



# CSR

Corporate Social Responsibility  
Report 2014



# Table of Contents

Corporate Profile .....	/04
Minsheng Moments .....	/05
Message from the Chairman .....	/06
<b>Part I: From Strategies to Actions .....</b>	<b>/08</b>
<b>Responsibility System .....</b>	<b>/10</b>
Responsibility Strategies .....	/12
Responsibility Governance .....	/13
Responsibility Communication .....	/13
Responsibility Capacity .....	/15
<b>Responsibility Actions .....</b>	<b>/16</b>
Adhering to lawful and compliant operation .....	/18
Constantly creating shareholder value .....	/20
Benefiting the public with inclusive finance .....	/21
Offering high-quality financial services .....	/24
Building responsible value chain .....	/26
Jointly constructing Minsheng homeland culture .....	/28
Making contributions to society .....	/30
Actively constructing ecological civilization .....	/32
<b>Responsibility Performance .....</b>	<b>/34</b>
Social responsibility key performance in 2014 .....	/36
Awards and honors of corporate social responsibility in 2014 .....	/37
<b>Part II: From Feelings to Accountability .....</b>	<b>/38</b>
<b>Taking Inclusive Finance to Navigate Economic New Normal .....</b>	<b>/40</b>
Supporting development of NSOEs .....	/42
Enhancing small business finance service .....	/44

Expanding community finance .....	/45
Accelerating local economic development .....	/48
Serving agriculture, rural areas and farmers .....	/49
Creating shared value by innovation .....	/51
<b>Implementing New Talent Strategy to Jointly Build Homeland .....</b>	<b>/54</b>
Supporting career development of employees .....	/56
Building broad stage for employees .....	/57
<b>Conducting Green Operation to Respond New Environmental Constraints .....</b>	<b>/60</b>
Green credit supports beautiful China building .....	/62
Green operation embraces low-carbon era .....	/64
<b>Embracing New Public Welfare Era to Contribute to Harmonious Society .....</b>	<b>/66</b>
Pursuing more professional public welfare causes .....	/68
Desiring more devoted public welfare causes .....	/69
Building more innovative public welfare causes .....	/71
Future Prospects .....	/73
Appendix I Reporting Specifications .....	/74
Appendix II Assurance Report .....	/75
Appendix III Rating Report .....	/78
Appendix IV Key Data Compilation & Reporting Basis .....	/80
Appendix V Suggestions & Feedbacks .....	/81
Appendix VI Notes .....	/82

## Corporate Profile

Formally established on January 12, 1996 in Beijing, China Minsheng Banking Corp., Ltd. (hereinafter referred to as "China Minsheng Bank", "Minsheng Bank", "the Bank" or "the Company") is China's first national joint-stock commercial bank with investments mainly from non-state-owned enterprises (NSOEs), and is a standard joint-stock financial institution founded in strict compliance with the rules and regulations under the *Company Law of the People's Republic of China* and the *Law of the People's Republic of China on Commercial Banks*. As a pilot program of China's banking reform, Minsheng Bank deepens reform with keen determination and takes the initiative to make progress, making positive contributions to the reform and innovation of China's banking industry.

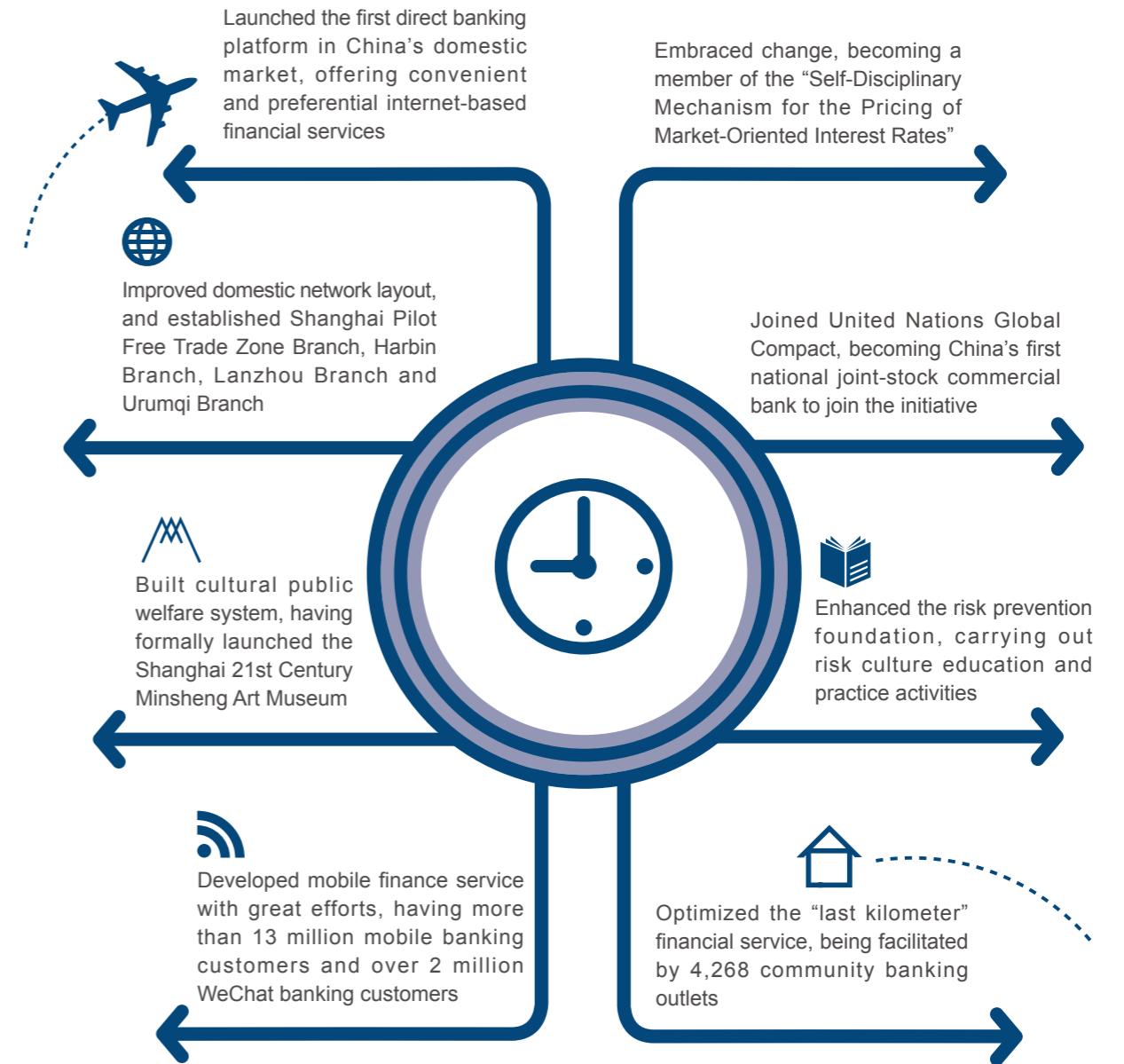
On December 19, 2000, the A share stock of China Minsheng Bank (600016) was listed on the Shanghai Stock Exchange. On November 8, 2004, the Company, as the first commercial bank in China, successfully issued RMB5.8 billion subordinated bonds in the interbank bond market, thus becoming the first commercial bank in China to successfully issue subordinated bonds in the national interbank bond market by private placement. On October 26, 2005, the Company became the first commercial bank in China that completed the split share reform. On November 26, 2009, the Company was listed on the Hong Kong Stock Exchange.

Minsheng Bank is committed to carrying out its operations in a compliant, pragmatic and innovative manner. In 2007, it initiated the strategic business unit (SBU) reform on corporate banking business as the first runner in China's banking industry. In 2009, the Company reset its strategic orientation as "a bank for NSOEs, small and micro enterprises and high-end retail customers," and began to actively promote the adjustments on management framework, organizational system and business structure and the establishment of IT platform, aiming at building a "distinctive bank" and "efficient bank." In 2014, Minsheng Bank ranked the 47th in the world's top 1000 banks and the 330th in the world's top 500 companies, becoming an influential commercial bank both in China and abroad. This year, Minsheng Bank established 169 new institutions of various kinds, totaling the number of institutions to 1021.



Head Office Building of China Minsheng Bank

## Minsheng Moments



## Message from the Chairman

The “new normal” will lead a spectacular economic and social development in China. As for China Minsheng Bank, the “new normal” stands not only as a severe challenge for operation and development, but also a strategic opportunity for in-depth transformation. Pressing ahead with financial reforms, carrying forward green development, and building up social well-being are strategic cornerstones for China Minsheng Bank to meet challenges and seize opportunities in the new era.

### Pressing ahead with financial reforms

We take initiative to promote our businesses in accordance with national strategies and are committed to becoming a bank trusted by the government, regulatory agencies and the society. We constantly provide innovative and professional financial services to strongly support non-state-owned enterprises and steadily push forward community finance and small business finance, making due contributions to China’s financial reform, economic development and social progress.

### Carrying forward green development

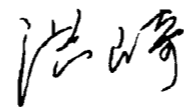
We support the environment protection in the fields of strategic planning, product research and development, credit services, procurement and supply management and so forth, and promote the transformation and upgrading of industrial structure. We always combine our businesses with environment protection, and actively explore the paths of green finance and green operation, for these are our responsibilities for the society and our commitments to the future.

### Building up social well-being

We deeply concern about our employees’ personal developments and try the best to make them understand the value of life and the meaning of work. We help the vulnerable group and people living in poverty by building Hope Primary Schools, training teachers in poverty-stricken areas as well as offering information service to farmers. We also support public welfare and assist cultural undertakings by making donations to set up and running art institutions.

As the old saying goes, the wise change their ways as circumstance changes. In face of the opportunities and challenges ahead, we will embrace the “new normal” with open minds, live up to our bank’s mission as a test field of China’s financial reform, pool our wisdom and innovative spirits together, and cooperate with all sectors of society to jointly create a sustainable bright future.

**Hong Qi, Chairman, China Minsheng Bank**






# Part I

## From Strategies to Actions



- Responsibility System
- Responsibility Actions
- Responsibility Performance







Responsibility Strategies

Responsibility Governance

Responsibility Communication

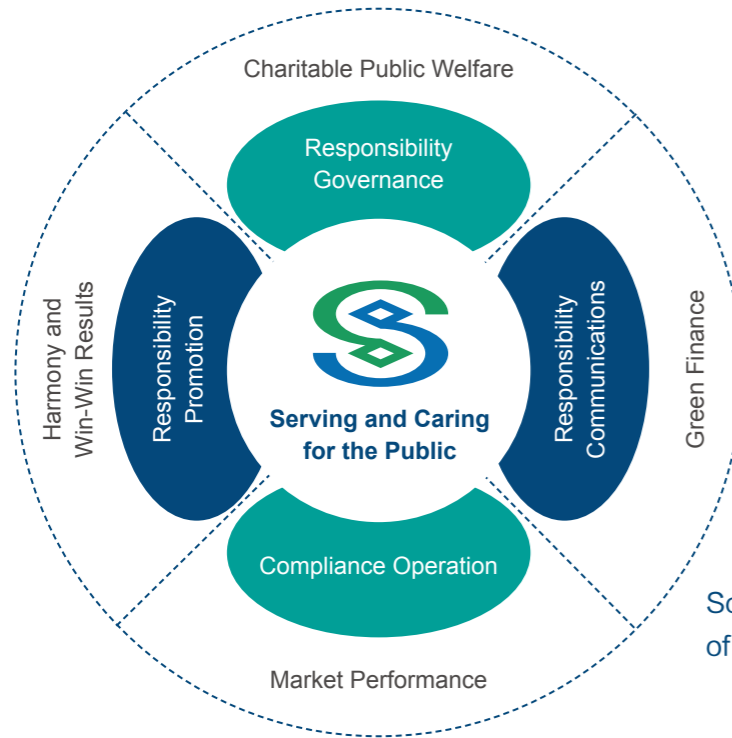
Responsibility Capacity



Fuzhou Branch is conducting financial knowledge popularization activity for the public, answering questions from customers



## Responsibility Strategies



### Social Responsibility Concept

Minsheng Bank has long been adhering to the responsibility concept of "serving and caring for the public," firmly established the responsibility awareness of "Minsheng Bank serves the public, practice attaches to people's livelihood, and the public attaches to Minsheng Bank," and made bold innovations, achieving integrated coexistence of corporate development, social progress and ecological improvement.

Social Responsibility Model of China Minsheng Bank



Serving customers, caring for employees, bringing returns to shareholders, respecting partners, contributing to community, and responding to policies are inherent responsibilities of Minsheng Bank.

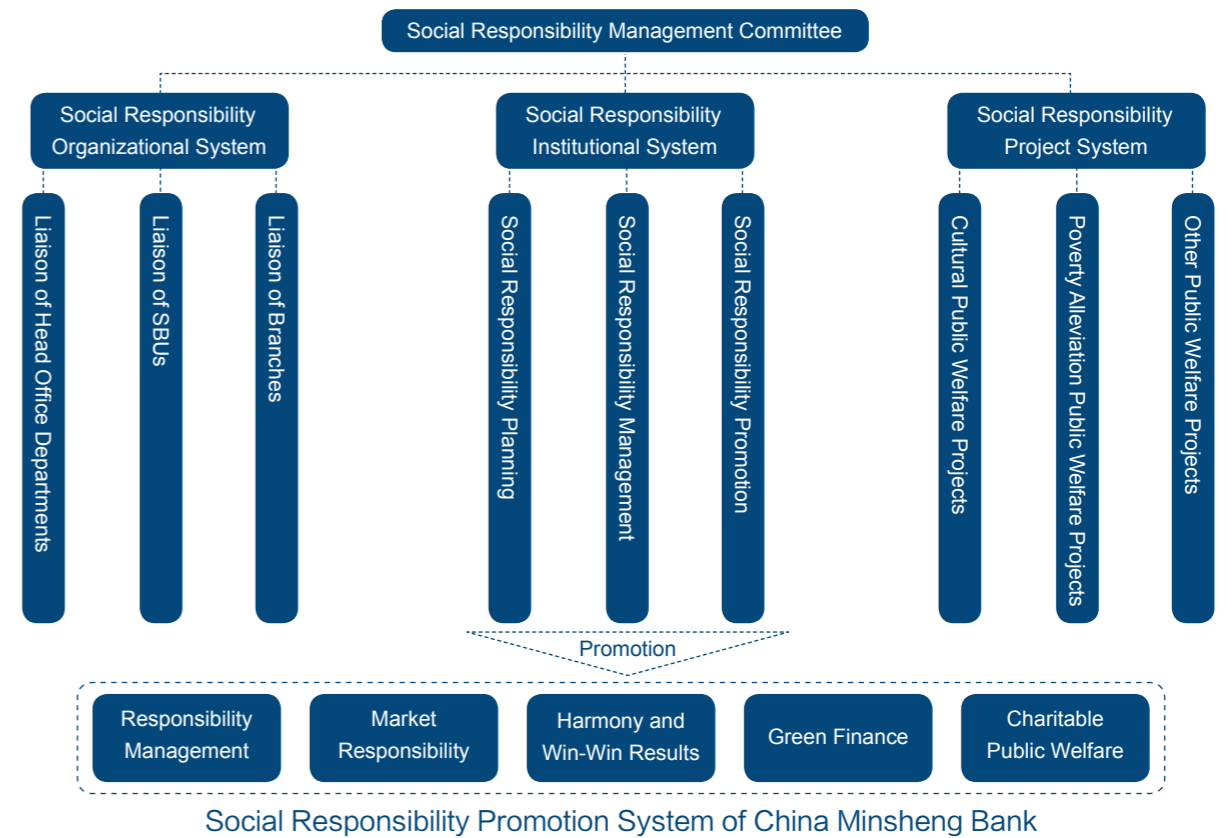
Minsheng Bank offers high-quality financial services to meet people's financial needs, to serve social progress, and to make contributions to the sound and fast development of overall economy and society.

Adhering to the self-pressurized principle, Minsheng Bank is committed to becoming the bank of first resort for customers to access financial service as well as the preferred bank for investors, outstanding talents, cooperative partners and other stakeholders.

## Responsibility Governance

Minsheng Bank has constantly improved responsibility governance mechanism, and promoted the building of responsibility organizational system and responsibility institutional system.

In the reporting period, the Bank completed the "Execution Report of Public Welfare Donation Fund Projects of China Minsheng Banking Corp., Ltd. (2008-2013)," established complete assessment and management system for public welfare donation projects, sorted out and updated corporate social responsibility management regulations, and revised and improved management regulations relating to public welfare donation.










## Responsibility Communication

Minsheng Bank has taken the enhancement of communications with stakeholders as an important path for fulfilling social responsibility and achieving sustainable development. It has constantly introduced new communication modes and expanded communication channels to deepen the communication process, and established the three-in-one communication system consisting of day-to-day, regular and annual communications.

The Bank is committed to conducting research on such issues that were paid great attention by stakeholders, commonly concerned by society, and emphasized by domestic and foreign standards as well as the latest theoretical research, actively carrying out communications with stakeholders on these issues and publicizing its social responsibility concept. Meanwhile, the Bank vigorously carried forward its own capability building to constantly improve its capabilities to meet stakeholders' expectations.

