil, to promote women entrepreneurial development.

6 March 2004

Corporate Event

Public Bank held its first Management Seminar for 2004 with the theme 'One Belief, One Team, One Focus' at the Sunway Lagoon Resort Hotel, Petaling Jaya. The seminar was presided over by Tan Sri Dato' Sri Dr. Teh Hong Piow.

6 March 2004

Corporate Event

Jalan Raja Laut branch manager, Mr. Low Teong Keng received the Challenge trophy of the coveted Chairman and Founder's Award for the Overall Best Branch for the Branch Performance Awards 2003 at Tan Sri Dato' Sri Dr. Teh Hong Piow's 74th birthday banquet.

14 March 2004

Community Services

A one-day Nature Day Camp jointly organised by Public Bank and the Malaysian Nature Society (MNS) was held at the Garden of Knowledge, University Malaya Kuala Lumpur for a group of 62 children aged between 10 and 12 years old. In conjunction with the Nature Day Camp, Public Bank presented RM17,000 to MNS to assist the society with their research and other activities.

28 February 2004



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Calendar of Significant Events 2004

6 March 2004



14 March 2004



31 March 2004



31 March 2004

Corporate Event

The Public Bank Group achieved a profit before taxation of RM430 million for the first quarter of 2004, which was an increase of 31% compared to RM329 million achieved for the first quarter of 2003.

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Calendar of Significant Events 2004

28 April 2004



20 April 2004

Corporate Event

The 38th Annual General Meeting of Public Bank was held at the Shangri-La Hotel, Kuala Lumpur. The meeting was attended by nearly 2,200 shareholders and proxy holders.

28 April 2004

Awards & Recognitions

Public Bank was voted Reader's Digest SuperBrands Gold in the Reader's Digest SuperBrands 2004 Survey under the banking services category.

29 April 2004

Community Services

Public Bank supported the inaugural National Awards for Management Accounting Best Practice 2004 with a sponsorship of RM50,000.

7 & 8 May 2004

Corporate Event

Tan Sri Dato' Sri Dr. Teh Hong Piow made an official visit to Nilai, Seremban, Batu Berendam, Melaka, Taman Melaka Raya and Tengkerah branches and held business briefing sessions with the other 18 branches of Public Bank Melaka, Negeri Sembilan & Northern Johor Region.

7 & 8 May 2004



8 May 2004

Staff Activities

Public Bank Melaka, Negeri Sembilan and Northern Johor Region celebrated their 38th Anniversary Dinner with the theme 'Legenda D' Melaka' at the Hotel Equatorial, Melaka. The dinner was graced by Tan Sri Dato' Sri Dr. Teh Hong Piow.

25 May 2004

Corporate Event

Tan Sri Dato' Sri Dr. Teh Hong Piow, made an official visit to Jalan Raja Chulan, Jalan Sultan Sulaiman, Taman Maluri and KL City Main Office branches in Wilayah Persekutuan/Selangor Region I.

26 May 2004

Corporate Event

In the Public Bank Group's pursuit of customer service excellence, Tan Sri Dato' Sri Dr. Teh Hong Piow launched the Phase Five of the Group's "Doing It Right For You" Customer Care Campaign with the theme "Your Needs Our Focus" at Menara Public Bank.

2 June 2004

Corporate Event

Tan Sri Dato' Sri Dr. Teh Hong Piow made an official visit to Jalan Raja Laut, Tiong Nam, Kepong and Setapak branches in Wilayah Persekutuan/Selangor Region II.

5 June 2004

Staff Activities

The staff of Public Bank Wilayah Persekutuan/Selangor Region I celebrated their 38th Anniversary Dinner at The Palace of the Golden Horses Hotel, Selangor with the theme 'Comics... Alive'.

7 June 2004

Corporate Event

Tan Sri Dato' Sri Dr. Teh Hong Piow made an official visit to Damansara Utama, Shah Alam, Subang Jaya and Seri Setia branches in Wilayah Persekutuan/Selangor Region III.

8 May 2004



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Calendar of Significant Events 2004

2 June 2004



7 June 2004



18 & 19 June 2004



18 & 19 June 2004

Corporate Event

Tan Sri Dato' Sri Dr. Teh Hong Piow made an official visit to Menglembu, Jelapang, Ipoh Garden, Ipoh Main Office and Jalan Yang Kalsom branches of Perak Region and held the Public Bank Perak Region's business briefing session for the other 24 branches of the region at the Syuen Hotel, Ipoh.

