



Supplements October 13, 2021

Prince Holding Group, a multi award winner moves into making strategic evidence-based investments in CSR

Khmer Times /



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In conjunction with the inaugural special supplement on CSR with AmCham, Khmer Times posed a list of questions to multi-award winner Prince Holding Group on its strategies surrounding its CSR initiatives and what drove their programme since its inception in 2015. The following are excerpts of the Q & A

Please tell us about what drove the company to be so deeply involved with CSR and ESG soon after its establishment in Cambodia, so much so that it has reached across borders to aid

20%

others?

Prince Foundation was founded by our Chairman, Neak Oknha Chen Zhi, as our philanthropic arm in 2015. The Foundation's initial focus is on charitable donations to help the local communities and the less fortunate. Over the years, the Foundation's key challenge has been in making meaningful contributions in a high-impact manner. Accordingly, Prince Foundation's current emphasis is to make strategic, evidence-based investments, managing internal and external stakeholders in line with public policies and international norms. Given Prince Holding Group's various member companies focus on real estate development, financial services, and consumer services in Cambodia, Prince Foundation has been tasked with capacity-building endeavors that focus on advancing societal goals supportable by the Group's corporate activities.

To date, the Foundation has organized more than 250 activities, donated funds and materials worth more than \$14 million while benefitting an estimated 500,000 Cambodians.

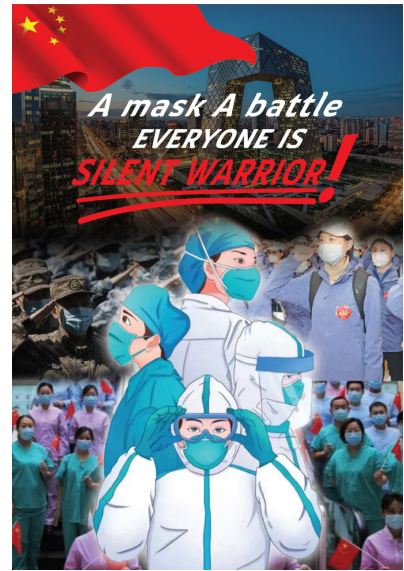
What are the guiding principles and aspirations in drafting the CSR charter?

Prince Foundation initiates and manages CSR activities by following our vision statement: Together, Building a Better Future for Cambodia. This statement is in turn with Prince Holding Group's mission: Building A Better Life.

Although we are a private company, Prince Holding Group aims to emulate the environmental, social and governance (ESG) policies that international listed companies are adopting. To maximize its effectiveness given its resources, Prince Holding Group has chosen to focus on the three prongs of Education and Youth, Healthcare, and Community Engagement.

30%

The Foundation's ultimate goal is to build a conducive environment for the future generations of Cambodians by carefully nurturing our communities through our CSR activities, which are in turn moving from 'giving a fish' to 'teaching to fish.'



Opinion



The momentum of ASEAN-RUSSIA cooperation continues to rise

Please list your CSR achievements in Cambodia and elsewhere, and which of these has been of particular satisfaction to the company and its founder?

While various Prince units have made numerous efforts, we are particularly honored to play a part in the Kingdom's COVID-19 support and relief efforts. These include the donation of \$3 million twice by our Chairman to help Cambodia purchase 1 million vaccines to combat the COVID-19 epidemic, donating 110,000 PPE (hospital gowns) to aid the government's vaccination drive for

Phnom Penh, as well as the organization of several rounds of vaccination to ensure that all 3,500+ Prince employees are protected.

More recently, the Foundation is especially pleased to launch the Chen Zhi Scholarship, an annual scholarship scheme in conjunction with Cambodia's Ministry of Education, Youth and Sport that offers full scholarships, stipends, internship, and work opportunities to 400 Cambodian university students over a period of seven years. In total, Prince Group will provide over \$2 million across seven years. We believe this is currently one of the largest private scholarships in the Kingdom and affirms our Chairman's commitment toward education initiatives.

Please list the awards and accolades the company and the founder won since its inception?

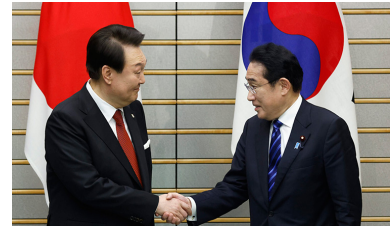
Prince Holding Group and our Chairman are the recipients of five internationally recognized awards this year. They include:

- Social Empowerment award at the Asia Responsible Enterprise Awards (AREA)
- Bronze Award in the Most Valuable Corporate Response (COVID-19) category at the International Business Awards
- Silver Stevie award for COVID-19 Corporate Response at the eighth annual Asia-Pacific Stevie Awards
- 2021 Outstanding CSR Model award at the 10th China Finance Summit in Shanghai
- Entrepreneur of the Year – Conglomerates for our Chairman at the 2021 International Business Awards.

In subscribing to the policy of “Closer Integration with the Internal Community (with employees) and Externally (surrounding communities),” how much has the company and its founder achieved in both categories?