Stakeholders of China Minsheng Bank

Stakeholders	Expectations and demands	Response measures
 Government	Promoting sustainable and healthy development of economy; Offering assistance to public finance and serving governmental development goals	Effectively implementing national macro policies; Supporting sustainable development of real economy; Supporting NSOEs, small and micro enterprises, the agriculture, rural areas and farmers, and other projects relating to people's livelihood; Paying taxes honestly; Promoting community finance development; Increasing employment opportunities
 Regulatory authorities	Conducting operation with compliance and competition in a fair way; Safeguarding the stability of financial system	Strengthening compliance management and conducting honest operation; Improving corporate governance and enhancing internal control; Promoting the implementation of Basel III Accord
 Shareholders	Delivering satisfied investment returns; Maintaining a good market capitalization; Fully disclosing information relating to corporate operations	Conducting sound operation and improving profitability; Enhancing investor relations management and disclosing information in a timely manner
 Customers	Offering high-quality and convenient financial products and services; Providing comfortable business environment	Developing mobile banking and direct banking, introducing new functions with characteristics, and optimizing business process; Improving service quality and focusing on customer experience
 Cooperative partners	Conducting fair procurement; Adhering to integrity and mutual benefits	Abiding by fair and transparent procurement mechanism; Adhering to the principle of equality and mutual benefits as well as harmony and win-win results
 Employees	Offering good career development planning and growth opportunities; Providing complete rights and interests guarantee	Safeguarding rights and interests of employees; Encouraging employees to participate in corporate management; Paying attention to employee development and improving compensation incentive mechanism
 Community	Focusing on community development; Jointly constructing harmonious community	Supporting educational, scientific research and health causes; Supporting charitable public welfare cause; Providing volunteer services
 Environment	Paying attention to climate change and supporting low-carbon economy; Advocating energy-saving and emission reduction, and building conservation-oriented society	Conducting green credit, promoting e-banking business, and expanding green finance; Advocating green office practices, promoting green procurement, and carrying out environmental protection and public welfare activities

Formally joined United Nations Global Compact

In August 2014, Minsheng Bank formally joined the United Nations Global Compact, becoming China's first national joint-stock commercial bank to join the initiative, which further expanded its social responsibility communication platform. The Bank will conduct communications and exchange with more outstanding enterprises to learn advanced experience of social responsibility and carry forward successful practices.

Conducts regular communications focusing on social responsibility reporting

Minsheng Bank will continue to do well the regular communication work focusing on social responsibility reporting. Through touching stories, the 2013 *Corporate Social Responsibility Report of China Minsheng Banking Corp., Ltd.* adopted comprehensive innovative framework and structure and reader-oriented narrative mode to disclose economic, social and environmental responsibility performance, becoming China's first storytelling social responsibility report, which won wide recognition in the industry.



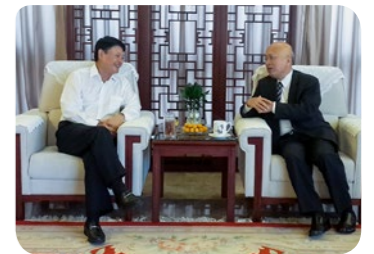
Corporate Social Responsibility Report 2013

Fully sorts out and supervises public welfare donation fund

Minsheng Bank strengthened the supervision of public welfare project implementation by entrusting a third-party organization to complete the *Execution Report of Public Welfare Donation Fund Projects of China Minsheng Banking Corp., Ltd.*, which was a comprehensive experience summarization and achievement exhibition of the Bank's public welfare projects in recent years.

Conducts social responsibility exchange with Taishin International Bank

Referred to successful experiences both at home and abroad, Minsheng Bank has been actively explored new public welfare modes. The Bank invited Taishin Charity Foundation and Taishin Bank Foundation for Arts and Culture to exchange views on how to better fulfill social responsibilities. Hong Qi, chairman of the Bank, met with the visiting group. The two sides briefed each other on their respective situations of public welfare cause and the developments of some key projects, and conducted in-depth exchange on corporate social responsibility developments, public welfare and charitable activities, and development situations of culture and arts both at Chinese mainland and Taiwan province.



Chairman Hong Qi is meeting with guests of Taishin Charity Foundation and Taishin Bank Foundation for Arts and Culture

Holds annual social responsibility investigation project of "Sharing Responsibility across China"

In March 2014, Minsheng Bank hosted "Sharing Responsibilities across China", an investigation and research program launched by the Research Center for Corporate Social Responsibility of Chinese Academy of Social Sciences, in Shanghai. More than 20 corporate social responsibility experts and representatives from Chinese enterprises, foreign companies and media organizations were invited to visit Shanghai Minsheng Art Museum and exchanged experiences on social responsibility management and innovative public welfare practices.



Responsibility Capacity

In the reporting period, Minsheng Bank carried out theoretical research and capability enhancement in a deep-going way by formulating standards, designing courses and organizing trainings.

In December 2014, the Bank invited Deng Guosheng, a professor of School of Public Policy and Management of Tsinghua University, to give a lecture on "How Companies Engaged in Public Welfare Practices," which helped the Bank closely follow the developments of theories and practices in the fields of corporate social responsibility and public welfare.



Prof. Deng Guosheng is delivering a lecture on social responsibility for the Bank





Service specialists of 95568 Customer Service Center



## Adhering to lawful and compliant operation

Actions

### 1 Compliance management

In the reporting period, Minsheng Bank expanded risk inspection coverage, and completed 2713 inspections and rectifications, which effectively promoted the adjustment and improvement of key risk management policies and mechanism. Focused on rectification and improvement, the Bank further solidified its compliance and internal control foundations by implementing special projects, such as “improvements of internal control mechanism in 10 key risk fields” and “improvements of basic regulations and implementation on risk management”. The Bank constantly enriched internal control tools and methods, completed the development of off-site inspection system, and effectively enhanced the compliance and internal control capabilities. The Bank adopted an uncompromising posture on issues of compliant operations with the carrying out of 6 regulations, such as compliance resolution, compliance archive, regulation violation points, etc.

At the beginning of 2014, Minsheng Bank formally implemented the “Foreign Account Tax Compliance Act” (FATCA), established communication and coordination mechanism for members of core working group, and identified the tasks and responsibilities of various departments in process optimization, system reconstruction and other related issues.

### 2 Anti-corruption

In the reporting period, Minsheng bank revised the *Measures for the Punishment of Violations of the Regulations and Disciplines of China Minsheng Bank* and the *Working Rules for Party's Discipline Inspection Committee of China Minsheng Bank*, formulated the *Several Criteria on Work Style of the Senior Management of China Minsheng Bank*, the *Twenty Prohibitions on Working Style of the Senior Executives of China Minsheng Bank*, the *Twenty Professional Conduct Rules for Employees of China Minsheng Bank*, the *Guidance for Duty Performance of Party Discipline Inspection Committees of Branches of China Minsheng Bank* and other regulations, and published the *Interim Measures of Appointments and Dismissals of Secretaries and Deputy Secretaries of the Party Discipline Inspection Committees of China Minsheng Bank Branches*, the *Measures of Gift Management of China Minsheng Bank (Provisional)* and other management measures, by which Minsheng Bank further strengthened working style and integrity building, regulated codes of practice, and enhanced the requirements of integrity and self-discipline.

The Bank attached great importance to anti-graft of employees, especially leaders in each level, and held 52 anti-corruption training sessions covering 54000 employees. In 2014, the Bank organized lecture tour on the topic of “enforce strict disciplines and adhere to bank regulations”, carried out the fifth knowledge competition relating to “conduct operation in a compliant manner,” actively enhanced employee ideological education, and conducted special activities to keep employees away from personally engaging in private companies and seeking other part-time jobs in violation of related regulations. The Bank also issued the *Emergent Notice of Organizing Employees to Conduct Online Learning of Four Documents*. A total of 54000-odd people participated in online learning, and the completion rate of learning reached more than 95 percent.

### 3 Anti-money laundering

Minsheng Bank has constantly promoted trials of comprehensive

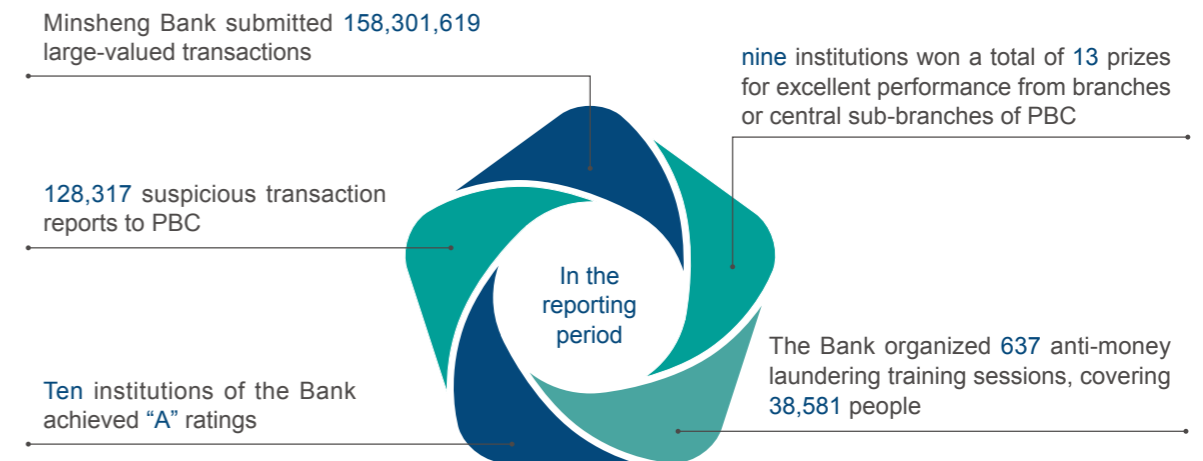


The fifth knowledge contest on compliant operation



Anti-money laundering training

reform on large-valued and suspicious transactions, and 28 branches have realized centralized processing of suspicious transactions. It has revised and completed some internal control regulations relating to anti-money laundering, including completing the revisions of five core regulations and establishing three new regulations. To prevent internal and external money laundering risks, the Bank regularly carried out employee money laundering risk investigation and prevention, and customer money laundering risk assessments. The Bank regularly released comprehensive analysis reports on anti-money laundering and analysis reports on anti-money laundering types, which further improved the Bank's professional level of anti-money laundering. The Bank established 100 suspicious transaction monitoring rules and 11 monitoring models, which optimized its system of monitoring rules and met the monitoring demands under new situations of anti-money laundering and anti-terrorist financing. The Bank completed the development of new version of customer money laundering risk assessment system, constantly optimizing the technical support of anti-money laundering data monitoring. The Bank persistently built professional team. In 2014, a total of 925 staff obtained the professional qualification of anti-money laundering within the Bank, and 2279 staff obtained qualification of admittance to anti-money laundering positions from the People's Bank of China (hereinafter referred to as “PBC”).



### 4 Overall risk management

Minsheng Bank has actively promoted the organizational construction and procedure building, achieving good effects in the aspects of risk management regulation formulation and risk management training. In the reporting period, the Bank effectively promoted the “Tie Ji Action,” guaranteed the quality of assets, established unified credit line and credit quota management system on and off the balance sheet, strengthened differentiated strategy of “one bank, one policy,” enhanced accurate policy guidance, promoted batch development of business with regional characteristics, optimized and improved credit line appraisal mode, boosted trouble-shooting capabilities, focused on inspection, prevention and rectification to improve the internal control on compliant operation, and spared no efforts to strengthen asset recovery. Facing severe economic and financial environment, the Bank has vigorously enhanced the risk monitoring and management of assets, ensuring the soundness of asset quality.

A one-year-long education and practice campaign on risk management culture was held across the Company to resolve the prominent problems of current risk management, enhance basic management improvements, and vigorously promote the asset quality to reach standards. With the in-depth implementation of the campaign, a healthy and positive atmosphere has been created, influencing every employee and gradually penetrating each business step. By adhering to the orientation of overall risk management, and with business development, the systems, policies, tools and platforms of the Bank have been gradually solidified and improved. “One thought, one voice” has become composition forces for boosting business development, and integrity, accountability, and harmony have become the new look and new normal of the Bank.



Risk culture education activity



Achievements

Indicators	Unit	2011	2012	2013	2014
Number of compliance trainings	Time	468	Nearly 600	612	1,633
Number of participants of compliance trainings	Person/time	23,400	Over 30,000	36,850	44,541
Number of anti-corruption trainings directly organized by the head office	Time	35	36	42	52
Number of participants of anti-corruption trainings directly organized by the head office	Person	32,000	35,000	45,000	54,000
Number of risk management trainings	Session	42	15	32	13
Number of participants of risk management trainings	Person	Over 5,000	Over 2,400	Over 8,000	1,900

Constantly creating shareholder value

Actions

1 Investor relationship management

Under the new normal of economy, Minsheng Bank has gradually and thoroughly casted off its dependence on traditional mode, always adhered to the mission of creating value for shareholders and attached great importance to the protection of rights and interests of small investors in the process of closely combining with the pulse of China's economic development. In the reporting period, the Bank enhanced communications with investors by various channels.

Held three investor conferences, namely operating performance press conference, performance analysis conference and performance explanation conference, in which accumulatively 431 analysts and fund managers from 250 institutions both at China and abroad participated.

Held three general meetings of shareholders, which more than 190 investors attended.

Participated in 13 investment strategy meetings for large institutions, and met with more than 400 investors.

Accumulatively received over 400 investors by means of on-spot reception, teleconference, e-mail, and e-interactive platform of Shanghai Stock Exchange.

2 Deepening strategic business unit (SBUs) reform

In the reporting period, to guarantee the effective implementation of quasi-legal person management mode for

SBUs, the Bank established regular information disclosure and assessment mechanism for SBUs, and by the continuous cycle of "disclosure, comments and improvements," the head office of the Bank conducted comprehensive supervision, enhanced SBU improvements, promoted the head office to improve management mode, provided most advanced management concept, tools and methods for SBUs, and clarified rules, so as to achieve the so-called "transparent kitchen" management.

Achievements

Indicators	Unit	2011	2012	2013	2014
Operating revenue	RMB billion	82.368	103.111	115.886	135.469
Net profit attributable to parent company	RMB billion	27.920	37.563	42.278	44.546
Basic earnings per share	RMB	0.87	1.12	1.24	1.31
Number of investor visits	Session	100	120	96	60
Number of visiting investors	Person/time	600	553	884	572
Number of large scale meetings on investment strategy held by investment banks or securities firms both from China and abroad participated	Time	15	8	12	13
Number of joint research tours conducted with large institutions both from China and abroad	Time	13	23	31	10

Note: The financial data and some relevant data are based on the statistical scope of the Group. In case of any discrepancies, the Company's annual report shall prevail. The basic earnings per share in 2013, 2012 and 2011 have been restated in accordance with the number of shares after profit appropriation in the second half of 2013.

Benefiting the public with inclusive finance

Actions

1 Supporting NSOEs

Based on the strategic positioning of "being a bank for NSOEs," Minsheng Bank innovatively put forward the service mode of "being a financial steward for strategic partners," establishing exclusive "1+2+N" financial stewardship professional service team for each financial stewardship customer. Centering on the different development stages and different financial demands of the NSOEs, the Bank offered comprehensive and customized financial service solution including "listing express," industry chain financing, issuance of debt financing instruments, structured financing, and cash management to customers to support the strategic development of the NSOEs and assist them to continue to grow and become stronger, which gained wide attention and recognition from NSOEs and the society.

Under the effective promotion of new service mode of "financial stewardship," as of the end of December 2014, the number of NSOE customers of the Bank with outstanding loan balances reached 11,876 and the general loan balance of NSOE customers amounted to RMB653.505 billion, accounting for 83.47 percent of total customers and 60.77 percent of general loan balance respectively.

## 2 Conducting innovations on small business finance

In the reporting period, under complicated economic situation, Minsheng Bank, oriented by customer demands, adopted a series of measures, such as upgrading business model and enhancing technical application, to persistently improve service quality. To support the sustainable growth of small businesses, the Bank took initiatives to meet smaller customers' financing needs, enhanced the support for small and micro enterprises along the industry chain, increased the input for product development and the application of IT tools, and started to assist the development of innovation-oriented small and micro enterprises.

To resolve the difficulties of structured financing of small and micro enterprises, Minsheng Bank launched the online micro-loan of "Wang Le Dai", realizing "24x7" business processing by means of internet at any time and at any place, which greatly facilitated the development of micro enterprises. The Bank developed "Xiao Wei Bao," an ipad-based mobile sales platform, to realize customers' singing contacts and processing transactions at anywhere accessible to internet, which greatly improved the banking experience of small business customers.



Online micro-loan of "Wang Le Dai"

## 3 Reconstructing community finance

In the reporting period, Minsheng Bank innovatively put forward the implementation platform strategy, constructed community-based online marketing platform, and built community-based life circle platform and mobile service platform covering all the aspects of life to meet the demands of community residents. Centered at residence places, the Bank provided specialized financial services and platform-based non-financial services to realize "convenience" and "high quality" of customers' family lives. By the end of 2014, the community customers served by the Bank's community outlets reached 2.42 million with assets under management of RMB75.62 billion.