19 June 2004

Staff Activities

The Public Bank Perak Region celebrated its 38th Anniversary Dinner at the Syuen Hotel, Ipoh with the theme 'Fairy Tales & Fantasies'.

19 June 2004



25 June 2004

Awards & Recognitions

Public Bank won the Malaysian Business Corporate Governance Award 2003 for the second consecutive year. The Deputy Prime Minister, Y.A.B. Datuk Seri Mohd. Najib Tun Razak presented the award to Tan Sri Dato' Sri Dr. Teh Hong Piow during the award presentation ceremony held at the Nikko Hotel, Kuala Lumpur.

30 June 2004

Corporate Event

Public Bank Group achieved a 33% rise in pre-tax profit to RM891 million for the six months ended 30 June 2004, up from RM670 million for the first half of 2003.

8 July 2004



8 July 2004

Products & Services

Public Bank introduced JARING Reloads via the electronic channels of the Bank to enable JARING subscribers who are customers of the Bank to purchase their JARING Reload Pin at any Public Bank ATM or via the Bank's Internet banking channel, PBeBank.com.

15 July 2004

Awards & Recognitions

Public Bank is again the recipient of the Service Excellence Recognition Award 2003 for USD funds transfers. Mr. Alexander Caviezel, Senior Vice President and Asia Pacific Executive of JP Morgan Chase Treasury Service presented the award to Mr. Tan Hong Keat, Deputy Director of Treasury Division at the award presentation held at the Mandarin Oriental Hotel, Kuala Lumpur.

19 July 2004

Community Services

Public Bank contributed RM5,000 towards the 2004 Immigration Department dinner. The contribution was presented by En. Mohd. Najeeb bin Abdullah, Director of Islamic Banking Division to En. Saadun bin Mat Sabari, Director of Immigration, Federal Territory Kuala Lumpur at the latter's office in Wilayah Complex, Kuala Lumpur.

23 July 2004

Community Services

Public Bank supported the Islamic Banking and Takaful Expo 2004 with a contribution of RM49,100 to En. Fazlur Rahman Ebrahim, President of AIBIM in the presence of Deputy Minister of Finance II, Y.B.M. Tengku Putera bin Tengku Awang, at PWTC, Kuala Lumpur.

31 July 2004

Staff Activities

About 1,400 staff dressed to the theme 'Saturday Nite Fever' overran the Mandarin Oriental Hotel, Kuala Lumpur at the Wilayah Persekutuan/Selangor Region III 38th Anniversary Dinner.

August 2004

Awards & Recognitions

Public Bank was awarded the Best Retail Bank in Malaysia 2003 by The Asian Banker Journal magazine.

19 July 2004



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Calendar of Significant Events 2004

23 July 2004



31 July 2004



7 August 2004

**7 August 2004***Staff Activities*

Public Bank Head Office staff celebrated the Bank's 38th Anniversary Banquet with the theme 'Mystical Egypt' at the Sunway Pyramid Convention Centre, Petaling Jaya. 300 long service staff were presented with Service Recognition Awards.

7 August 2004*Awards & Recognitions*

At a ceremony held in conjunction with the Public Bank 38th Anniversary Banquet celebrations, the 'Best Domestic Commercial Bank In Malaysia' award by Asiamoney magazine and the 'Best Bank in Malaysia' award by both Euromoney and FinanceAsia magazines were presented to Tan Sri Dato' Sri Dr. Teh Hong Piow.

11 August 2004*Products & Services*

Public Bank launched the Asia-Pacific's first co-branded Manchester United MasterCard in Malaysia. The PB MU Mastercard was launched by Tan Sri Dato' Sri Dr. Teh Hong Piow together with the guest of honour, England's football legend, Sir Bobby Charlton.

14 & 18 August 2004*Products & Services*

As part of the Public Bank Group's commitment to the development of Islamic banking, Public Bank, jointly with Public Mutual, took part in the Malaysia International Halal Showcase 2004 exhibition which was officially launched by the Minister of Domestic Trade and Consumer Affairs, Y.B. Datuk Mohd. Shafie Apdal, held at the Malaysian International Exhibition & Convention Centre, Mines Resort City, Selangor.

