

CORPORATE
SOCIAL
RESPONSIBILITY
REPORT 2013



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OUR VISION

It is our pleasure to present to you and to all of our partners our Fourth Corporate Social Responsibility (CSR) Report. The report highlights a number of activities, events and initiatives that the company adopted throughout 2013, out of the belief that we are a part of this society and that we cannot distance ourselves from local, regional and international issues.

The great status that The Avenues has reached at the local and regional levels has driven us to exert more effort to maintain this position. As such, we have taken great care in selecting all of our initiatives and activities, thereby keeping up with global developments in areas of interest to the mall's visitors. This has retained the excellence that our activities have become known for in previous years.

We take pride in the important and active role that we play in the field of CSR, and our aim is long-term investments through engaging in strategic and sustainable communication with the public. This in turn is based on a set of values, ethics and joint leadership that are founded on solid ground, thereby allowing us to fulfill our responsibilities by taking part in activities that serve the Kuwaiti society and fulfilling the aspirations of its people.

Mabane's values are the common denominator between all CSR activities that reflect communication, spreading awareness, cooperation and active charitable contributions. The company seeks to make available its resources for the advancement of the society and its prosperity.

OUR STRATEGY

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PRIORITY

OUR PRIORITIES



The Environment



Cultural Activities



Awareness Campaign



National Contribution



Supporting Entrepreneurs
and the Talented



Training and Development of
the National Workforce

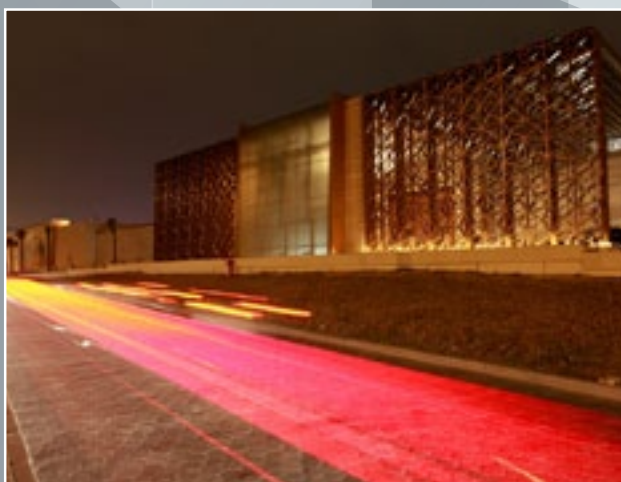
Mabaneer's vision is a comprehensive one that involves diverse social issues, and includes all segments of the society and meets their basic needs.

- The Environment



THE ENVIRONMENT

Environmental matters are no longer of interest to a small segment of the society, for they have transformed into a vital cause that has grasped the interest of all continents and has grown to become a global issue. This is especially true when we realize that environmental safety and protect are directly linked with people's health and their future.



When designing The Avenues, Mabanee placed great emphasis on the environmental aspect, using the latest international construction, air conditioning and ventilation systems. As such, there are many open spaces in the mall, as well as unique ventilation, sound and light systems that are eco-friendly. Construction materials used are environmentally sustainable, with the most advanced waste management systems in place to reduce waste as much as possible. The company was also keen for sustaining resources and materials, where all plants are irrigated with treated water and all excess water is recycled in internal systems for this purpose.

Mabanee has sought to raise environmental awareness among all segments of the society through different means. The mall hosted a number of activities and participated in the organization of others. Among these was setting up an awareness booth coinciding with the 'Environment Month', an annual event held under the auspices of H.H. the Prime Minister and Chairman of the Higher Environment Council Sheikh Jaber Al-Mubarak Al-Hamad Al-Sabah. The booth's target was to raise awareness among the public about the importance of protecting the environment by displaying photos and distributing brochures explaining how everyone could help preserve the environment and its resources. For the fifth year, The Avenues took part in 'Earth Hour' organized by the World Wide Fund for Nature with the aim of raising awareness about how electric consumption could contribute to the greenhouse effect, as well as the positive steps that could be taken to prevent climate changes. Mabanee also hosted "Al Yaal" Marine Conservation Campaign, aimed at maintaining the cleanliness of the beaches so as not to harm creatures of the sea and distort the beautiful scenery.



SUPPORTING ENTREPRENEURS AND THE TALENTED

Kuwait has been blessed with a great number of talented and creative people that seek organizations to embrace their talent, highlight their capabilities and encourage them to achieve more. As such, Mabanee seeks constantly to boost its participation and contributions to support entrepreneurs and talented people in highlighting their innovative ideas and artistic talents, as well as supporting them in different areas.

On the sidelines of the 'SMEs Conference' in Kuwait, The Avenues hosted the 'SMEs Forum'. The event was attended by the Mayor of London, Mr. Boris Johnson; Chairman and Managing Director of Mabanee Co., Mohammad Abdulaziz Alshaya; British Prime Minister's Trade Envoy, Lord Jonathan Marland; UK Ambassador to Kuwait, H.E. Mr. Frank Baker; and a number of entrepreneurs. The discussion touched on facts, challenges and opportunities that entrepreneurs could invest in. Emphasis was placed on the importance of such projects in supporting economies.

The Avenues also hosted the 'Handicraft & Small Enterprises Portfolio' exhibition by The Industrial Bank of Kuwait (IBK) which targeted young national talents. The aim was to encourage these young Kuwaitis to establish small businesses and to display their successful experiences.

The company also hosted the '9th KASA Exhibition' by Kuwait Architecture Students Association which displayed outstanding projects by College of Architecture students in 2011-2013. It also outlined the College of Architecture's role and career opportunities available to its graduates.