Building community-based living platform

## 4 Serving agriculture, rural areas and farmers

Since 2008, Minsheng Bank has been actively engaging in setting up rural banks. By the end of 2014, the Bank had established 29 rural banks in 15 provincial administrative regions with RMB26.7 billion total assets, RMB21.4 billion deposits, RMB15.6 billion loans, RMB12.5 billion loans relating to "agriculture, rural areas and farmers" and 18,365 active loan customers, among the national best-performing. Rural banks focused on supporting "agriculture, rural areas and farmers" and local distinctive economy, which made great contribution to the Bank's efforts to serve "agriculture, rural areas and farmers" and regional economy.



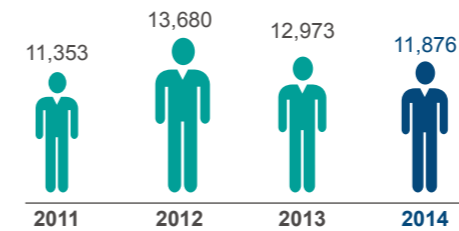
Holding Minsheng Bank-Agricultural Machinery Industry cooperative conference themed "Serving agriculture, rural areas and farmers and improving people's livelihood"

In the reporting period, Minsheng Bank signed strategic cooperative agreements with Jiangsu Huaxi Group Corporation, Sinofert Holding Limited and other enterprises to support grassroots agriculture, especially in the areas of agricultural product processing, leisure agriculture and farmer self-employed businesses, which contributed to the efforts of realizing "stronger agriculture, more beautiful rural areas, and richer farmers".

Achievements

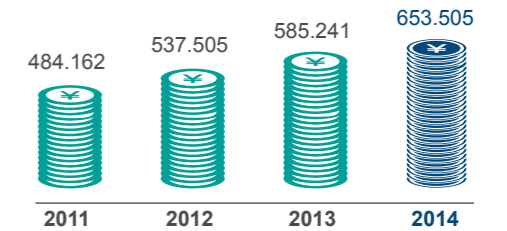
### Number of NSOE loan customers

(Unit: Account)



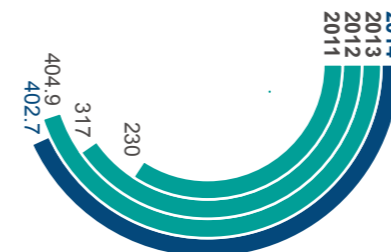
### General loan balance of NSOE customers

(Unit: RMB billion)



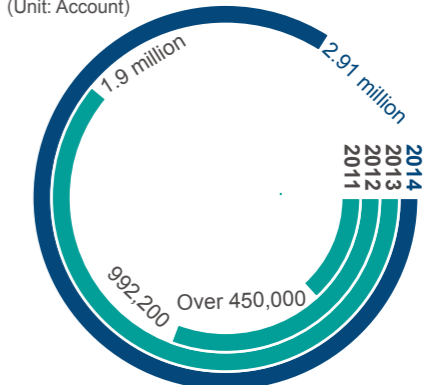
### Loan balance of small business finance (Shang Dai Tong)

(Unit: RMB billion)



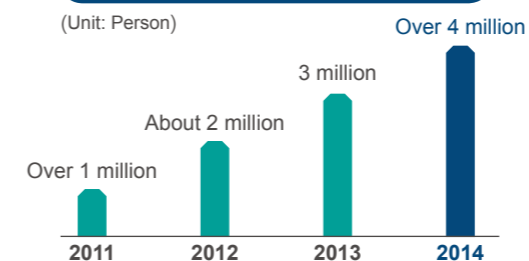
### Number of small and micro customers

(Unit: Account)



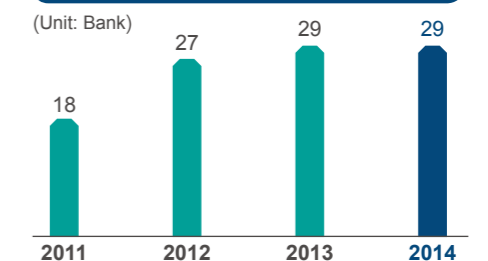
### Number of job opportunities directly created by "Shang Dai Tong"

(Unit: Person)



### Number of rural banks

(Unit: Bank)



Note: The small and micro customers include individual business owners and small and micro enterprises.



## Offering high-quality financial services

Actions

### 1 Strengthening service management

In the reporting period, Minsheng Bank's coverage of process management projects adopting Lean Six Sigma methodology was further enlarged, achieving breakthrough in the in-depth implementation at branches and SBUs in terms of process management. In 2014, the Bank supported the operation business lines, the Trade Finance SBU, Changsha Branch and several other institutions to carry out 26 Lean Six Sigma Green Belt projects and 488 Lean Six Sigma Blue Belt projects, improving 61 indicators. The projects covered transaction processing efficiency, customer satisfaction, employee satisfaction and risk control level, and so on, which effectively promoted the operation and management efficiency and improved the satisfaction of internal and external customers.



Service specialists of 95568 Customer Service Center

By fully using the "voice of customer," Minsheng Bank learned customers' demands from the perspective of customers, enhanced service quality and process efficiency, and constantly improved customer experience. The Bank implemented annual monitoring on customer satisfaction to persistently track customer service experience, and put forward tactics and suggestions on service improvement for operating institutions. The Bank extensively carried out customer demand survey projects, systematically analyzed the customer demands of several segmented markets including small business finance, community finance, marine fishery and auto industry, optimized business model targeted on special customer groups, and conducted systematical design for internal capability building.

### 2 Promoting service innovation

Minsheng Bank has actively embraced challenges, made bold innovations, and conducted many explorations and experiments centering on emerging technologies, simple products and customer demands. While paying close attention to internet finance, the Bank has established mobile finance as important direction of innovative development. By the end of 2014, the number of mobile banking customers was over 13 million, and the annual transaction amount reached RMB3 trillion with more than 150 million transactions. According to the ranking of mobile banking transaction volume in the third and fourth quarters of 2014, Minsheng Bank successively ranked the third among China's banking industry and the first among China's joint-stock banks, firmly taking the position of first echelon of commercial banks. In the comprehensive assessment of mobile banking service organized by China Financial Certification Authority, mobile banking of Minsheng Bank once again stayed on the first place in the comprehensive scoring for its advantages of high user conversion rate, complete version types, convenient registration, rich and distinctive functions, high security and good customer experience.

On February 28, 2014, Minsheng Bank launched direct banking, the first of its kind in China. Also, it is a financial innovation that uses direct banking to explore internet finance, reduce operating cost and improve return rate for customers. Direct banking broke the traditional operating model of physical banking offices, serving customers mainly by internet, and the concept of "simple banking" has won wide recognition from customers. By the end of December 2014, the number of direct banking customers reached 1.46 million, and the total subscription amount of "Ru Yi Bao" amounted to more than RMB200 billion, far exceeding market expectations. Direct banking has explored an internet-based business model, offering higher quality, more convenient, and more favorable financial services to the public.

The stable and fast development of mobile banking and direct banking continue to interpret Minsheng Bank's brand image of innovation, efficiency, professionalism and vitality. By relying on flexible institutional mechanisms and

advanced management concepts, the Bank, on the one hand, uses multi-channel and multi-means online and offline business model to offer more efficient and convenient financial products; on the other hand, constantly offers higher quality and more considerate innovative service experience to customers. The Bank embrace internet era by practical action, so as to provide more diversified financial service for more people.

### 3 Safeguarding rights and interests of customers

To effectively guarantee the fund security of customers and timely sound the risk-warning alarms to them, Minsheng Bank has formulated relatively complete risk monitoring and warning mechanism, effectively keeping risky events at bay. By launching real time monitoring system for transaction risks, the Bank has conducted comprehensive monitoring on e-transactions of customers, offering SMS reminding service to customers on large-valued and suspicious transactions. By the end of 2014, it has made 7184 risk monitoring calls and conducted 1949 assistive risk investigations.



An employee of Nanning Branch is serving a customer with great sincerity

To further improve customer information security management, Minsheng Bank has utilized the internal system to deliver customer information and conducted encryption on electronic information of customers, effectively implementing the customer information confidentiality management mechanism. In case of public disclosure of customer information due to business requirements, information such as telephone number and ID card number would not be disclosed along with the customer name on the public platform.

For customers' convenience, Minsheng Bank posted its fees and charges information in prominent positions of all business outlets as well as its official website. Before adopting new charging standard, the Bank would inform customers through various channels including internet banking system and portal sites. Also, it would issue notice within the Bank, and carry out trainings, so as to let first-line employees know the new charging standards on a timely basis, facilitating them to conduct business promotion and answer enquiries of customers accurately.

### 4 Popularizing public education

Minsheng Bank has always been committed to protecting the rights and interests of financial consumers. Facing the broad urban and rural residents, the Bank carried out well-arranged and content-rich financial knowledge popularization activity, being widely welcomed by consumers. In the reporting period, the Bank conducted public educational activities relating to financial knowledge such as the "Bringing financial knowledge to families" and the "Publicity month of bank card online payment security," receiving more than one million participants. At the same time, the Bank used the publicity platforms welcomed by customers, such as SMS, Wechat, Weibo, media and activities at banking outlets, to effectively publicize financial culture and wealth management concepts. To further enhance online financial security knowledge popularization, the Bank constantly carried out external security education for customers with enriched education means and conducted internal employee education to disclose risks.



Financial educational activity for the public - "Young Bankers" Shenzhen Tour

### 5 Enhancing science and technology insurance

Adhering to the operation and maintenance guidelines of "fully guaranteeing the running of IT machines and the

security of data, and avoiding spreading inappropriate information,” and taking the establishment of a stable, efficient, visible, manageable and calculable data center as core starting point, Minsheng Bank conducted centralized monitoring on many aspects, such as IT platform operation, application records and transaction performance, so as to strengthen the sorting out of contingency plans and the regular pre-arranged plan exercises, and promote the safe and stable operation of IT system.



Concentrated training on Aladdin platform for information management department

Under the management guidelines of “forward looking security insurance, building security culture, initiative scientific and technological service, improving service level,” the Bank has obtained the international quality system certificates of IT service management system -- ISO 20000:2005 and information security management system -- ISO 27001:2005 with “zero non-conformity.” The Bank adopted process management and control as well as periodic tasks to enhance initiative operation and maintenance, actively preventing and controlling IT risks.

The Bank has always put operation safety at top priority, keeping a record of zero cause of production accident of Level III or above across the Bank during the year, while actively carrying out information system building. The availability rate of the Bank’s important information system reached 99.99 percent. In the reporting period, the Bank conducted four IT system switching exercises, and the participants reached about 600 persons.

## Building responsible value chain

### Actions

#### 1 Deepening supply chain management

Strictly abiding by the *Supervision, Management and Assessment Measures of China Minsheng Bank for Centralized Procurement Suppliers*, Minsheng Bank enhanced centralized procurement price management, quality management, material supply management, and service management of 81 suppliers from ten categories, i.e., self-service equipments, safe deposit boxes, teller machines, information, insurance, apparel, technical protection, furniture, “Le Shou Yin,” and video, improving the comprehensive benefits of centralized procurement.

The Bank chose suppliers with environmental protection qualifications in the process of procurement, selected environment-friendly and practical office furniture, used green building materials to decorate offices and renovate employee dormitories, and purchased cars that could meet environmental protection standards.

In addition, the centralized procurement department of the head office released special procurement information issues on a regular basis, publicizing policies relating to green procurement, providing exhibition information of energy conservation in buildings and environment-friendly technologies and products, to actively guide branches and sub-branches to purchase green and environment-friendly products. In 2014, the green procurement amount of the head office reached RMB846.78 million.

#### 2 Strengthening strategic cooperation

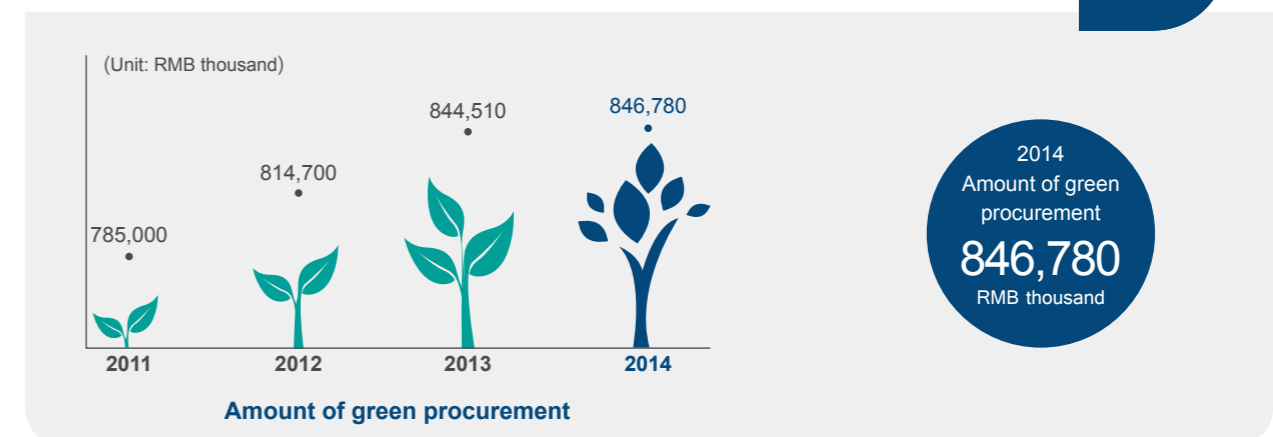
In the reporting period, Minsheng Bank, adhering to the principle of “conducting fair competition and honest operation,

complementing each other with advantages and achieving mutual benefits and win-win results,” actively searched strategic cooperative partners, established strategic cooperative mechanism and platform, fully exerted financial advantages, integrated social resources, expanded and deepened cooperation with stakeholders, and enhanced financial service quality. Meanwhile, with the deepening strategic cooperation in various fields, the Bank and its strategic cooperative partners will continue to exert advantages with their products, services and customer resources, achieving mutual benefits, win-win results and common development.

#### Strategic cooperation of Minsheng Bank with some stakeholders in 2014



### Achievements





## Jointly constructing Minsheng homeland culture

### Actions

#### 1 Protecting rights and interests of employees

In the reporting period, Minsheng Bank adopted several measures to protect rights and interests as well as benefits of employees. The Bank established and completed employee relations management system, and standardized the management of recruitment and dismissal, labor relations, labor contracts and labor disputes. The Bank further optimized compensation and incentive system, strictly implemented the social insurance and housing provident fund institutions, and provided enterprise annuity, supplementary medical insurance, accident insurance, and other security programs, so as to provide medium- and long-term security support for employees and their families.

#### 2 Supporting career development

In 2014, adhering to the guiding thought of "strategic development, reform and innovation, transformation and leaping development," and taking the building of a professional, diversified and international team as the main line, Minsheng Bank combined employee training with their career development, constructing "career-long learning and development system." By using development maps, the Bank conducted layered and classified planning of training resources for employees, introduced new training ideas, enriched learning methods, guided the contributions of professional value, promoted the change from "training" to "learning" and "cultivation," and built learning-oriented organization. In 2014, all levels of institutions of the Bank accumulatively trained 280 thousand persons/times, conducted over 2600 training programs, organized seven post qualification tests, and the participants of the tests reached 47 thousand persons/times accumulatively.

In 2014, the Bank constantly strengthened employee career management. Started from the building of "dual channels" consisting of "professional and management," and supplemented by learning and development maps, professional value contributions and other mechanisms and platforms, the Bank provided all-around learning and development support for employees. During the year, Minsheng Bank established 12 new professional development channels, carried out 12 tour lectures on professional career development channels in nine cities, systematically expounded the ideas and mechanism, and support system of learning resources of professional channels of the Bank. A total of 14,162 persons from 38 departments of the head office, eight SBUs, 33 branches participated in the Bank's professional sequence qualification assessment, realizing full coverage of professional sequence.

#### 3 Jointly building harmonious homeland

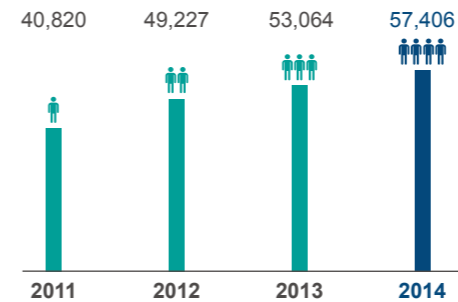
In the reporting period, Minsheng Bank constantly enhanced the building of employee relations management system, preliminarily explored the establishment of employee care system, and planned and formulated the "Guiding Opinions on Employee Care Management of China Minsheng Bank" Starting from the core concept of homeland culture of "people first," the Bank guided its institutions at various levels to create harmonious atmosphere, enhance humanistic care, improve non-material incentive level by paying attention to employee satisfaction management, completing communication mechanism and appealing channels, strengthening job change management and conducting diversified employee care activities, so as to fully improve the satisfaction and happiness of employees.