11 August 2004



14 & 18 August 2004



16 August 2004

Corporate Event

Public Bank launched the Public Bank Football Team official coach at the Prince Hotel, Kuala Lumpur and celebrated the football team's runner-up position in the inaugural Malaysian Super League 2004.

21 August 2004

Corporate Event

The second Public Bank Group Management Seminar was held at the Sunway Lagoon Resort Hotel, Petaling Jaya.

21 August 2004

Staff Activities

The staff of Wilayah Persekutuan/Selangor Region II celebrated their 38th Anniversary Dinner at the Sunway Pyramid Convention Centre, Petaling Jaya with the theme 'X'treme Las Vegas'.

3 & 4 September 2004

Corporate Event

Tan Sri Dato' Seri Dr. Teh Hong Piow made an official visit to Taman Perling, Taman Munsyi Ibrahim, Tampoi, Kulai, Taman Johor Jaya, Taman Sentosa and Johor Bahru branches in Johor Region and held business briefing sessions for the Region's other 15 branches at Eden Garden Hotel, Johor Bahru.

4 September 2004

Staff Activities

Public Bank Johor Region celebrated their 38th Anniversary Dinner at the JB Expo Centre, Eden Garden Hotel, Johor Bahru with the theme 'Night Of The Legends'.

10 & 11 September 2004

Corporate Event

Tan Sri Dato' Sri Dr. Teh Hong Piow made an official visit to Prai, Butterworth, Bagan Ajam, Bandar Seberang Jaya, Pulau Pinang, Jelutong and Bandar Bayan Baru branches in the Northern Region and held business briefing sessions with the other 29 branches of Northern Region at the Equatorial Hotel, Penang.

16 August 2004



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3 & 4 September 2004



10 & 11 September 2004



11 September 2004



11 September 2004

Staff Activities

Public Bank Northern Region celebrated their 38th Anniversary Dinner with the theme 'Orient Exotica' at the Matahari Ballroom, Equatorial Hotel, Penang.

17 & 18 September 2004



18 September 2004



17 & 18 September 2004

Corporate Event

Tan Sri Dato' Sri Dr. Teh Hong Piow made an official visit to Temerloh, Mentakab, Kuantan and Jalan Besar branches in the East Coast Region and held business briefing sessions with the other 14 branches of the East Coast Region at Vistana Hotel, Kuantan.

18 September 2004

Staff Activities

'Funtasia Nite' was the theme of the Public Bank East Coast Region when they celebrated their 38th Anniversary Dinner at the Vistana Hotel, Kuantan.

20 September 2004

Awards & Recognitions

Public Bank marked another milestone in its long list of achievements when it became the only Malaysian company to make it to the Forbes "World's 400 Best Big Company", a list of the world's most attractive big public listed companies for investors.

30 September 2004

Corporate Event

Public Bank, the 3rd largest banking group, achieved a pre-tax profit of RM1.36 billion for the nine months ended 30 September 2004. This is a 30% improvement compared to RM1.05 billion registered in the same period in 2003.

1 & 2 October 2004

Corporate Event

Tan Sri Dato' Sri Dr. Teh Hong Piow made an official visit to Inanam, Donggongon, Lido, Papar, City Parade and Kota Kinabalu branches in Sabah Region. The business briefing session with the other 28 branches of Sarawak, Sabah & Labuan Regions was held at Shangri-La Tanjung Aru Resort, Kota Kinabalu.

2 October 2004

Staff Activities

Public Bank Sabah & Labuan Region celebrated a colourful 38th Anniversary Dinner with the theme of 'Colours Fiesta' at the Grand Ballroom, Shangri-La Tanjung Aru Resort, Kota Kinabalu.

8 October 2004

Corporate Event

Public Bank participated in the second Islamic and Takaful Expo 2004 held at the Putra World Trade Centre, Kuala Lumpur. Public Bank took up a premier booth to showcase its Islamic Banking products and services to the public.

25 October 2004

Corporate Event

Public Bank declared a special dividend of 40% less 28% taxation amounting to RM928 million. The special dividend was part of the Public Bank Group's on-going initiatives to enhance the efficiency of its capital structure.

