

CORPORATE SOCIAL RESPONSIBILITY REPORT

Corporate Social Responsibility Report 2024

Noor Financial Investment Company is committed to adopting a comprehensive approach to corporate social responsibility, believing in its role in supporting the community and promoting sustainability. Guided by its values of generosity and development, the Company continues its efforts to contribute to impactful social and environmental initiatives that align with its vision of creating a positive and sustainable impact on society.

During the year 2024, Noor actively participated in various projects and initiatives that support different segments of society. These efforts ranged from providing care for children with illnesses, empowering youth, fostering environmental awareness, and supporting non-profit organizations and young Kuwaiti talents.

We are pleased to present this report, highlighting the contributions and initiatives of Noor Financial Investment Company in the field of corporate social and environmental responsibility for the financial year ending 31 December 2024.

1. Hospital visits to bring joy to children

As part of the Company's commitment to corporate social responsibility and in collaboration with the Kuwait Association for the Care of Sick Children at Al-Jahra Hospital, a special visit was organized for children undergoing treatment. The visit featured beloved animated characters to create an atmosphere of joy and happiness. In addition, age-appropriate gifts were distributed to bring smiles to the children's faces and uplift their spirits during their treatment journey.



2. Gift distribution to children receiving treatment at Bayt Abdullah hospital

In 2024, Noor Financial Investment Company continued its collaboration and support for the Kuwait Association for the Care of Children in Hospitals (KACCH) and Bayt Abdullah Children's Hospice (BACCH). These non-profit organizations provide psychological, social, and palliative care services for children with critical illnesses and their families in hospitals across Kuwait. Believing in the importance of supporting children facing health challenges, the Company provided specially selected gifts for children receiving treatment at Bayt Abdullah. These gifts were carefully chosen to bring moments of joy and alleviate their distress, reinforcing the importance of social solidarity between the private sector and charitable institutions.



3. Supporting LOYAC through the annual calendar

Noor Financial Investment Company is dedicated to conveying meaningful messages through its annual calendar and has continued, for the third consecutive year, to support non-profit organizations playing a vital role in society. This support includes disseminating information about these organizations, their objectives, and how to contact them, thereby enhancing the Company's role in raising community awareness and supporting the efforts of these institutions. In 2024, Noor supported LOYAC, an organization dedicated to empowering youth and developing their skills. This initiative underscores the Company's belief in investing in future generations and enhancing their capabilities to achieve success.



4. Encouraging and supporting young talents

Recognizing the role of Kuwaiti women in development and creativity, the Company is committed to fostering and empowering female talents across various fields. As part of this initiative, Noor collaborated with the talented young Kuwaiti artist Alia Nasser Karam to showcase her artwork in the annual calendar. This initiative aims to empower young female artists and highlight their creativity in a modern and innovative manner, thereby enhancing the role of Kuwaiti women in the arts sector and opening new avenues for excellence and recognition.

5. Promoting recycling culture in the workplace

In line with its environmental responsibility, Noor Financial Investment Company has continued to promote the concept of recycling and waste sorting by providing designated recycling bins for plastic and paper waste at its facilities. This initiative aims to encourage employees to adopt sustainable environmental practices, contributing to waste reduction and reinforcing the Company's role in environmental conservation.

Conclusion

Our contributions throughout the financial year ending 31 December 2024, reflect our commitment to humanitarian responsibility and our obligations toward the community. We will continue our efforts, with the support of the Board of Directors and the dedication of our employees, to enhance our initiatives and align them with our ambition to contribute to building a better future for our society and our beloved nation.