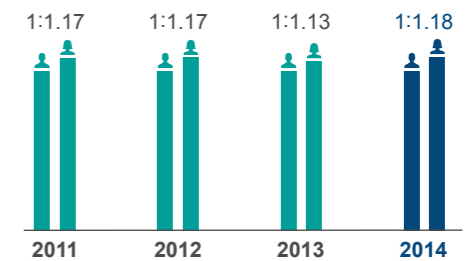
Employees participating in tug-of-war competition

### Achievements

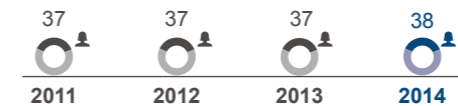
#### Total number of employees as at the end of reporting period (Unit: Person)



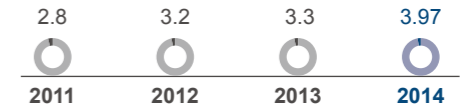
#### Proportion of male and female employees (Unit: Male:female)



#### Proportion of female managers (Unit: %)



#### Proportion of employees from minority ethnic groups (Unit: %)



#### Coverage of social insurance (Unit: %)



#### Signing rate of labor contract (Unit: %)



#### Proportion of local employees in Hong Kong Branch (Unit: %)



#### Number of employees suffering occupational disease (Unit: Person)





## Making contributions to society

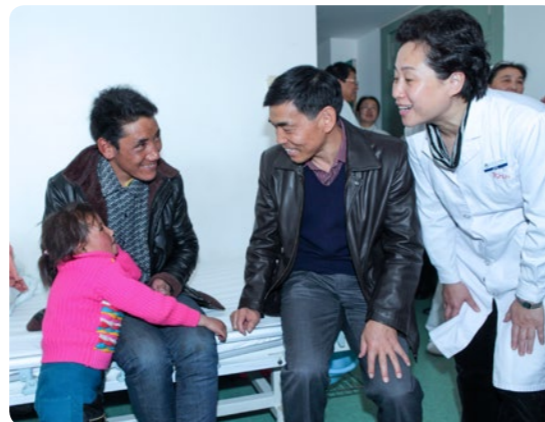
### Actions

#### 1 Innovating poverty alleviation mode

In the reporting period, Minsheng Bank continuously promoted the “information-based poverty alleviation mode,” helped 13 counties (cities) of 10 provincial administrative regions broadcast free information-based poverty alleviation advertisement relating to agricultural products, helping sell 1.9 billion kgs of slow-moving agricultural products. From 2006 to 2014, the information-based poverty alleviation advertisement program of the Bank helped 410 counties (cities) of 28 provincial administrative regions broadcast free advertisement, among which the free emergency sales advertisement for agricultural products helped sell more than 68.6 billion kgs of slow-moving agricultural products.

In the reporting period, Minsheng Bank continuously promoted the program of “Long March for Social Responsibility – Protecting Ancient Village.” The Bank carried out traditional resources-based ancient village protection action in Fanpai Village of Taijiang County in Guizhou Province, winning positive attention from the CCTV, China News Service and other medias and wide recognition from the public. The Bank organized public welfare activities such as the “Xinjiang Guangcai Minsheng Program” and the “Glory Tour to Xinyang and South Xinjiang,” enhancing the help and assistance to poverty-stricken areas in central and western China, so as to improve the local living standards.

In the reporting period, Minsheng Bank paid attention to public welfare causes related to medical treatment and hygiene. The Bank actively conducted donations and implemented the project of “free treatment for Tibetan children with congenital heart disease,” and carried out on-the-spot visits to Tibet, investigating and learning the situations of medical treatment and the project implementation. The Bank continued to make donations to public welfare activities organized by China Red Ribbon Foundation, and constantly carried out and promoted the Minsheng school project in Meigu County of Sichuan Province, and the “Red Ribbon Mother and Child Safety Program,” a relief program for AIDS patients. The effective implementation of public welfare projects conducted by the Bank won high recognition both from the government agencies and the public.



Children with congenital heart disease from the Tibet Autonomous region are receiving medical treatment in Beijing

#### 2 Popularizing volunteer activities

The employees of Minsheng Bank have carried out targeted poverty alleviation in Fengqiu and Huaxia counties of Henan Province, and Weiyuan and Lintao counties of Gansu Province for 12 consecutive years. In the reporting period, the donation amount reached more than RMB10 million, assisted 1700 students from poverty-stricken families, completed 11 new school dormitory projects, and organized 68 middle school teachers from the four mentioned counties to Beijing for training.

Minsheng Bank advocated responsibility culture and



Targeted poverty alleviation project -- Minsheng Kindergarten in Weiyuan County of Gansu Province

encouraged employees to participate in volunteer service, and to contribute to society by supporting public welfare and charity activities. In the reporting period, as many as 19,875 employees participated in 128 voluntary activities with total 320 hours.

#### 3 Supporting cultural cause development

Adhering to the distinctive public welfare path, Minsheng Bank has actively promoted the construction and operation of Minsheng art institutions. In the reporting period, Shanghai 21st Century Minsheng Art Museum reopened after renovation of 15 months and held a grand opening exhibition of “Multi-Universe,” drawing great attention and receiving much appreciation from the public. Shanghai Minsheng Art Museum held seven exhibitions and organized over 140 public education activities in 2014. The exhibitions organized by the museum, such as the “Childhood Friends Getting Rotund -- Moving Image of Liu Xiaodong 1984-2014” and the “Contemporary Photography in China 2009-2014” were highly appreciated. Meanwhile, the Bank prepared to establish the Beijing Minsheng Contemporary Art Museum and Chinese Calligraphy Museum, and organized the 9th “Kuai Zai Ya Ji” and the public lecture series of “Poems for Primary Students by Ye Jiaying”, constantly completing cultural public welfare carriers, so as to build international cultural exchange platform featuring unique influence.



A public educational activity held at Shanghai Minsheng Art Museum -- “A Bottle, A World”

### Achievements

Indicators	Unit	2011	2012	2013	2014
Slow-moving agricultural products sold	Billion kg	5.8	4.1	2.7	1.9
Donation amount for targeted poverty alleviation by employees	RMB million	7.7	8.8315	9.975	Over 10
Donation amount to public welfare cause	RMB million	298	575	323	469



## Actively constructing ecological civilization

Actions

### 1 Green Credit

In the reporting period, Minsheng Bank further clarified the green credit orientation for industries, regions, customers and products, focused on natural gas and environment-friendly fields, increased resources input, accelerated market development and enhanced financial service. The Bank also listed 13 industries of high pollution and high risk as its top concerns, conducting quota management for their on-balance sheet and off-balance sheet businesses, adopting rigid control and implementing "single-vote veto" mechanism in the aspect of environmental compliance. As for the power station, water conservancy, exploration and mining projects, the Bank conducted careful assessment on their feasibility and social risks, paid attention to the negative attitude of local resident to the projects, and strictly prevented environmental and social risks.

Minsheng Bank has actively participated in research projects and special activities relating to green credit, sparing no efforts to promote efficient, high-quality and low-carbon development of environmental protection industry. In the reporting period, the Bank took part in the compilation and review of the "Green Credit" training material organized by China Banking Association, participated in the preparatory work of special committee on green credit business of China Banking Association, and was elected as a standing member at the launching ceremony of the committee.

### 2 Green operation

Minsheng Bank has attached great importance to environment management in the routine business process, committed to reducing the impact of corporate operation to environment, formulated a series of regulations and requirements on environment management, and taken effective measures to implement these regulations, for example, setting up energy-saving and emission reduction posts and strengthening energy consumption control, and so on, improved conservation and responsibility senses of employees, advocated the idea of saving energy from the very beginning such as cherishing every kilowatt-hour of electricity, every drop of water and every piece of paper, and strived to achieve the green office goals of saving water, saving paper and saving electricity. To save electricity consumption to the maximum extend at the office building of the head office and act as a role model of energy-saving and environment protection, the lighting systems in the Xidan office buildings have been gradually changed to LED lights.

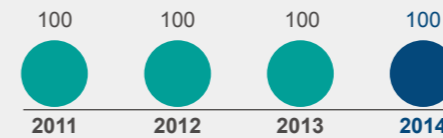


Adopted several measures to save water; adjusted the valve to control water flow

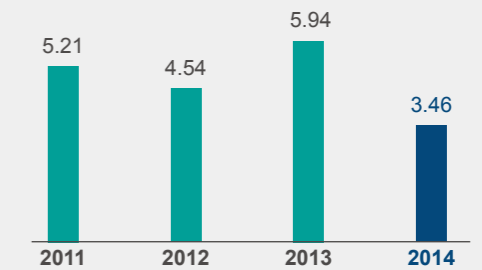
Minsheng Bank has integrated energy-saving and environment protection concept into construction process of office buildings and operation offices, and issued the *Measures of China Minsheng Banking Corp. Ltd. for Real Estate Management* and the *Guiding Rules of China Minsheng Banking Corp. Ltd. for Office Area Decoration and Design*, and the latter was the first systematic technical standard document of the Bank since its establishment, possessing iconic significance.

Achievements

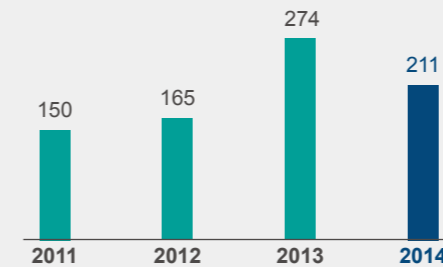
Qualification rate of loans with environmental assessment (Unit: %)



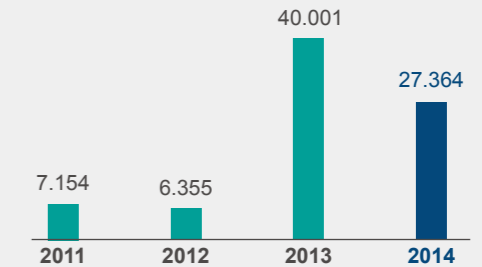
Ratio of loans to industries with overcapacity (Unit: %)



Number of video conferences (Unit: Time)



Amount involved in rejected "two-high-and-one-over" (industries with high energy consumption, high pollution and overcapacity) projects (Unit: RMB billion)







Social responsibility key performance in 2014

Awards and honors of corporate social responsibility in 2014



Some awards and honors of China Minsheng Bank



## Social responsibility key performance in 2014

Note: The financial data and some relevant data are based on the statistical scope of the Group. In case of any discrepancies, the Company's annual report shall prevail. Basic earnings per share in 2012 and 2013 have been adjusted according to the number of shares after the profit distribution for the second half of 2013, and the relevant social contribution values per share in 2012 and 2013 have been adjusted accordingly.

Responsibility management performance	Unit	2014	2013	2012
Number of trainings relating to lawful and compliant operation	Time	1,633	612	Nearly 600
Number of participants of trainings relating to lawful and compliant operation	Person/time	44,541	36,850	Over 30,000
Number of risk management trainings	Session	13	32	15
Number of participants of risk management trainings	Person	19,00	Over 8000	Over 2400
Economic performance indicators	Unit	2014	2013	2012
Total assets	RMB billion	4,015.136	3,226.210	3,212.001
Operating income	RMB billion	135.469	115.886	103.111
Net profit attributable to parent company	RMB billion	44.546	42.278	37.563
Basic earnings per share	RMB	1.31	1.24	1.12
Total tax paid	RMB billion	23,433	22.042	20.315
Social contribution value per share	RMB/share	5.80	5.37	4.48
Social performance indicators	Unit	2014	2013	2012
Number of employees	Person	57,406	53,064	49,227
Coverage of social insurance	%	100	100	100
Proportion of employees from minority ethnic groups	%	3.97	3.3	3.2
Number of rural banks	Bank	29	29	27
Slow-moving agricultural products sold (information-based poverty alleviation)	Billion kg	1.9	2.7	4.1
Donation amount for targeted poverty alleviation by employees	RMB million	Over 10	9.975	8.8315
Donation amount for public welfare cause	RMB million	469	323	575
Environmental performance indicators	Unit	2014	2013	2012
Amount of green procurement	RMB million	846.78	844.51	814.70
Qualification rate of loans with environmental assessment	%	100	100	100
Ratio of loans to industries with overcapacity	%	3.46	5.94	4.54
Number of video conferences	Time	211	274	165

## Awards and honors of corporate social responsibility in 2014

Awards & honors	Awarding activities and organizers
Chairman Hong Qi was awarded the Best Chairman in Asia for 2014	Corporate Governance Asia
Best People's Livelihood Finance Award	China Banking Association
Excellent Public Charity Project of the year	China Banking Association
Outstanding Contribution Award	China Foundation for Poverty Alleviation
Best Practice in China	United Nations Global Compact (China)
Five Star Enterprise of China Social Responsibility Development Index	Blue Paper of Corporate Social Responsibilities (2014)
Comprehensive Award of Best Corporate Citizen in China for 2014	21st Century Business Herald
Best Distinctive Trade Finance Bank	China Banking Association
Innovative Trade Finance Services in Asia	Financial Times and Boao Review
No.1 in Security Assessment of Banking Financial Institutions in China	Ministry of Public Security, CBRC
2013 Advanced Unit of Legal Risk Management in China's Banking Industry	China Banking Association
Best Leveraged Loan	Finance Asia
National Advanced Unit of Lean Six Sigma Promotion	China Association for Quality
Advanced Group of Internal Audit in China	China Institute of Internal Audit
Best National Commercial Bank of Corporate Governance/Best Financial Evaluation of National Commercial Banks/ Best Core Competitiveness of National Commercial Banks	The Banker
2014 Innovation Award for Automobile Financial Services in Automobile Dealers Industry in China	Annual Meeting of China Automobile Dealers Association
Best Trade Finance Bank in Annual Gold Medal Wealth Management Strength Awards	Financial Money
Best Loan of the Year	IFR Asia
Best Investor Relations Award of the Fourth Asian Excellence Recognition Awards	Corporate Governance Asia
Best Bank with Excellent Overseas Development Services	12th International Financial Annual Champion Awards
Gold Award for Corporate Governance Information Disclosure	Hong Kong Institute of Certified Public Accountants
Best Trade Finance Bank for Small and Medium-sized Enterprises in China	The Asian Banker



# Part II

From Feelings to  
Accountability

- Taking Inclusive Finance to Navigate Economic New Normal
- Implementing New Talent Strategy to Jointly Build Hometown
- Conducting Green Operation to Respond New Environmental Constraints
- Embracing New Public Welfare Era to Contribute Harmonious Society



Employees of Minsheng Bank working at Minsheng Cuzhu Primary School



## Taking Inclusive Finance to Navigate Economic New Normal

- Supporting development of NSOEs
- Enhancing small business finance service
- Expanding community finance
- Accelerating local economic development
- Serving agriculture, rural areas and farmers
- Creating shared value by innovation



Fuzhou Branch is conducting financial knowledge publicity activity



## Supporting development of NSOEs

### Guardian of dream, promoter of growth

"...In our hearts, we consider Minsheng Bank as a real friend."

---Chen Song, Chairman of Jiangsu Xinzhong Environmental Protection Co., Ltd.

To make the company go public is a dream for many entrepreneurs. When the chance to realize that dream was about to brush past me, Minsheng Bank helped me seize it. My company, Jiangsu Xinzhong Environmental Protection Co., Ltd., formerly known as Zhangjiagang City Zhenhua Special Equipment Factory, mainly engages in design, manufacture, installation and sales of environmental protection equipment, focusing mainly on equipments for dust removal, desulfurization and denitrification. As more and more customers from different places recognized our products, the sales volume of Xinzhong Environmental Protection was greatly raised, and it officially performed share reform in 2008, preparing to enter the capital market. As the share reform proceeded, many local banks targeted our identity as being a pre-IPO company, offering us high credit lines one after another.

However, fortune and misfortune are two buckets



Employees of Minsheng Bank are visiting Xinzhong Environmental Protection Co., Ltd.

in a well. As a private entrepreneur born and grew up in the local community, I was not good at capital operation, neither did I have enough experience in going public. I was too late to include raw material polyphenylene sulfide manufactures as a part of going public, resulting in IPO being rejected by China Securities Regulatory Commission in 2010. As that news spreads around, those banks that competed for offering us high line of credit turned their backs against us, leaving us under the pressure of bank loan withdrawn, tight capital chains, and so on. Rumors spread that we would go bankruptcy or be restructured.

Just as I was running out of ideas, an account manager from Minsheng Bank contacted me, and rushed to the site immediately to investigate the situation of our manufacturing. When seeing everything was in order on the manufacturing site, the account manager felt relieved. However, the shadow of other banks' withdrawing loans still hung over our heads, just like the sword of Damocles. As we already gave our lands and plants to other banks as collaterals in earlier days, how to pump in working capital to help us ease the pressure caused by lack of funds, weather through the difficulties, and keep Minsheng Bank's credit assets safe and sound became a problem that I had to figure out.

