

Our aim is to enable Vietnamese people
to realise their dreams, so we can
Be Greater together.



Corporate Social Responsibility

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➤ Leading the Be Greater way of life

“The common traits in Vietnamese people are optimism and autonomy, and making relentless effort to realise their big dreams and aspirations. At Techcombank, we echo that spirit and we want to do our part in making our country a better place to live and work. Since late 2016, our long-term Corporate Social Responsibility (CSR) strategy has been enabling Vietnamese people to realise their dreams in their own ways, so that we can Be Greater together.”



➤ Creating sustainable values

“At Techcombank, we want to go beyond a banking brand name. We want Techcombank to not only be the leading bank, but also to create sustainable values, representing the determination, the aspirations, the optimism and autonomy of Vietnamese people”, said Techcombank’s CEO when announcing the Bank’s new brand position of Be Greater. This statement speaks very well to the Bank’s long-term CSR strategy.

The majority of Vietnamese people are young, optimistic, and autonomous. However, in order to be more successful, to go further faster, they are in need of a partner that can give them support. We understand that need and we make it our mission to enable people, small enterprises and large corporations to achieve greater goals.

We are striving to lead, to inspire, and to spread the Be Greater way of life. This will be reflected in different themes such as health and wellness, environment, education, startups and career orientation. Techcombank will sponsor marathon races to remind everyone to stay active and healthy. We will also be running media programs to raise environmental awareness, prompting people to live green, while enabling Vietnamese people to realise their dreams in their own way.

When everyone, every group, every business becomes greater, so does the nation. That is the message that Techcombank wishes to convey through our brand position of Be Greater.



➤ Promoting a healthy lifestyle

One of the highlighted activities that demonstrates Techcombank's long-term CSR strategy over the years, and especially in 2019, was sponsoring and organising endurance sports events such as the International HCM Techcombank Marathon and the International Danang Ironman, which has created a very positive and active life style for every one that participates. We train together, we promote a healthy lifestyle and, at the same time, we send a strong message that perseverance and everyday training and effort is what it takes to pursue and realise the dreams of every one in Vietnam.

In 2017, when Techcombank was the title sponsor of the International Techcombank Ho Chi Minh City Marathon for the first time, there were only 5,000 runners. After three years, that number has risen to 13,000, making the race one of the biggest marathons ever held in Vietnam: the highest number of 42 km (full marathon) athletes with 1,695 runners, the lowest percentage of 5 km runners at only 8%, and athletes from 66 different countries all over the globe. These are record numbers for any marathon in Vietnam, which proves that the marathon and Be Greater spirit in Vietnam have become more widespread.

For Techcomers, the number of participants has increased greatly over the years, from 700 runners in 2018 to over 2,000 in 2019. Many have taken up running as their daily habit with the goal of improving their endurance, and creating a healthier spirit for a more positive mindset. Not content with only sponsoring the events, Techcombank wants every Techcomer to be a change agent to inspire and move our community forward.

Number of Marathon Techcombank 2019 participants

 **13,000** people

Along with the International HCM Marathon, Techcombank has sponsored the triathlon sport Ironman and brought it to Vietnam. It has twice organised Uprace, with the goal of inspiring and enabling a healthy Vietnam.

Techcombank Ironman 70.3 Vietnam 2019 has reaffirmed the increasing popularity of the sport in the country. While the first edition attracted only 50 local athletes, the fifth edition drew record numbers of more than 1,000 local athletes with the coastal city of Da Nang being selected as the event venue for the first time. This was also the first time Vietnam had been chosen to host Iron Man 70.3 Asian Championships – a major international triathlon in the region and in the world.

Through these endurance activities, Techcombank has effectively promoted the sports spirit, where running and jogging have become more widespread throughout Vietnam. Not everyone have all the traits to be a pro athlete, but they absolutely can push their own boundaries – that is the message which Techcombank wants share.

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2
Ironman



3
Marathon



2
Uprace



► Paying it back, paying it forward

Organising endurance sports tournaments to encourage and enable everyone to persistently pursue their dreams is not all we do. Techcombank has also given financial support in these tournaments to disadvantaged families, social organisations, and charitable organisations, as well as young and ambitious people who are trying to start their own business. In 2018, Techcombank donated VND 1.2 billion – the equivalent of the completed mileage of athletes at the HCMC Techcombank Marathon 2018. In 2019, when the race set new records in both number of runners and covered

mileage, VND 2 billion was donated to charity funds, bringing the total CSR budget of the Bank in 2019 to VND 65 billion (up by 30% compared to 2018).

With this VND 65 billion, five new schools were constructed for children in disadvantaged and remote areas, and 151 new homes have been built for poor families. These CSR spendings help Techcombank to continue fulfilling its mission of bringing happiness to society while becoming one of the leading banks in Vietnam.

Over the past three years of implementation, with the desire to inspire Vietnamese people and enable them to realise their dreams in their own way, Techcombank's sustainable CSR strategy with the Be Greater spirit has not only been bringing benefits to society, it has been an unfailing source of inspiration for Techcombank employees as well. It may affect Techcomers in different ways, but the inspiration that this message delivers is simple: the Bank always embraces its employees' dreams and aspirations to be the best version of themselves through daily, persistent efforts.

Building on the strong momentum of 2019, Techcombank in 2020 will continue to promote its Be Greater way of life in the themes of health and wellness, environment, education, start-up and career orientation, so as to inspire the community.