In coordination with the Kuwait Society of Engineers, The Avenues hosted the 'Engineers Without Borders – Kuwait' initiative which aimed at Kuwait Bay development and to protect its sea life, as well as to highlight Kuwait's identity and heritage.







AWARENESS CAMPAIGNS

During 2013, Mabanee organized a number of awareness campaigns that had a cultural and guidance aspect. The company was keen to provide all means to ensure the success of these campaigns and that they achieve their goals, and to reach out to the maximum number of people.



These campaigns included a diverse number of fields, including campaigns targeting health education and raising awareness about chronic diseases, bad eating habits, and the importance of sports for a healthy mind and body. Once such campaign was 'Fight Fat' held in cooperation with the Ministry of Health aimed at fighting obesity and promoting healthy living. 'My Health Is My Wealth' is another awareness campaign organized by Kuwait Society for Smoking & Cancer Prevention with the ultimate objective of addressing all the health risks caused by smoking to society. The Avenues have proudly supported the Kuwaiti Multiple Sclerosis Association thru hosting their event with an aim of educating society about MS through brochures and kits, as well as treatments along with public interaction with real life people experiencing this disease.

The 3rd Physical Therapy Awareness Campaign by Physiotherapy Department at Ibn Sina Hospital was also hosted at The Avenues to promote positive living in physical fitness and pain prevention thru motion exercises and safety techniques.

For the fifth consecutive year, Mabanee have also supported the 'World Breast Cancer Awareness Month' which aimed to raise awareness about breast cancer and the importance of early examination to detect any possible disease. In cooperation with several organizations, 2013 saw many other social and health-related awareness campaigns.

And in cooperation with the Kuwait Fire Service Directorate, the company hosted an awareness campaign that demonstrated fire hazards and ways to minimize them, as well as encouraging the use of fire alarms, extinguishers and safety procedures at home, inside cars and in closed indoor places to include shopping centers as well.

Furthermore, and in collaboration with the Sabah Al-Ahmad Cardiac Center, Mabanee was proud to host the annual activities of 'World Heart Day' with an aim of raising education to society about heart disease prevention.



NATIONAL CONTRIBUTIONS

Out of Mabanee's belief in the importance of the role it plays towards national contributions and the need to highlight the achievements of the nation, its history and the efforts of its people, the company organized a number of activities to this effect. These included the 'Mawaheb' (talent) exhibition held by the Sabah Al-Ahmad Center for Giftedness and Creativity. The aim of the exhibition is to encourage young Kuwaitis with promising talents – whether photographers, artists or musicians – to showcase their work and capabilities, and to gain experience in interacting directly with the public.

And in cooperation with the Public Authority for Civil Information, the company hosted a special exhibition that showcased the 'Kuwait Finder' smartphone application. Through this application, one can finally reach and find residential and business address or services in Kuwait. The program categorizes organizations according to specializations and activities. These include restaurants, shopping malls, entertainment, health services, educational institutions, mosques, residential areas, government entities and other services.

Mabanee also hosted the 'KIDS ART 2' exhibition in collaboration with the Ministry of Education – Kindergarten Sector. Beautiful art pieces drawn by children were showcased, depicting the country in which they live or natural and their surroundings.

Furthermore, The Avenues hosted a media and cultural exhibition in cooperation with the Secretariat of the National Assembly as part of celebrations of the 51st anniversary of the Kuwaiti Constitution. The exhibition included many legislative archives, documentations as well as the original Constitution Interpretation showcased to all visitors for the profound importance of Kuwaiti Constitution history.

Another awareness campaign was 'Ideal Motorist' launched by the General Department of Traffic by Ministry of Interior. The goal of this campaign was to raise awareness traffic and safety laws as well as abiding by its rules. The awareness campaign was also an opportunity to recognize in distinction by giving prizes to all those model drivers who maintain a perfect record without any road traffic violations.







CULTURAL ACTIVITIES

The company is strongly keen on increasing cultural awareness among the general public, and to instill a sense of appreciation for artwork, as well as to support talented young people in this area.



One such initiative was hosting the Annual Book Fair, organized by the National Council for Culture, Arts and Letters, which has become a popular cultural event. Another initiative was the 'Constitutional Stamp Art Exhibition' held by the Ministry of Education on the occasion of the 50th anniversary of the Constitution of Kuwait. Another event was the 'Yamaha Music Square' exhibition coinciding with the 125th anniversary of Yamaha Music and celebrating more than 30 years of presence in the Kuwaiti Market. A photo gallery exhibition was also held to showcase the 'Abdaliya Natural Preserve' of Kuwait Oil Company. This included photos of the preserve, home to more than 40,000 types of wildlife plants, to include Kuwait's most renowned natural flower 'Arfaj'. Another exhibition was that of photographer Mohammad Al-Sultan, held as part of the 'Cultural Summer 8' event organized by the National Council for Culture, Arts and Letters as well. The Avenues hosted the 'Discover America' festival which included around 90 pavilions of leading American companies, as well as educational, health and tourism sectors in the US. The Avenues also hosted activities marking the 42nd National Day of the United Arab Emirates.

In collaboration with the National Council for Culture, Arts and Letters (NCCAL), The Avenues was proud to host the African Cultural Evenings to include live folklore performances by both Gabon and South Africa. Both cultural evenings took place at Grand Avenue's Big Screen in observance with the 3rd Arab African Summit in Kuwait.

All of these initiatives were presented by Mabanee throughout 2013 as part of its CSR initiatives, consolidating its strategic vision of the role it plays towards giving back to society. The company also sought to diversify topics to include those most important ones to the public.

Mabanee will continue along the track that it has laid out for itself in CSR, based on its clear mechanisms, to address and support all issues related to the great welfare of Kuwait and to enhance its community outreach.