Accompanied by the account manager, a loan review officer from the Zhangjiagang Sub-Branch of Minsheng Bank visited our manufacturing site multiple times to get a deep understanding about the operational mode of Xinzhong Environmental Protection. The officer found that we fit into the order financing mode of Minsheng Bank. Through order financing, Minsheng Bank could increase their credit offering to Xinzhong Environmental Protection.

In the following month, the loan review officer, the account manager and I met a dozen times, going through every executive details of order financing, deliberating every single word of the contract. Through the concerted efforts, we finally made a comprehensive financing solution: based on order financing, we would jointly develop upstream customers, and withdraw money gradually depending on the process of going public. Xinzhong Environmental Protection finally weathered through the most difficult time after IPO was turned down.

Before the share reform of Xinzhong Environmental Protection, the account manager at Zhangjiagang Sub-Branch of Minsheng Bank has been keeping in touch with us. He witnessed every step of upgrading in manufacturing technology and products at Xinzhong Environmental Protection. He also joined us in field trips around the country to see our customers and get first-hand information about the use of our products. At that time, a co-worker from Minsheng Bank said this from the bottom of heart,

"Minsheng Bank has always been sticking to the development strategy of 'Growing with the private companies and serving private customers.' It is our duty to provide stronger credit supports to such an environmental protection company that benefits our country and people."

Time flies. It's already the sixth year since Xinzhong Environmental Protection started cooperation with Minsheng Bank. The company is growing steadily, and earned different kinds of certificates issued by the Ministry of Construction, Ministry of Environmental Protection, and Jiangsu Provincial Construction Management Bureau. Our products XLDM bag de-dusting equipment with low pressure pulse and EBC high efficient systematic charging bag filters were included as part of National Torch Program. The sales volume of bag filters that we made ranked the first in China. Once again, other banks started to offer us high lines of credit one after another, but deep in our hearts, only Minsheng Bank is our real friend.



Xinzhong Environmental Protection Co., Ltd.

## Enhancing small business finance service

### Minsheng Bank shores up small and micro enterprises

"I always believe that Minsheng's financial products, especially the products for small and micro enterprises, are among the most innovative ones and cannot be surpassed easily."

---Ms. Zhao Xiao, merchant, Chenghuangmiao Electronic and Electrical Products Market, Chengdu, Sichuan Province



Chenghuangmiao Electronic and Electrical Products Market in Chengdu

The sunlight of six o'clock in the morning witnessed the beginning of a new busy day for me and my staff in Chenghuangmiao Electronic and Electrical Products Market located in the north part of Chengdu city. Nearly a thousand merchants in the market opened for business one after another, and thousands of electronic and electrical components and audio & video products were placed in order for the early wholesale customers to choose. Watching customers coming and going and my smiling staff, I remembered the times when I, young and passionate, started to run the business and could not make ends meet and people helped me to "rise to my feet"...

My husband and I started to run an audio and video products factory in 1996, through which, we earned our "first pot of gold." Since 2002, the video and audio industry had been over the hill. We were going

to change to trading business targeted at refrigerator and washing machine markets and consumers in rural areas. In 2006, we formally transferred to home appliances business from entertainment electronics. Before then, banks were strange things to us, and we only did business with the money we had in hand. We did not pay much attention to loans, as we thought they were far to reach. Transactions with banks were only related to deposits but not loans. We used to do business all in cash in our hand, never thought about expanding business and promoting brand with loans from banks.

Our home appliances business went well at the beginning, as there were no similar shops selling a complete range of goods. But good times did not last long. Two shops copied us and opened nearby. One of them was strong economically and sold goods at or lower than the purchase prices to squeeze us out of the business. We lost lots of customers, and our sales dropped dramatically. During that time, I could not sleep and eat well and even thought of transferring the shop out.

One day, I fortunately came across a piece of leaflet of Luomashi Sub-Branch of Minsheng Bank. The rich contents in the leaflet showed the Bank's clear product ideas which matched with my mind. When the Bank clerks visited the merchants in Chenghuang Temple Market in which our shop was located and helped us make development plans, we gradually realized that an enterprise could not expand without money from a professional bank and the intelligence and efforts of the outstanding bank staff. With the funds and development plans provided by Minsheng Bank, I successfully became one of the designated agents of the "Home Appliances to the Countryside

with Subsidies Program." When the sales doubled and kept rising one year later, my heart was filled with excitement and gratitude.

We were among the first group of merchants in the market to receive small business financial services from Minsheng Bank. During the past years, Minsheng Bank not only provided us with financial support but also set up urban commercial cooperatives for us. Staff of Minsheng Bank provided us with professional guidance and considerate services, making us, the merchants who felt lost, found our direction. What's more, the involvement of the urban commercial cooperatives made us realize that running a business was not just our career worth striving for but our commitment to the society. Minsheng Bank's ideas and services impressed us greatly, and we felt Minsheng Bank was working with us cordially. I always believe that Minsheng Bank's financial products, especially the products for small and micro enterprises, are among the most

innovative ones and cannot be surpassed easily.

Minsheng Bank was always out there for me during the past decade. In future, I hope to go on working with Minsheng Bank.



Ms. Zhang Xiao, merchant, Chenghuangmiao Electronic and Electrical Products Market in Chengdu

## Expanding community finance

### Considerate services promote customer satisfaction

"Minsheng Bank's presence at our community brings not only convenience to our life but also well-planned customer activities. We would like very much to be friends with Minsheng Bank."

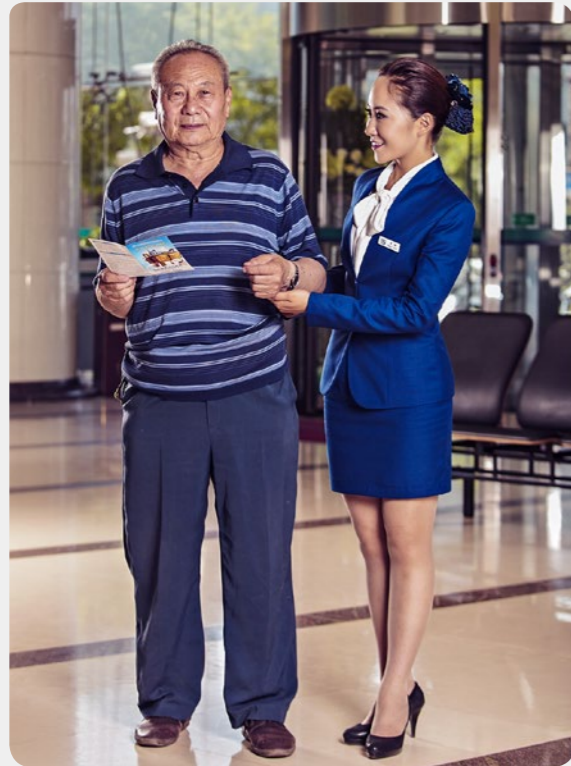
---Aunt Zhao, TISCO Community, Taiyuan, Shanxi Province

Uncle Zhao, 73 years old this year, is a retired worker from Taiyuan Iron and Steel (Group) Co., Ltd. (TISCO). He comes to TISCO community sub-branch of Minsheng Bank every month to withdraw his and his wife's pensions and transfer extra money to fixed deposits. Uncle Zhao, at an older age as he is, although is strong physically, but has poor hearing. It was hard for the tellers to

communicate with him by the microphone behind the glass window of the counter, no matter how loud it would be. From his eyes, the teller could easily read his anxiety.

The community sub-branch figured out a way -- to communicate with Uncle Zhao with paper notes. For instance, when Uncle Zhao's ID Card was





TISCO Community sub-branch of Tianyuan Branch is offering "body-temperature-style" service for the elderly

needed to be presented, the teller wrote "ID Card" as big as possible on a paper and showed it to him. Seeing the words, Uncle Zhao smiled knowingly and passed his ID Card to the teller. When the agent's information was needed, the teller wrote down "please fill out the blanks" with a pencil at the Agent's Information line and passed the form to Uncle Zhao. Then, Uncle Zhao filled out the blanks as required very carefully and passed the completed form to the teller...

After this new communication method was implemented, the tellers communicate with Uncle Zhao in this special way two or three times each month. As Uncle Zhao got familiar with the business processes, the situations when the notes were needed for communication became less and less. Uncle Zhao, with the assistance of the lobby manager, filled out all the forms to be completed before going to the counter. When he came to the counter, he could go through the processes easily under the simple instructions of the teller

behind the glass.

To facilitate the elder people's handling of the bank business, the community sub-branch set up a "green channel" for the elder people in the community dedicated to provide them with customized home financial services. Elder people who come to the sub-branch for business need not to queue up, and dedicated bank clerks will accompany them to go through the whole procedure; they can go to the VIP Lounge for a cup of tea and professional massage specially prepared for them; they are invited to the VIP Lounge once there is a health lecture, health care knowledge publicity or other activities...It has become Uncle Zhao's habit to walk to the sub-branch even he has no business to handle. He can get knowledge of the latest financial news and seat himself to have a cup of tea there. Gradually, he becomes our volunteer advocator, and often tells his neighbors: "It is safe and comfortable to deposit money in Minsheng Bank, and the services provided by Minsheng Bank are the best!"

To express our care to the elder people, the community sub-branch organizes a series of activities to enrich the community residents' life and benefit them: morning exercises in spring, film festivals in summer, thanksgiving activities in fall and health care activities in winter. These featured activities gain more and more popularity among the community residents, not only enabling Minsheng Bank to be a bank and platform for the community residents but also a place of heart-felt warmth. The community sub-branch established the "Sunset Glow Club" on the Double Ninth Day (also called "the Elder People's Day") this year. Aunt Zhao, Uncle Zhao's wife, was among the first group of members, and has participated in many charity shows. "Minsheng Bank's presence at our community brings not only convenience to our life but also well-planned customer activities. We would like very much to be friends with Minsheng Bank," said Aunt Zhao emotionally.

If services are the key to the development, the "considerate services" characterized by thoughtful care and thinking like the customers are the services in their highest sense. To everybody in Minsheng Bank, services do not mean just smiling faces

and warm greetings, or magnificent lobby and comfortable environment, but the humanistic care and true dedication made from the customers'

perspectives from the heart to make every customer feel respect and understanding and enjoy the most desired personalized services.



TISCO Community sub-branch of Minsheng Bank is conducting service activity for the elderly



## Accelerating local economic development

### Minsheng Bank improves livelihood of people in Yunan Province

"I am eager to grow up quickly to have a look at the outside world and to become a bank staff like Uncle Niu and Uncle Dao who are dedicated to do practical things for their hometown."

---Yu Jinhan, Manfa Village, Xishuangbanna, Yunnan Province

My name is Yu Jinhan. I am of Dai nationality and am nine years old. Our village is called Manfa Village, locating at Ganlanba Town, Jinghong City, Xishuangbanna Dai Autonomous Prefecture, Yunnan Province. It is a beautiful and quiet village and cannot be found on a map. My papa, my mama and I live there together.

The life in the village is simple and wonderful. I play with my friends after school everyday, and sometimes, go to the rubber plantation where my parents are working to help them. If there was anything unpleasant, it was the earth house where my parents and I lived. When it rained heavily outside, the roof leaked here and there. My parents repaired our house every year when they were paid. But, because of the geological conditions of the region, our house was broken after the repair every year. Sometimes, we even needed to set up a temporary shed to live in. I desired to live in a house made of bricks, where my books would not get wet and my beautiful skirts could not get stained with mud any more.

One day, some people in uniforms and leather shoes came to our village. They said they could help us to live in houses as solid as those in the cities. But my parents told me that people giving similar inspiring speeches and promises had come and gone one group after another, but no new house had been built up ever.

In spite of this, I found these people were different. They talked with our village people from door to door, and even visited the rubber plantation where

my parents worked. They stayed in our village for more than one month, and I often ran to play with them after school. They told me they were staff from Jinghong Minsheng Rural Bank and most of them came from rural families and began to work at the bank after graduation from college. They told me there were a lot of high buildings in the cities and one was easy to get lost there. After staying a while in big cities, they began to miss the bamboo steamed rice and roast fish their mothers cooked. Impressed by their stories, I said, "When I grow up, I will go to big cities and strive for my future as you did." Hearing this, they burst into laughter and told me: "After returning to my hometown, I found that if I can make contributions to my hometown's development through my efforts, even if it is small contribution, it's worthy of my parents' efforts over years to send me out of the small village for education."



Jinghong Minsheng Rural Bank is supporting local villagers of Dai ethnic group to build houses

The day when our house was built up, the whole village celebrated with firecrackers like the Spring Festival. Ann uncle from the Minsheng rural bank said, "The rubber plantation beside your village also has bright prospects. We can help you expand several times of its current size and sell the rubber nationwide and even worldwide. We can help you make your beautiful village well-known to everybody. We are preparing for a rubber industry cluster development project and

planning to issue loans worth RMB30 million for it. We will make everybody in this village benefit from it."

These days, my parents are busy with rubber cutting, and it is said that more workers are needed to cut more rubber. I am eager to grow up quickly to have a look at the outside world and to become a bank staff like these uncles who are dedicated to do practical things for their hometown.

## Serving agriculture, rural areas and farmers

### Minsheng Bank brings hope to fishermen

"Most of us used to cultivate small- and medium-sized razor clams. This year, with the strong financial support provided by Minsheng Bank, more fishermen cultivated large razor clams and our incomes were greatly increased."

---Zhang Jingui, razor clam farmer, Lianjiang County, Fujian Province

Lianjiang, a typical coastal city with rich marine resources, is famous for seafood and remains the

county with the second largest seafood output at the county level in China and the first largest



Minsheng Bank provides door-to-door service for fishermen in Lianjiang



seafood output county in Fujian Province. It is well-known as the “hometown of abalone.” In June every year, the endless sea nourishes the sea creatures to grow vigorously, and Lianjiang is prepared to have a marvelous harvest. Staff from Minsheng Bank usually takes diesel boats heading to the fishing rafts in the deep sea to inspect the farms around Beijiao Village. This is the most direct and effective way to examine the status quo of fishermen after the Bank’s launching of micro loan service.

Mr. Lin, an abalone fisherman, expanded his small fishing platform into a larger one with more than twenty thousand of abalone cages in the past seven years. He said that the red tide two years ago hit the aquaculture in Lianjiang dramatically, and almost all abalones affected died overnight. “One of my friends called me and told me that the sea water had turned red and lots of abalones had died suddenly. Everybody rushed to the fishing platform and found all the abalones pulled out of the water were dead. Every farmer suffered heavily,” He said.

Finding one year’s efforts coming to nothing, Mr. Lin was sad beyond description. When he was worried about the money for the baits and workers’ salaries for the next season, he came across staffs of Minsheng Bank who were promoting micro loans at the village entrance. With the loan issued by Minsheng Bank timely, Mr. Lin was finally relieved. With the ample capital, he rose to his feet again, bought abalone baits, developed new aquaculture techniques and technologies and paid his staff on the 15th day of each month on time. “It is like a timely rain, which saved our whole village,” said Mr. Lin emotionally when he was shaking hands with Mr. Wu, president of Lianjiang Sub-Branch of Minsheng Bank.

Mr. Zhang from Zhongma Village encountered the similar situation as Mr. Lin did. As fishermen were generally unable to provide collaterals and guarantees, it was very hard for him, a razor clam fisherman, to borrow from banks. After knowing this situation, the staff of Minsheng Bank inspected the coast of the village immediately. “There was

a splendid scene I saw during our inspection. All of a sudden, hundreds of fishermen rushed to the coast with burdens on their shoulders,” said one clerk of Minsheng Bank, “and when I asked what happened, they answered excitedly that as the tide rising, razor clam fishermen were coming back. I was astonished by the scene, and it made me realize that the fishermen were so hard working and it would be right to lend them money. It’s our duty to take the social responsibility to help those fishermen with loans, especially when they are in need.”

Thus, Razor Clam Loan, a financial product based on micro loans, took shape. However, as the fishermen could not understand it, the new born Razor Clam Loan was thrown cold water. Facing this unexpected situation, the bank staff went into villages, set up small tents, hung up banners and gave speeches on site to make loans available to the farmers at their doors.

Mr. Zhang Jingui, a resident of Zhongma Village of Lianjiang County, said, “Minsheng Bank provided services in our village and brought great convenience to our lives.” When the loan worth RMB200 thousand was transferred to Mr. Zhang’s account seven days later, he realized that he got the real support from a bank for the first time and said, “Minsheng Bank is efficient in response to loan applications. It is really



Employees of Minsheng Bank are making on-the-spot investigation tour to marine industry

very convenient to have a bank nearby.” Up until now, there are more than 300 fishermen who have applied for the Razor Clam Loans with an amount of over RMB50 million. Besides, Lianjiang Sub-Branch of Minsheng Bank also launched the Kelp Loan, joint-guarantee loan, mutual aid fund and other innovative financial services, which were well acclaimed by the fishermen.

The tides at noon have fallen, and the little crabs were playing wantonly on the beach exposed. “Most of us used to cultivate small- and medium-sized razor clams. This year, with the strong financial support provided by Minsheng Bank, more fishermen cultivated large razor clams and our incomes were greatly increased,” said Mr. Zhang.