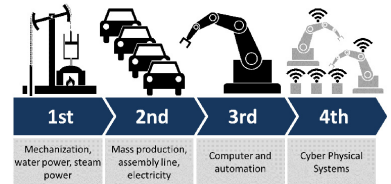
During the pandemic, Chen Zhi and Prince Holding Group have put the health and welfare of our employees first — above all other priorities. Employees were allowed to work from home as necessary during specific high-risk periods, complying with local regulations. On four occasions, Prince Holding Group conducted COVID-19 vaccination drive for thousands of its employees, and ongoing prevention measures such as body temperature measurement and hand sanitizing devices were installed in all of its office premises.

Cambodia is a country-coordinator for the ASEAN-Russia relations (2021-2024).



Implication of South Korea's bold decision to improve relations wit...

Despite South Korea and Japan sharing the same democratic values, the same threat of North Korea's nuclear weapon, and both being the US' key allies in East Asia, the relations between Japan and South Korea remain fragmented.



Industrial transformation key to higher productivity and wages

The world is entering an age of Artificial Intelligence (AI). Recently, China's Alibaba Group unveiled its answer to ChatGPT, “Tongyi Qianwen” (or “truth from a thousand questions”).



G20 meet in Jammu & Kashmir and neighbour's odd concern

Even though its rhetoric goes unheard and at times even ends in embarrassment, Islamabad still refuses to accept the fact that its Kashmir narrative virtually has no takers

Features

As a result, the various member companies that are part of Prince Holding Group were able to expand operations in Cambodia, where the Group remains one of the top choices for local jobseekers.

Externally, the Foundation has made several donations to non-governmental organizations, affected communities, and governmental departments. For example, it partnered with Caring for Cambodia, a leading charity that provides free education for 7,000 impoverished students, sponsoring the Career Preparation program for the coming academic year. At a time when youth unemployment is on the rise, Prince Holding Group has sought to empower and validate an institutional approach to youth development.

Have the staff across the board adopted the same value principles as the founder?

All employees are informed about the Group’s past work, the Chairman’s vision, the environmental, social and governance (ESG) framework guiding the Group’s member companies. Through internal communications as well as media publicities, we also seek to instill a sense of pride and engagement with our employees, as they are kept apprised of the Group’s commitment to be part of Cambodia’s drive towards sustainable development.



Has the company reached or striving to reach a stage where it will impose on its suppliers and associates to adopt similar CSR/ESG attributes so that they are on par with you?

This is the direction towards which we are striving. For example, one of our member companies, Canopy Sands Development, follows a master plan outlined by Singapore-based Surbana Jurong Group, an urban consultancy, to build a residential and commercial beachfront development that will follow principles of sustainable design, such as environmental protection and resource recycling.

In demonstrating its commitment to the UN’s Sustainable Development Goals and its efforts to reduce inequality in Cambodia, Canopy Sands Development is working with suppliers to ensure that they act in accordance with the master plan’s sustainability-linked considerations throughout the multi-decade project.



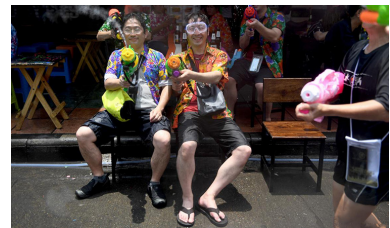
Earth Day — a look at climate, protest and policy in 2023

As activists marked Earth Day on Saturday, it feels like climate coverage in the first months of 2023 has been dominated by extreme weather events including droughts, fires and floods, along with angry protestors demanding action.



Travel on a shoestring budget

After almost three years of travel restriction due to the pandemic, you may be want to enjoy the thrill of travelling again.



Thailand celebrates return of ‘Songkran’ festival post-COVID

The New Year Festival has come as ‘a national relief’ as Thailand celebrates a return to normalcy after three years of COVID-19.

Good Times2



An on-again, off-again year for Siem Reap’s arts

Siem Reap’s 2020 arts and lifestyle coverage kicked off the year on an optimistic note

60%

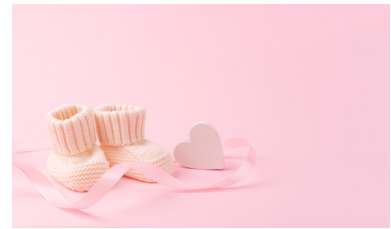
70%

Corporate social responsibility (CSR) can contribute to the triple bottom line of economic, social and environmental performance in organizations. How has this applied to your organization?

Citing the Chen Zhi scholarship as an example, we believe this CSR initiative will lead to a win-win situation for Cambodia and Prince Holding Group.

By enabling 400 students to pursue their education at top Cambodian universities, including the Royal University of Phnom Penh, National University of Management, and Institute of Technology of Cambodia, we will bolster Cambodia’s talent pool in three areas: sustainable development of the real estate sector; advancing financial inclusion and the digital economy in the banking and finance industries, and the promotion of world-class hospitality standards. The above areas are key growth priorities for our Group and, while the scholarships are bond-free, we believe that by providing internship and mentorship opportunities in key Prince units such as Prince Real Estate Group, Cambodia Airways, Belt Road Capital Management, Awesome Global Investment Group and Prince Bank, we would be able to attract top Cambodia talent to work with us and pave the Group’ next stage of growth.

that, with the wisdom of hindsight, turned out to be somewhat ironic.



Remaining sane while you care for your baby

Because our baby is now at the centre of our life, it has been mentally challenging since even getting a good night’s sleep or a decent meal has suddenly become a real task.

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