

INTELLECTUAL CAPITAL



Intellectual capital refers to all intangibles that provide a competitive advantage, including:

- › intellectual property, such as patents, copyrights, software and organizational systems, procedures and protocols; and
- › the intangibles that are associated with the brand and reputation that an organization has developed

Reference: <https://integratedreporting.org/wp-content/uploads/2013/03/IR-Background-Paper-Capitals.pdf>

Our Brand

The **AfrAsia Brand** was established by associating itself to a sport followed and played by a large portion of our clients: Golf. Our strategy to associate ourselves to golf is not only a way to promote our brand, but we also view it as a sport that reflects our values: team spirit and integrity.

Since its inception, the Bank has actively sponsored several golf tournaments, the most recent one being the AfrAsia Bank Mauritius Open (ABMO), our most significant association to date. This collaboration plays an important role in our marketing department's sponsorship portfolio, and also illustrates our commitment to placing the "Mauritian brand" on a global platform.

When it comes to sponsorship and the organisation of tournaments such as ABMO, the Bank believes in adopting an integrated approach. By combining the support of 28 sponsors from various sectors, as well as collaborative efforts between private companies and government bodies, ABMO is a testament to the Bank's commitment to an effective Public-Private Partnership. From a marketing standpoint, this tournament was a catalyst that proliferated the AfrAsia Brand in different corners of the globe and sparked further consumer engagement. Today, the Bank's client base spans 140 countries. Latest findings also confirm that the event is broadcasted globally, with a noticeable increase in the Asian market, with which we have close ties.



Ethics

Anti-Money Laundering policy

The International Monetary Fund defines Money Laundering as *“the processing of assets generated by criminal activity to obscure the link between the funds and their illegal origins”*.

As a responsible financial institution, AfrAsia Bank Limited is committed in its endeavor to fight the ever-growing problem that is money laundering. Our robust internal policy and procedures prevent and control financial crime, while ensuring due diligence against money laundering:

- › “Know Your Client Principles”
- › Procedures to report suspicious transactions

[\(More information available in the Risk Management Report\)](#)

Our Conduct and Ethics Policy outlines the principles that govern the decisions and behavior within our organisation. Its aim is to ensure that our workplace is open, respectful and safe for all. The Code is a central guide to day-to-day decision-making, and its guidelines were developed around the cornerstones that define AfrAsia: its mission, values and principles. Through the Code, we have nurtured a culture in which employees translate our core values into actions that are measured against the highest standards of ethical conduct.

Detailed guidance is provided on:

- › Conflict of interest
- › Misuse of position and information
- › Fair and Equitable Treatment
- › Fair Dealing
- › Protection and Proper use of the Bank’s assets
- › Conduct & Discipline (including Grievance Procedure)

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TRAINING SESSIONS
ORGANISED BY
COMPLIANCE DEPARTMENT

Corporate Integrity and Whistle-blowing policy

AfrAsia Bank Limited is committed to conducting all its business activities in accordance with the highest moral and ethical standards. We believe it is the responsibility of all our employees to maintain a work environment that fosters integrity, truthfulness and respect. They are expected to perform their duties with the utmost honesty and professionalism.

Our strict Whistle blowing Policy strongly encourages all employees to promptly report any suspected violations or irregularities (fraud, forgery, etc) to the Head of Compliance and/or the CEO, who will then take corrective action.

Data Confidentiality

Data protection is the process of safeguarding important information from corruption, compromise or loss. AfrAsia Bank, by nature of its activities, constantly requires sensitive data to be collected and stored, which is why we are committed to protecting information related to our employees and third parties, preventing it from being used improperly.

We have taken several measures to ensure that we protect all personal data against unintentional or unlawful access/disclosure:

- › Nomination of a Data Protection Officer, whose role is to train employees, act as the liaison between the Bank and relevant authorities/clients, conduct auditing and offer advice on data protection issues
- › Implementation of a Data Protection Policy and Secure Development Guideline

Intellectual Property Rights (IPRs)

Intellectual Property plays an important role at AfrAsia Bank Limited, which is why we ensure that IPRs are reinforced within our organisation in accordance with the law. The most common IPRs include copyrights, software licenses, trademarks and design rights.

› Our Security measures include:



Need to Know Basis Encryption/
Endpoint protection



Awareness training
to all staff



Data Loss
Protection



Vulnerability
Assessment &
Penetration Testing



General Data Protection
Regulations (GDPR)



Data breach
reporting procedures



Operations Security



Security Perimeter



Confidentiality
Agreements