## Creating shared value by innovation

### 12308 Hotline serves as “family hotline”

“I give my thanks to the Party, the government, the staff of Chinese Embassy to Equatorial Guinea and everybody in the 12308 call center. You saved my family.”

---Ms. Wan, Chinese citizen

We are the customer service operators of Credit Card Center of Minsheng Bank. The Global Emergency Call Center for Consular Protection and Services of the Ministry of Foreign Affairs (the 12308 Hotline) was formally launched on September 2, 2014. Chinese Foreign Minister Wang Yi stated on the launching ceremony of the emergency call center that the 12308 Hotline was to act as a “family hotline,” providing 24-hour services of consular protection and assistance to Chinese citizens abroad.

To fulfill the commitment, all staffs from the call center have been dedicating all our passion and efforts to provide 24-hour services to every Chinese citizen abroad, since the center was officially put into operation. Every time when the telephone rings,

we cannot help feeling nervous, as we know it often means some Chinese citizen runs into troubles abroad. In emergency or not, the voices on the other side of the phone were filled with sadness, confusion and expectation.

Three o’clock in the morning one day when the light was still on as usual in the Customer Service Department of the Credit Card Center, the telephone rang suddenly and the worried voice of a woman surnamed Wan came out, “My husband is travelling in Equatorial Guinea. He told me through WeChat that he was put under house arrest. As the situation is very dangerous there, please help him as soon as possible!” Ms. Wan was too emotional to tell the operator the details. In this case, the operator calmed her down at first, and then asked her for her

husband's name, location, telephone number and other detailed information.

After knowing her husband was kidnapped by the go-between who lured him to travel to Equatorial Guinea, we understood the situation was urgent. After recording the relevant information of the case, we sent a work sheet to the Chinese Embassy in Equatorial Guinea and called the back office operator of the Ministry of Foreign Affairs at the same time. One minute later, the work sheet was delivered to the 12308 Call Center System in the embassy, and the dedicated personnel for consular protection began to deal with the case immediately.

It is even very hard for us to believe that the Emergency Call Center connects us, the customer service operators of the Credit Card Center of Minsheng Bank, to the back office operator of the Consular Affairs Department of the Ministry of Foreign Affairs and personnel in embassies all over

the world just in this way. The requests received by the 12308 Hotline can be transmitted all over the world in one minute. Standing in the shoes of the Chinese citizens in trouble abroad, we provide them with professional guidance and coordinate embassies of China in other countries to handle the cases promptly.

When the telephone rang again at noon that day, good news came and Ms. Wan's kidnapped husband had been rescued by local police upon request of the Chinese embassy. Ms. Wan called us again at the news and expressed her gratitude to us for the professional, timely, efficient and considerate services we provided. She was so excited and said, "I give my thanks to the Party, the government, the staff of Chinese Embassy in Equatorial Guinea and everybody in the 12308 call center. You saved my family!"

The expression of gratitude from our fellow citizens



Customer service department under credit card center of Minsheng Bank

always makes us feel warm. The recognition of what we have done by the Ministry of Foreign Affairs is our greatest glory. On December 24, 2014, the Consular Affairs Department of the Ministry of Foreign Affairs held the acceptance ceremony of the project of the Global Emergency Call Center for Consular Protection and Services jointly with Credit Card Center of Minsheng Bank. During the ceremony, Mr. Huang Ping, Director General of the

Consular Affairs Directorate of the Ministry of Foreign Affairs, spoke highly of and thanked Minsheng Bank for its efficient performance of the project, quality personnel training and steady operation of the center. In 2015, we will adhere to the idea of "loyal to the mission, serving by heart," providing global Chinese with high-quality and efficient service, guaranteeing their safety, because that is our mission.



## Implementing New Talent Strategy to Jointly Build Homeland

- Supporting career development of employees
- Building broad stage for employees





## Supporting career development of employees

### My career in Minsheng and my future

“With nearly ten years’ work at Minsheng Bank, I cherish what I have and am determined to keep going with it.”

---Wu Dan, Foreign Exchange Business Center, Financial Market SBU, Minsheng Bank

Every time when I watch the market all through the night and finish my one day’s seemingly boring but challenging work as a foreign exchange trader, I tell myself confidently that I am an excellent foreign exchange trader at Minsheng Bank.

#### Road is under foot

On May 28, 2007, an ordinary day which I remember all the time, I started my career as a foreign exchange trader at Minsheng Bank after just finishing my postgraduate studies. The first day when I stepped into the foreign exchange center, the office made me extremely excited. The foreign exchange rates displayed on the screens of computers closely placed in two rows on long desks kept updating, and the latest hot events worldwide were highlighted. My colleagues were staring at the screens attentively to capture the fleeting trading opportunities. I was excited as I became one of the few in number of foreign exchange traders in China, and at the same time I got very nervous as I realized that I was going to conduct foreign exchange transactions independently with millions and even hundreds of millions of U.S. dollars.

I remembered that as our center was shorthanded at that time, I was assigned directly to learn how to do transactions on night duty. In the nights when I began to work on night duty alone, there were only the notification sounds of the refreshing information on the trading machines and information systems which accompanied me in the office. Sometimes when I looked around in the office with no one but me and the darkness outside, I felt lonely and scared. But as I saw the words of “China Minsheng Bank” printed on my badge, I reminded myself that the funds I watched and dealt with all night belonged to the customers who trusted Minsheng Bank. All of



Wu Dan, Foreign Exchange Business Center of Minsheng Bank  
Financial Market SBU

a sudden, the sense of heavy responsibilities upon my shoulders kicked the fear and loneliness out of my heart, and I began to focus only on one thing – to do exchange transactions on my night duty professionally and in my capacity. Alone in the office at night, I stared at the screens to grasp the fleeting opportunities without distractions. Three months later, I achieved profitability for our center and ended my night-duty work without any risk accident. I was fully affirmed by my superiors and my colleagues.

#### Keep going

As time passes, I have grown to be an excellent foreign exchange trader along with the development of Minsheng Bank. In 2008, I was awarded the honorary title of the “Excellent Trader of the National Interbank Market in China.” Now, in charge of the

foreign exchange spot settlement and sales market maker business of Minsheng Bank, I provide pricing and liquidity of foreign exchange spot settlement and sales to more than one thousand member banks of China Foreign Exchange Trade System on behalf of Minsheng Bank. At the same time, I conduct proprietary trading independently with millions and even hundreds of millions of U.S. dollars upon my own judgments on the market. I hesitated and felt scared when I made the decision to come to Beijing and work at Minsheng Bank on my own. But now, I am independent and confident and proud of my choice. I can tell my parents proudly that my choice is right and I am getting better and better.

#### Cherishing what I have

To be a foreign exchange trader means to keep

eyes on the market all the time and do transactions under high stress. To a female, it means higher requirements for physical strength and mental intelligence. My superiors and colleagues always give me help as much as possible. When I began to work on night duty, my colleagues came to give me detailed guidance of the duties even at that period when our center was shorthanded. When I got ill, my colleagues cared about me and offered to take over my shift. All of these made me feel the warmth of Minsheng Bank as a big family.

It is Minsheng Bank that provides me with a platform through which I grow quickly, and it is the family of Minsheng Bank that makes me fit in and grows quickly. How correct a decision I have made! I believe my future at Minsheng Bank will become brighter and firmer.

## Building broad stage for employees

### My youth and my years at Minsheng Bank

“As Minsheng Bank provides plenty of training and learning opportunities to staffs, I registered the online programs provided by Minsheng Training Academy and participated in the open centralized training programs on corporate banking business organized by our branch. As time passed by, I did not worry that I could not share common topics with my customers any more. I even successfully helped two of my customers get loans from our bank under my guidance.”

---Liang Xinwu, Party-Masses Work Department, Shenzhen Branch of Minsheng Bank

Hi, my dear friends. My name is Liang Xinwu, and it is nice to talk about Minsheng Bank and my years at the Bank with you.

Like most of my young colleagues, I began to work at Minsheng Bank after my postgraduate studies in July 2010. After one month’s training for business knowledge, corporate culture and team work, I became a formal staff at Shenzhen Branch. During the period from 2010 to 2012, I worked at the savings

deposit counter, the corporate business counter and the international settlements accounting counter successively as required by the job rotation policies of the sub-branch. Every time I formally took a new position, I was given one-to-one guidance from an experienced colleague beforehand and had to pass the business knowledge examination organized by the Operation Management Department of the branch.

During that period, as the branch encouraged





Liang Xinwu, a Minsheng Bank employee, in daily work

its staff to participate in all kinds of qualification examinations for different positions, I attended the AFP wealth management qualification training classes and obtained my AFP Certificate. Two years later, as I was quite familiar with accounting business knowledge and had developed my customer service skills and sensitivity to the changes in the market, I entered the wealth management manager selection contest held once a year, and then I became a wealth management manager, followed by another series of training programs on theories, practices, market analysis, and customer marketing... After I obtained the qualification certificates for fund, securities and insurance easily in three months, I happily decided to do something in the wealth management field.

But, it was beyond my expectation that the weird questions about wealth management the customers consulted me often made me overwhelmed after I

shifted to the new position. I realized that what I had learned was far from enough to give good services to the customers. Fortunately enough, the Human Resources Department of the head office arranged the staffs in new positions to take one month fulltime CFP training in Beijing in October. During that period, classes in the daytime and group discussions at night made me feel back to the age when I was a student.

Under the professional guidance provided by the external instructors in small classes, 65 percent of the participants, much higher than the national level, passed all the examinations and got the CFP certificates. Then, I became a professional wealth management manager and began to grow quickly out of all kinds of questions the customers consulted me and the training programs for various products organized by the branch. As my customer base grew gradually, the difficulties I bumped into increased day by day. Every time when I communicated with the high net worth customers, I could not help feeling ashamed of my poor knowledge and poor understanding of the difficulties and problems the customers were facing, which I could barely help.

Fortunately, Minsheng Bank provides plenty of training and learning opportunities for its staffs. I registered the online programs provided by Minsheng Training Academy and participated in the open centralized training programs on corporate banking business organized by the branch. As time passed by, I became more and more confident and did not worry that I could not share common topics with my customers any more.



Shenzhen Branch is holding "Ling Yun" mentoring course

I even successfully helped two of my customers get loans from our bank under my guidance.

I am a girl with ambition, desiring more opportunities and bigger platforms. One day in June 2013, I participated in the open selection of personnel at management positions at the branch, and was selected and moved to the Party-Masses Work Department. During the past one year, I participated in the creative implementation of the anniversary celebration plans of the branch and the online training and exam system through WeChat, which won the favor of judges and were awarded the third prize for management innovations in 2013 and 2014 respectively.

In 2014, I submitted my application immediately after the notice of the reserve cadre selection of the year was issued. Later on, good news came from the human resources department that from this year on, the reserve cadres of the branch were to be instructed by career mentors acted by the executives of the branch. The news was warmly received, and nearly 400 qualified candidates, accounting for 30 percent of the total staff of Shenzhen Branch,

registered for the selection in only one week.

I was so lucky that I passed the written examination and interview and was included in the reserve cadre pool of Shenzhen Branch. Half a month later, I attended the first class of the mentoring course named "Ling Yun" with 51 colleagues from the reserve cadre pool. Under our mentor's instruction and help, we got to know each other and learned together by means of systematic business training classes, breathtaking debates, well-received seminars, relaxing outdoor training camps, and so on.

We just learned that the Shenzhen Branch had launched a systematic training program, the characteristics of which are summarized into "one goal", "two levels", "three channels" and "four special classes of 'Xin Zhu,' 'Cui Zhu,' 'Jin Zhu' and 'Chun Yu.'" I believe everybody, old or new, no matter what his/her position is, will grow as he/she desires here at Minsheng Bank.

I am expecting much for 2015. You will then find me grow and change, and I will have much more to tell you about.



New employees of Shenzhen Branch participated in military training



## Conducting Green Operation to Respond New Environmental Constraints

- Green credit supports beautiful China building
- Green operation embraces low-carbon era



Employees of Changsha Branch participated in tree-planting

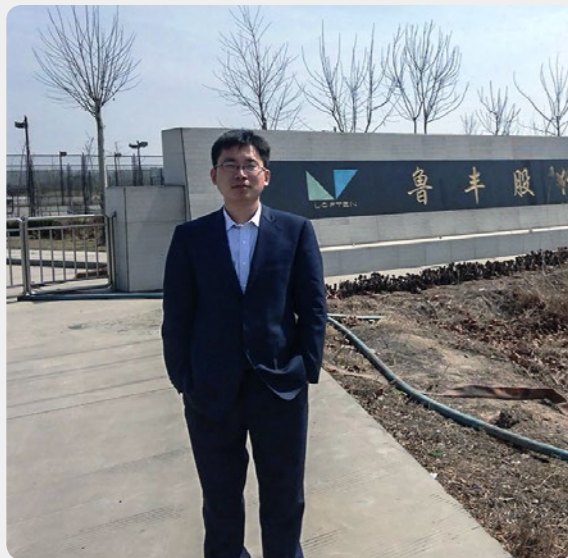


## Green credit supports beautiful China building

### Minsheng Bank helps Loften develop environmentally

“The period when we decided to transform and upgrade our company, many banks refused to lend money to us. It was Minsheng Bank who helped us to overcome the difficulties.”

---Yu Rongqiang, General Manager of Loften Environmental Technology Co., Ltd.



Yu Rongqiang, general manager of Loften Environmental Technology Co., Ltd.

“The period when we decided to transform and upgrade our company, many banks refused to lend money to us. It was Minsheng Bank who helped us to overcome the difficulties,” said Yu Rongqiang, general manager of Loften Environmental Technology Co. at a post-loan inspection meeting.

Loften was incorporated in Bo'xing County, Shandong Province in August, 2000. As we all know, Shandong Province is famous for its traditional copper and aluminum processing industry in China, and Loften was one of major aluminum processing enterprises. In recent years, the overcapacity in the aluminum industry has become more serious. As aluminum belongs to the group of metals which cause great pollution to the environment during processing,

China began to push forth stricter policies on energy-saving and environmental protection during the manufacturing processes of aluminum processors. Under this case, the senior management of Loften realized that the company would be driven out of the market sooner or later if it stuck to its old model. Then, the Company decided to implement product transformation and upgrading and to enhance investment in research and development.

“Transformation and upgrading of the main product lines of an enterprise are easier said than done. We needed not only to have insights into the market and find a market gap, but also to focus on developing products with core competitiveness. During that period, our engineers even could not have a good sleep.” Mr. Yu paused with an expression showing his care to his staff. But he continued in a proud tone



Employees of Minsheng Bank are making on-the-spot investigation tour to Loften Environmental Technology Co., Ltd.

right away, “Even so, our professional and efficient team invented the manufacturing technologies of single-sided light cold formed composite aluminum foils for medicine and light gauge aluminum foils quickly. The products we produced with these technologies were identified as national key new products by the relevant authorities, and we even got certificates. Our products are decomposable and recyclable, meeting the requirements for energy-saving and environmental protection in China.” He pointed at the display rack beside the door and said that although the technologies were invented, the market reception of the products manufactured remained unknown. It was because of this reason that they met financing difficulties during the process of production expansion.

“When we started to apply for loans, we believed it was very easy to get loans as we had competitive technologies,” said the director of the head of the Financial Department of Loften. “But after visiting several state-owned large banks, we found it was not as easy as we expected. The banks were not familiar with the metallurgical industry and especially reluctant to receive new things. They only made loans based on the collaterals the borrower had. We were confident that the products manufactured could bring great benefits, but we could not find any bank which was willing to lend us money. We were worried.”

When a customer manager at Minsheng Bank's Metallurgy Finance SBU in Jinan knew the difficulties Loften was facing from one of her friends by chance, she came to the head of Loften's financial department directly for detailed information and showed great interest in Loften's transformation and upgrading focused on energy-saving and environmental protection. “I could not believe it when she came to me for the first time. You know, it had been the enterprises that went to the banks for loans, and it was rare that the banks came to offer loans,” said Mr. Yu with a smile. “She let us know how professional and efficient Minsheng Bank's Metallurgy Finance SBU was. To quicken the review process, she spent

a lot of time in our company.”

The customer manager finalized the credit report through constant communications and submitted it for review to the head office of Minsheng Bank in the shortest possible time. The Bank granted us comprehensive credit lines under credit guarantee, which include short-term working capital loans, bank acceptance notes, commercial paper discount, domestic letter of credit (including negotiation and payment agency under L/C), export negotiation, packing loans, and so on. The money provided by Minsheng Bank solved Loften's pressing needs.

Now, Loften's products are well-received at the market, and the “Loften” branded aluminum foils are identified the Famous Brand Product of Shandong Province by Shandong Bureau of Quality and Technical Supervision. Mr. Yu said that it was the financial support provided by Minsheng Bank that has been guaranteeing the sustained and steady operation of Loften in the recent years. The loans granted by the Bank not only help enterprises overcome the difficulties they face, but also promote the transformation and upgrading of industrial enterprises to energy-saving and environmental protection models.