26 October 2004

Community Services

Public Bank and the Malaysia Book of Records donated RM15,000 to three orphanage homes, namely Pertubuhan Kebajikan Anak Yatim/Anak Muslim Kelang, Rumah Ozanam and Rumah Amal Cahaya Tengku Ampuan Rahimah in a ceremony held at Menara Public Bank. Each orphanage was presented with RM5,000 by Mr. Chang Kat Kiam, Senior General Manager, Retail Banking and Ms. Sujatha Nair of Malaysia Book of Records.

1 & 2 October 2004



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Calendar of Significant Events 2004

2 October 2004



26 October 2004



3 November 2004

**3 November 2004***Community Services*

In celebrating the Hari Raya, Public Bank brought cheer to the children from Kompleks Penyayang Bakti Orphanage Home. A total of 40 children were taken on a shopping excursion to Kamdar Departmental Store, Jalan Tuanku Abdul Rahman. Each of them received RM150 cash to purchase their own selection of clothes and shoes. The excursion ended with a 'berbuka puasa' treat.

11 November 2004*Media Relations*

In ushering the DeepaRaya festivals and in appreciation of their support, Public Bank contributed festivity goodies to the editors and staff of the media and press agencies. The gifts were presented by Puan Shameem Abdul Jalil, Director of Corporate Communications.

11 November 2004

**30 November 2004***Awards & Recognitions*

Public Bank was presented an award for being one of the finalists of the KPMG Shareholder Value Awards 2003 for the Financial Services Sector.

30 November 2004*Awards & Recognitions*

Tan Sri Dato' Sri Dr. Teh Hong Piow received The Most PR Savvy CEO 2004 Award at the Anugerah Kristal 2004 organised by the Institute of Public Relations Malaysia (IPRM). At the same ceremony, the PB Manchester United MasterCard also received the Consumer Public Relations Category Award whilst the Bank's Environmental Awareness Campaign – Nature Day Camp received a Certificate of Merit. The awards were presented by the patron of IPRM, DYTJ Raja Muda Perak Darul Ridzuan, Raja Dr. Nazrin Shah Ibni Sultan Azlan Muhibbuddin Shah at the Shangri-La Hotel, Kuala Lumpur.

30 November 2004



30 November 2004

Awards & Recognitions

Public Bank's Annual Report 2003 won the Most Outstanding Annual Report Award for the 3rd consecutive year and for the 5th time in total and the Industry Excellence Award for the Main Board companies in the finance sector for the 8th time. The Bank's Annual Report 2003 also won the award for the Best Annual Report in Bahasa Malaysia. Tan Sri Dato' Sri Dr. Teh Hong Piow was present to receive the three awards from the Minister of Domestic Trade and Consumer Affairs, Y.B. Datuk Mohd Shafie bin Hj. Apdal at the National Annual Corporate Reports Awards (NACRA) 2004 presentation at The Palace of the Golden Horses, Selangor.

30 November 2004



Annual Report 2004

www.publicbank.com.my

Calendar of Significant Events 2004

9 December 2004

Corporate Event

A prize presentation ceremony to the winners of the Public Bank Group's credit card PB-4-U SMS Contest was held at Menara Public Bank. Two winners were presented with BENQ 46" Plasma Colour TV worth RM29,999 each by the General Manager of PB Card Services, Ms. Chong You Lin.

9 December 2004



21 December 2004

Community Services

The St. John Ambulans Malaysia Wilayah Persekutuan received a contribution of RM100,000 to purchase a fully equipped Toyota Hi-Ace ambulance. Tan Sri Dato' Sri Dr. Teh Hong Piow presented the cheque to Dr. Lee Hoo Teong, Regional Commander of the St. John Ambulans Wilayah Persekutuan at Menara Public Bank.

28 December 2004

28 December 2004

Community Services

The Public Bank Group donated RM1 million to the Star Earthquake/Tsunami Relief Fund as the Group's contribution to the humanitarian efforts to aid the victims of the Asian tsunami. The cheque was presented by Tan Sri Dato' Sri Dr. Teh Hong Piow to Dato' Wong Sulong, the Star Group Chief Editor at Menara Public Bank.