Loften Environmental Technology Co., Ltd.



## Green operation embraces low-carbon era

### ● Proud as LOHAS ●

“Value every drop of water, then we have enough water to carry us ahead of the tides of market; collect every grain of sand, then we have enough sand to build the tower from which we look far into the future.”

---Mr. Zhang, Special Assets Department of Minsheng Bank

“Mr. Zhang, please help me fetch a document on the 9th floor,” said my boss.

“Okay, right away,” I replied.

“Ah, it’s only two floors downstairs. Please use the stairs but not the elevator,” said my boss.

“Sure! Low carbon and good for health,” I replied cheerfully.

This is a common scene in our green office initiative. In our department, we print double-sided, dim out computer screens, avoid using disposable chopsticks during duty travels, and save water, etc. All these have become our “unwritten rules.”

Such “unwritten rules” date back from the initiative of “establishing the environment-friendly and energy-saving Minsheng Building.” We prepared a plan of environmental protection and energy-saving, following the Beijing municipal government’s call of “saving energy and reducing emission” and the Bank management’s requirements of “running the bank economically.” Requirements have been made on saving electricity, water, and gas, so as to transform our bank building in Xidan of Beijing into an “energy-saving building,” and make our contributions to the blue sky of Beijing. Those who effectively implement the energy-saving rules or make management suggestions and being accepted would be reported to the Bank management and be granted rewards; on the contrary, those who do not follow the rules would be circularized a criticism and penalized.

To respond to the requirements of “running the bank economically,” our department joined in all other

departments to build the Minsheng Building into an environment-friendly and energy-saving place. We care for all the details and save every little bit of electricity, water, and paper. Every day after arriving at the office, we check the AC temperature, and turn off the AC and water fountain before we leave. Through these activities, we have developed a low-carbon lifestyle to contribute to the company.

Once we had a meeting in another city, and the meeting expenses were borne by the participating departments. The meeting organizer printed a name plate for each participant, which were usually collected and destroyed afterwards. My director told me to bring these name plates back for future use. Some meeting organizing staffs were confused, and asked why we were so “stingy.” “Minsheng Bank is a company in Fortune 500. Why do you save on such tiny money?” My director answered, “Mount Tai collects every bit of soil to accumulate its grand height; Minsheng cares for every penny to reach this prosperity.”

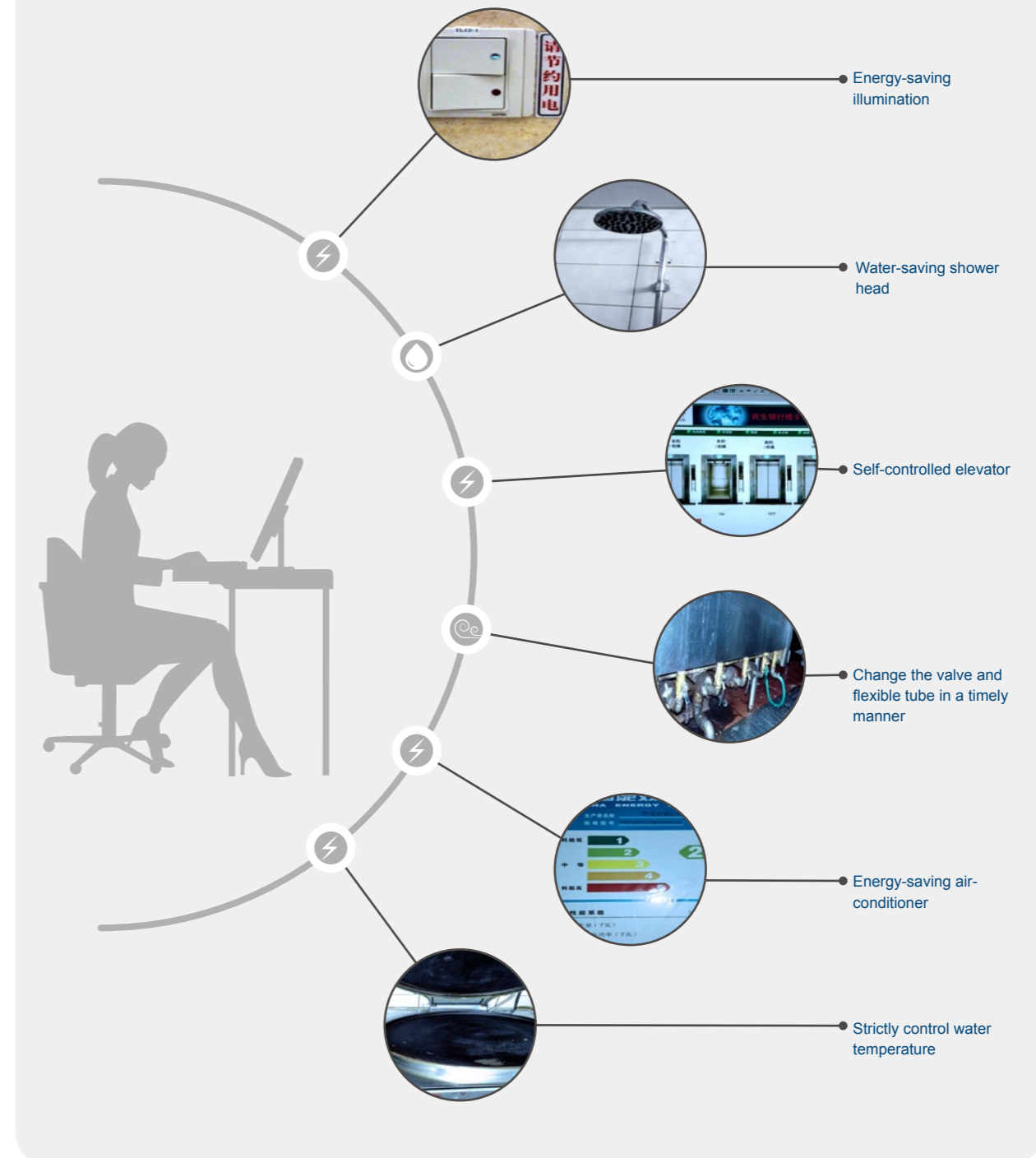
I carefully thought over my director’s statement, and realized that valuing every drop of water, then we have enough water to carry us ahead of the tides of market; collecting every grain of sand, then we have enough sand to build the tower from which we look far into the future. Minsheng staffs have started with details and cared about every little bit of environment, so as to harvest the best for ourselves and the society.

Low-carbon is not only an idea of environmental protection or an integrated, streamlined and innovative work mode, but a lifestyle. There is a popular word -- LOHAS, which refers to an

environment-friendly, natural, healthy, and delicate lifestyle. I am proud to be one of the LOHAS people.

Experiencing the low-carbon life in work also made

me a better family member. I have been presenting low-carbon habits to my family members, and promoting them this lifestyle. LOHAS, it is now an internet tag on me.





## Embracing New Public Welfare Era to Contribute Harmonious Society

- Pursuing more professional public welfare causes
- Desiring more devoted public welfare causes
- Building more innovative public welfare causes





## Pursuing more professional public welfare causes

### 📍 Fanpai Village: Modernization of the Miao people's sacred traditions •

"Through the 'Beautiful village -- the traditional village protection initiative,' we wish to find a new model to support the sustainable development of traditional Chinese villages."

---Liu Wenkui, Secretary-General of China Foundation for Poverty Alleviation



Fanpai Village, a Miao people village, in Taijiang County, southwest China's Guizhou Province

On September 17, 2014, Fanpai Village, Taijiang County, Guizhou Province of China, the launching ceremony of Fanpai Culture Center for the "Beautiful village -- the traditional village protection initiative" was held. It presented people the integration of modern society and traditional culture. This project is initiated and funded by Minsheng Bank for public benefits, and it aims at protecting the endangered traditional villages and improving local livelihood.

#### Shocks and changes

It was in the 1980s when people from Fanpai Village went abroad for the first time, and they introduced to the world their wooden drum dance -- the so-called "oriental disco." Two decades later, the landscape of traditional villages in China has changed dramatically under the impact of urbanization and industrialization, and Fanpai is also caught in the trap of economic standstill and population out-flows.

"This is a common problem of all traditional villages in China -- disappearing unless being saved," said Liu Zhaofeng, vice chief planner of the Architecture Design Research Institute of Guizhou Province at the launching ceremony.

Villages are the roots of traditional Chinese culture. Started as an agrarian civilization, Chinese culture is deeply rooted in the countryside. To protect the culture and spirits of Chinese traditions, Minsheng Bank selected Fanpai Village out from 13 candidate villages as the pilot site of traditional village protection, wishing to draw more public attention to Fanpai Village and the protection of other traditional Chinese villages.

"Beautiful Village -- the traditional village protection initiative" is a turning point to the traditional lifestyle, culture, and economy of Fanpai, and we wish to find a new model to support the sustainable development of traditional Chinese villages through these efforts.

#### Protection and development

A standing point is required to protect and develop Fanpai Village. After an in depth investigation of basic information of the village, including number of households, population, mix of population (gender, age, and literacy), history of development, natural resources, folk customs, economy, use of land, condition of buildings, transportation and infrastructure, tourism and public utilities, historic and cultural relics, and surrounding environment, a solution has been proposed, i.e., based on culture to develop tourism.

The protection and development initiative considers

a village as a complete ecological system, and attaches importance to traditional culture, natural environment, material conditions, industrial economy, livelihood, and other relevant elements to protect the traditional lifestyle and environment of Fanpai Village, and establish a demonstration site for Taijiang County and China at large.

#### Our actions

After thorough research, discussion and preparation, the "traditional village protection initiative" started to be implemented. On the same day of the launching ceremony, the Fanpai Wooden Drum Dance Association was founded. "The villagers who participate in the training and performance organized by the association would receive cash subsidy, and we are eager to take part in it," said a villager joyfully.

After the launching ceremony of the Fanpai Culture Center, we will carry out protection activities over the countryside scenery, ecological infrastructure, folk houses, village economy, tourism center, and

non-material cultural heritage. This initiative has been reported twice by the CCTV, and is being paid close attention by the public, media, and research institutions. We are looking forward to a greater role the "Beautiful village -- the traditional village protection initiative" would play in exploring and protecting traditional Chinese culture.



CCTV is broadcasting the Minsheng program of "Beautiful Countryside -- Protecting Ancient Villages"

## Desiring more devoted public welfare causes

### 📍 Finance on campus: Minsheng's efforts for public welfare cause •

"Minsheng Bank established a platform for innovation, inspiring my potential for innovation and improving my understanding over internet finance, and it is the first time that I feel so close to my dream."

---Miss Lin, student in Department of Economics of Anhui University

In 2014, Minsheng Bank continued to cooperate with 50 Chinese universities in carrying out a series of activities on campus. During the process, some students gained financial knowledge and acquired opportunities of internship, even jobs; some students received capital support from entrepreneurship fund which changed their lives.

Miss Lin, a 22-year-old student, is one of the beneficiaries.

Miss Lin comes from a small village in Jinzhai County, Anhui Province. At the age of 18, she was enrolled by the Department of Economics of Anhui University, as the top student in science from her





Campus-based financial knowledge publicity

home village. However, Miss Lin became very confused as she started to study economic theories. As a student majoring in economics, she understood that she needed not only books and theories but practices. However, she had never had the chance to work on a real financial product. When Miss Lin heard about the "Finance on campus" activities co-hosted by the student union and Minsheng Bank, she did not hesitate to sign up, and her story with Minsheng Bank started there.

At the first training session of "Finance on campus," Miss Lin met lecturer Yang from the Internet Finance Department of the Hefei Branch of Minsheng Bank. Mr. Yang's vivid lecture over mobile banking and other products attracted Miss Lin, and she became very interested in the mobile banking experience activity. During the training, Miss Lin downloaded the Minsheng Bank mobile banking App, and

was overwhelmed by the user-friendly interfaces, streamlined process, and rich portfolio of services. Although seldom participated in after-class practices, she decided to sign up for the campus innovation competition and applied to join in the experience team.

Miss Lin and her teammates made thorough preparations for the competition, and after several rounds of selections, they won the second prize as well as a generous scholarship. Meanwhile, Minsheng Bank launched a program called "Minsheng on-campus mobile finance innovation studios" with several major universities in Anhui Province, so as to deepen university-enterprise cooperation and help university students better understand financial products. Miss Lin and her team applied to join in the program immediately, and formed a studio with newly recruited student members.

After establishing the studio and with help from the Hefei Branch, Miss Lin and her teammates experienced various updated financial products, picked up a lot of financial knowledge, and enhanced their practical skills and innovation capabilities. Miss Lin prepared three product experience reports together with 15 members of the Anhui University studio. The reports were handed to the head office of Minsheng Bank, winning high recognition.

Miss Lin is much impressed by the dramatic changes brought to her life by Minsheng Bank. "Minsheng Bank established a platform for innovation, inspiring my potential for innovation and improving my



Minsheng on-campus mobile finance innovation studio

understanding over internet finance, and it is the first time that I feel so close to my dream," she said. Such changes occurred not only to Miss Lin but schoolmates around her. Miss Zhang, Miss Lin's roommate, longed for building a campus

outlets website, but was limited by shortage of seed money. Miss Lin recommended Minsheng Bank's most recent campus venture capital project. With fund from this project, Miss Zhang resolved the issue and realized her dream.

## Building more innovative public welfare causes

### Integration of public welfare and arts & culture: Shanghai 21st Century Minsheng Art Museum

"During the visit to the opening exhibition of Shanghai 21st Century Minsheng Art Museum, I fortunately saw the multi-possibility of space, time, matter and energy, experienced the multi-meaning of 'being,' the multi-layer of world, and the diversification of values of human society, making me respect universe and deeply understand the coexistence between myself and the nature, the self, and the building."

---Visitor of "Multi Universes"

In 2010, people crowded before the France Pavilion of Shanghai Expo, just hoping to see the floating charm of "White Palace."

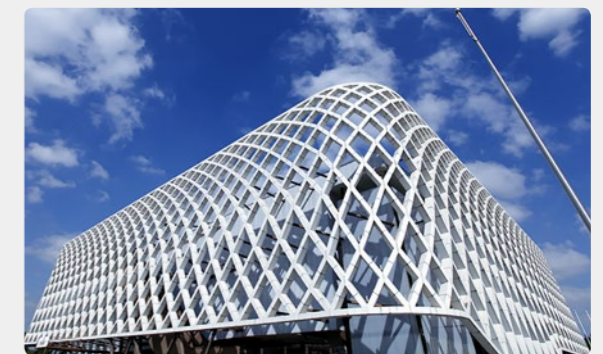
In 2014, people swarmed into the Shanghai 21st Century Minsheng Art Museum, only hoping to see the mysterious inner heart of this brand-new "Art Paradise."

Just in four years, the most popular national pavilion of Shanghai Expo has gorgeously turned into Shanghai 21st Century Minsheng Art Museum, a new image located at the post-Expo Park in Pudong.

On November 22, 2014, the first exhibition after the opening of the Museum -- the "Multi Universes" was formally opened to the public for free, exhibiting nearly 100 art works of 52 artists and seven art groups from 12 countries and regions including China, France, the U.S., Japan, Finland, Switzerland, the Netherlands, Germany, Spain, Norway, Palestine, and Hong Kong SAR, attracting about 2200 visitors. The Dark Space constructed by Japanese famous

artist Ryoji Ikeda by using projected data image excited many visitors.

"Most pieces of art works are thought-provoking. Glancing over them hurriedly, you could hardly understand their profound mysteries," said Mr. Liu, who accompanied his girlfriend to the exhibition. "If you could not understand, you can see the labels. There are QR codes, and you can get the introduction by scanning them," Miss Huang added.



Shanghai 21st Century Minsheng Art Museum





Visitors at Shanghai 21st Century Minsheng Art Museum

The “floating” white palace, the wading pool around the museum, and the landscape fully shows the beauty of building...By shaping art works, the “Multi Universes” aims at inspiring people to think the “being,” “multi-dimensional space” and other issues.

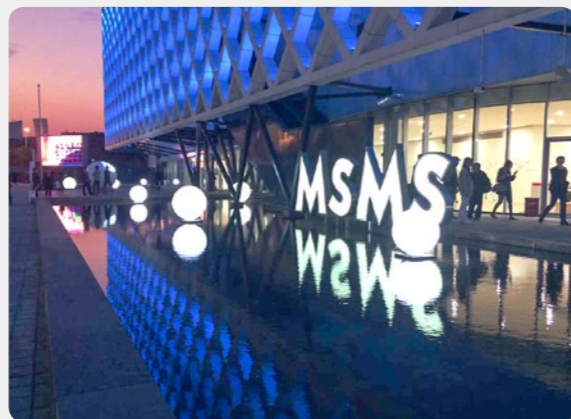
The museum bridges the gap between modern arts and the public, and arouses resonance of many art lovers. Quite a lot residents said the Shanghai 21st Century Minsheng Art Museum itself was an art work, while this exhibition was like the film “Interstellar,” making visitors enjoy themselves so much as to forget to leave. Just as one visiting art lover said, “During the visit to the opening ceremony of Shanghai 21st Century Minsheng Art Museum, I fortunately saw the multi-possibility of space,



Audience are visiting the exhibiting art work of “Les Jouets Qui Trainent” at the launching ceremony of the Museum

time, matter, and energy, experienced the multi-meaning of ‘being,’ the multi-layer of world, and the diversification of values of human society, making me give respect to universe and deeply understand the coexistence between myself and the nature, the self, and the building.”

As a non-profit public welfare art institution, Shanghai 21st Century Minsheng Art Museum, adhering to the public welfare ideas and social and cultural core values, by taking the building of world-class art museum as important means of performing social responsibility and contributing to society, and through cross-regional and cross-disciplinary cultural creation, aims not only to promote cultural renaissance of the post-Expo Shanghai, but also to become an important international base for art and cultural exhibition, exchange and creation.



Shanghai 21st Century Minsheng Art Museum

Known as the test field of China’s financial reform, Minsheng Bank has become attached to arts for eight years by the end of 2014. Aiming at forming an influential international cultural exchange platform, Minsheng Bank has been improving its cultural public welfare carriers and an art system consisting of Shanghai Minsheng Art Museum, Shanghai 21st Century Minsheng Art Museum, Beijing Minsheng Contemporary Art Museum and other art institutions has been established.

## Prospects

In 2015, we will continue to explore a sustainable development path in the process of social responsibility performance, committing to become a social responsibility-oriented modern bank.

We will firmly grasp the main line of financial risk prevention and control, actively participate in the implementation of national strategies with great significance, vigorously support the development of NSOEs and small and micro enterprises, effectively promote community finance, and constantly enhance credit support for “agriculture, rural areas and farmers”, emerging industries, and poverty-stricken areas, fully exerting the driving role of banks to real economy.

We will pay full attention to the inspiration of the public for beautiful ecology, exert the leverage role of finance, strengthen credit risk management, enhance the support for environmental protection industries, and help economic and industrial structures achieve transformation and upgrading. Working with the public, we will make contributions to environment improvement by utilizing our own distinctive advantages and distinctive means.

We will continue to advocate homeland culture and allow employees to achieve growth and success in the Minsheng homeland. We will actively share development results with the society, increase input into poverty alleviation, medical care and education, and contribute to the solving of the social issues in reform period. We will conduct intensive farming in the field of cultural public welfare to protect and inherit national culture.

We firmly believe that the social responsibility can be perceived and handed down. We expect that a financial ecosystem featuring more values and more opportunities can be established by the joint efforts of Minsheng Bank and the society.





## Appendix I Reporting Specifications

### Reporting Period:

This report covers the period from January 1, 2014 to December 31, 2014. Some contents may extend the above scope.

### Release Cycle:

The Corporate Social Responsibility Report of China Minsheng Banking Corp., Ltd. is an annual report.

### Organizational Scope:

This report covers the head office and all subsidiaries of China Minsheng Banking Corp., Ltd. For the purpose of convenience of indication and reading, China Minsheng Banking Corp., Ltd. is also referred to as "China Minsheng Bank," "Minsheng Bank," "the Bank" or "the Company."

### Reference Standards:

*Opinions on Strengthening Social Responsibility of Banking Financial Institutions* issued by China Banking Regulatory Commission;  
*Guidelines on Corporate Social Responsibility for China's Banking Financial Institutions* issued by China Banking Association;  
*Guidelines on Preparation of Corporate Social Responsibility Reports* issued by Shanghai Stock Exchange;  
*Chinese CSR Preparation Guide (CASS-CSR 3.0)* issued by Chinese Academy of Social Sciences;  
*Guide on Sustainability Reporting (G4)* issued by Global Reporting Initiative;  
*Ten Principles of the United Nations Global Compact (UNGC)* issued by United Nations.

### Data Description:

The data of 2014 in this report comes from the final statistical data. Should there be any inconsistency between the financial data in this report and in the annual report of the Company, the annual report shall prevail.

### Assurance:

To ensure the authenticity and reliability of this report, PricewaterhouseCoopers Zhong Tian LLP (Special General Partnership) has been engaged to conduct a limited assurance on the selected key data disclosed in this report in accordance with the *International Standards on Assurance Engagements 3000: Assurance Engagement Other Than Audits or Review of Historical Financial Information*, and has issued an independent assurance report.

### Language and Availability of Report:

This corporate social responsibility report is published in both Chinese and English, and is released both in hard copies and online version. For hard copies of this report, please send email to [csr@cmbc.com.cn](mailto:csr@cmbc.com.cn) or call 010-57092056. For online version, please visit the website of the Company at [www.cmbc.com.cn](http://www.cmbc.com.cn).

### Contact:

Cao Xuesen, Shi Yan  
 Secretariat of Social Responsibility Management Committee, China Minsheng Banking Corp., Ltd.  
 E-mail: [caoxuesen@cmbc.com.cn](mailto:caoxuesen@cmbc.com.cn); [shiyang8@cmbc.com.cn](mailto:shiyang8@cmbc.com.cn)

## Appendix II Assurance Report



普华永道

2015/SH-039/NGAI/TCHU  
 (Page 1 of 3)

*English Translation for Reference Only*

### Independent Assurance Report

#### To the Board of Directors of China Minsheng Banking Corp., Ltd.

We have been engaged by the Board of Directors of China Minsheng Banking Corp. Ltd. (the "Bank") to perform a limited assurance engagement on the selected key performance indicators as at 31 December 2014 and for the year then ended as defined below in the 2014 Corporate Social Responsibility Report ("the CSR Report").

#### The Board of Directors' Responsibilities

The Board of Directors are responsible for the preparation and presentation of the key performance indicators in accordance with the basis as set out in the CSR Report's Preparation Principles and the definitions of the key performance indicators in the CSR Report (the "basis of reporting"). This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and presentation of the selected key performance indicators and making estimates that are reasonable in the circumstances.

#### Practitioner's responsibilities

Our responsibility is to express a conclusion on the selected key performance indicators in the CSR Report based on our work performed. We report our conclusion solely to you, as a body, in accordance with our agreed terms of engagement and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.





普华永道

2015/SH-039/NGAI/TCHU  
(Page 2 of 3)

We conducted our work on the selected key performance indicators in accordance with the International Standard on Assurance Engagements 3000 "Assurance Engagements Other Than Audits or Reviews of Historical Financial Information". This Standard requires that we comply with ethical requirements and plan and perform the assurance engagement to obtain limited assurance as to whether any matters have come to our attention that causes us to believe that the selected key performance indicators as at 31 December 2014 and for the year then ended in the CSR Report is not prepared in all material respects in accordance with the basis of reporting.

The selected key performance indicators of the Bank within the 2014 CSR Report that is covered by this report is as follows:

- Number of direct banking customers
- Transaction amount of mobile banking
- Number of mobile banking customers
- Amount involved in rejected "two-high-and-one-over"(industries with high energy consumption, high pollution and overcapacity) projects
- Number of employees
- Proportion of male and female employees
- Proportion of female managers
- Donation amount for targeted poverty alleviation by employees
- Number of community banking outlets
- Number of video conferences

In a limited assurance engagement the evidence-gathering procedures are more limited than for a reasonable assurance engagement, and therefore less assurance is obtained than in a reasonable assurance engagement. The procedures selected depend on the practitioner's judgment, including the assessment of the risks of material non-compliance of the selected key performance indicators in accordance with the basis of reporting.



普华永道

2015/SH-039/NGAI/TCHU  
(Page 3 of 3)

#### Approach, scope and limitation of work

Within the scope of our work we performed the following procedures at the Head Office of the Bank, comprised:

- (i) Interviews with management and personnel in the Departments involved in providing information in relation to the selected key performance indicators for inclusion in the CSR Report;
- (ii) Analytical procedure;
- (iii) Examination, on a test basis, of documentary evidence relating to the selected key performance indicators on which we report;
- (iv) Recalculation; and
- (v) Other procedures deemed necessary

Our work is limited to the selected key performance indicators as of 31 December 2014 and for the year then ended in the CSR Report. We have not performed any procedures over other data included in the CSR Report for 2014, nor have we performed any procedures on other data or data for 2013 and years before. In addition, our work performed is not for the purpose of expressing an opinion on the effectiveness of the Company's internal controls.

#### Conclusion

Based on the limited assurance work which we have performed, nothing has come to our attention that causes us to believe that the selected key performance indicators as at 31 December 2014 and for the year the ended has not been prepared, in all material respects, in accordance with the basis of reporting.

PricewaterhouseCoopers Zhong Tian LLP  
Shanghai, China



## Appendix III Rating Report



### Rating Report on "China Minsheng Bank CSR Report 2014"

Upon the request of the China Minsheng Banking Corp., Ltd., the Research Center for Corporate Social Responsibility (CSR) under the Economics Division of the Chinese Academy of Social Sciences (hereinafter referred to as the "Center") invited experts from the Chinese Expert Committee on CSR Report Rating to form rating team to rate the "China Minsheng Bank CSR Report 2014" (hereinafter referred to as the "Report").

#### 1. Rating Criteria

The Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises (CASS-CSR 3.0) & the Rating Standards for Corporate Social Responsibility Report of Chinese Enterprises (2014).

#### 2. Rating Process

- 1) The process assessment team conducted interviews with members of social responsibility committee of the China Minsheng Banking Corp., Ltd.;
- 2) The process assessment team conducted on-the-spot review on the related materials used by the China Minsheng Banking Corp., Ltd. and its affiliated institutions in the process of preparing and compiling social responsibility report;
- 3) The rating team conducted rating on the management process of the social responsibility report and the contents disclosed by the Report.

#### 3. Rating Results

##### Process (★★★★☆)

The China Minsheng Bank established social responsibility management committee to lead the report preparation and compilation work, and the senior executives participated in the work of compilation promotion and report review; the compilation team conducted the stakeholder identification and collected suggestions from some stakeholders by conducting interviews and investigations and researches; and, identified substantial issues in accordance with suggestions of stakeholders and industry benchmarking analysis. The Bank planned to publish the Report at the China Banking Association release conference and, the Report will be presented by such forms as print version and PDF version, achieving a leading performance in the aspect of process.

##### Materiality (★★★★☆)

The Report systematically disclosed key issues of banking industry such as the "diversity of financial products," "offering innovative products and services," "protecting customer information security," "guaranteeing transparency of charging fees," "supporting SMEs credit," and "green credit," achieving a leading performance in the aspect of materiality.

##### Integrity (★★★★)

The Report consists of two parts of "From Strategies to Actions" and "From Feelings to Accountability," systematically disclosing 73 percent of core indicators of banking industry from two dimensions of management and practice, which achieved a good performance in the aspect of integrity.

##### Balance (★★★☆☆)

The Report disclosed just a little negative information such as the "number of work safety accidents" and "number of workers with occupational diseases." The balance performance needed to be improved.

##### Comparability (★★★★★)

The Report disclosed comparative data of 36 key performance indicators like the "operating revenue," "total tax

payment" and "total public welfare donations" for three years in a row; it also presented horizontal comparisons of such data as the "overall rating score of mobile banking," achieving an outstanding performance in the aspect of comparability.

##### Readability (★★★★☆)

The Report presented an innovative layout, rational structure and rich practice cases; the rich expressive forms of pictures, tables and figures and the narrative were supplementary to each other; the explanation to terms obviously improved the readability of the Report, achieving a leading performance.

##### Innovation (★★★★★)

The Report consists of two parts of "From Strategies to Actions" and "From Feelings to Accountability." The Part I elaborated the responsibility performance of the Bank and the Part II described its responsibility stories, achieving outstanding performance for the innovative and unique forms.

##### Overall Rating (★★★★☆)

According to the assessment of the rating team, *China Minsheng Bank CSR Report 2014* was awarded a rating of four-and-a-half stars. It is a leading CSR report.

#### 4. Improvement Suggestions

- 1) Enhancing the disclosure of negative information and negative event analysis, so as to strike a better reporting balance.
- 2) Strengthening reporting process management, so as to deepen the stakeholder engagement.

#### Rating Team

Team Leader: Zhong Hongwu, director of the Research Center for Corporate Social Responsibility under the Economics Division of the Chinese Academy of Social Sciences

Team Members: Deng Guosheng, director of the Research Center on Innovation and Social Responsibility of Tsinghua University

Wei Xiuli, associate professor of the School of Economics and Management under the North China University of Technology

Wang Mengjuan, process evaluator of the Center

Cheng Xiaofei, process evaluator of the Center

Huang Qunhui, vice chairman of the Chinese Expert Committee on CSR Report Rating and Executive Vice President of the Center

Zhong Hongwu, rating team leader and director of the Center

June 3, 2015





## Appendix IV Key Data Compilation & Reporting Basis

### Number of direct banking customers (10,000 accounts)

The number of approved electronic account of investors initiatively opened by customers, with real-name authentication, through special direct banking channels of the Bank (websites, mobile apps, WeChat banking), mobile banking of the Bank, mobile client of credit card of the Bank and application to the co-operating third party companies.

### Mobile banking transaction volume (RMB100 million)

The volume of unilateral transaction initiated through the mobile banking client of the Company.

### Number of mobile banking customers (10,000 customers)

The number of customers using mobile banking services of the Company.

### Amount involved in rejected “two-high-and-one-over” (industries with high energy consumption, high pollution and overcapacity) projects.

The amount of loans involved in industries with high energy consumption, high pollution and overcapacity rejected by the Company.

### Number of employees (person)

The total number of staff of the Company.

### Proportion of male and female employees (%)

The ratio of the total number of male employees to that of female employees of the Company.

### Proportion of female managers (%)

The proportion of female managers in the management team of the Bank.

### Amount of donation by employees for targeted poverty alleviation (RMB 10,000)

The amount of employees' personal donation to the targeted poverty alleviation projects in Huaxia and Fengqiu counties of Henan Province and Lintao and Weiyuan counties of Gansu Province.

### Number of community banking outlets

The number of small scale and licensed community sub-branches established by the Company to serve community residents in compliance with the standards under the *Notice on Relevant Issues on the Establishment of Community Sub-branches, Small and Micro Sub-branches by Small and Medium-sized Commercial Banks*, along with the number of full-function self-service banking outlets established in accordance with the principle of providing convenient, beneficial and inclusive services to the people.

### Number of video conferences (time)

The number of video conferences held between the head office and the branches of the Company.

## Appendix V Suggestions & Feedbacks

### Respected readers,


This report is the eighth corporate social responsibility report released to the public by China Minsheng Banking Corp., Ltd. For the purpose of continuous improvement of the report compilation, we hope to listen to your opinions and suggestions. Please assist us to complete the relevant questions in the feedback form. You may choose the following options to contact us.

Mailing address: Secretariat of Social Responsibility Management Committee of China Minsheng Banking Corp., Ltd., 6th floor, Tower A, Minsheng Financial Center, No. 28, Jianguomennei Street, Dongcheng District, Beijing Postal Code: 100005

### Your Information

Name: \_\_\_\_\_  
 Company/Organization: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Tel.: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

### Multiple choice questions (Please mark “√” in the appropriate position)

Options 	Very good	Good	Fair	Poor	Very poor
1. Does this report fully and accurately reflect the major impacts of Minsheng Bank on economy, society and environment?					
2. Does this report respond to the issues and disclose the information concerned by stakeholders?					
3. Does this report disclose clarified, accurate and complete information, indicators, and data?					
4. What is your opinion on the readability of this report, i.e., the logics, content design, wording and layout design?					

### Open questions:

1. Which part is most satisfying in this report?
2. What kinds of information is not disclosed in this report?
3. What are your suggestions for our future social responsibility reports?



## Appendix VI Notes

### 1. Social contribution value per share

According to the "Notice on Strengthening Listed Companies' Assumption of Social Responsibility" and the "Guidelines on Listed Companies' Environmental Information Disclosure" issued by Shanghai Stock Exchange in 2008, the social contribution value per share (SCVPS) is calculated on the basis of the basic earnings per share, by adding the tax revenues paid to the state, salaries paid to employees, loan interest paid to creditors (including banks), and other value created for stakeholders by conducting outward donations and other activities, minus any social costs that arise from environmental pollution and other negative factors. SCVPS is intended to allow the public to fully understand the value companies create for their shareholders, employees, customers, creditors, communities, and society as a whole. According to the spirit of the Notice and combining with the characteristics of banking industry, the calculation formula of the Company is as follows:

Social contribution value per share = basic earnings per share + added value per share

Added value per share = (tax payment + compensations + interest expense + public welfare donations) / total equity as of the end of the period

### 2. Shang Dai Tong

Shang Dai Tong is an all-inclusive financial service product that the Company offers to the small and medium-sized enterprises and individual business owners for faster fund raising, safer capital management and higher capital efficiency.

### 3. Le Shou Yin

Le Shou Yin is a new payment and settlement product customized for wholesale trade-oriented small and micro enterprises.

# CSR

Corporate Social Responsibility  
Report 2014



Add : China, Beijing xicheng district revival gate street no. 2  
P.C. : 100031 Tel. : 010-58560666 Fax : 010-58560690  
<http://www.cmbc.com.cn>

