



# 50<sup>th</sup> Anniversary



## In celebrating CGC's 50<sup>th</sup> Anniversary, a series of activities and events were held in 2022 to commemorate the occasion.

The celebrations began with a series of online quizzes for CGC staff from 18 May to 29 June 2022, where they answered questions related to CGC's past, present, and future. Prizes up for grabs were the grand prize, an Apple iPad Gen 9, Garmin Vivoactive Smartwatch and three AEON RM150 gift vouchers as consolation prizes.

Additionally, a social media campaign called #50factsAboutCGC took place from 5 June to 24 July 2022. Daily Facebook and Instagram posts covered facts related to CGC's establishment, products, events, and milestones. The campaign was initiated as a lead-up to the official anniversary celebration on 5 July 2022.

To commemorate the 50<sup>th</sup> anniversary of CGC's journey serving the underserved Malaysian MSMEs, a pop-up banner was added to the Corporation's website on 10 June 2022. This banner reminded visitors of CGC's remarkable history over the last five decades. Additionally, from 24 June to 1 July 2022, personalised commemorative gift boxes were sent to all staff nationwide as a token of appreciation. These gift boxes contained the new CGC corporate shirt, CGC Golden Jubilee lanyard and card holder, and a commemorative flask.

CGC employees also had the opportunity to participate in the first-ever KRCCG Virtual Treasure Hunt 2022. The event was held on 25 June 2022 over Microsoft Teams to cater to branch staff who could not attend the physical event. A total of 150 staff took part in the hunt, with each team consisting of 3-4 participants. The 20 teams with the highest scores won 'treasures' worth over RM5,200.

In conjunction with the Golden Jubilee celebrations, a special town hall was held on 5 July 2022. During the event, Datuk Mohd Zamree Mohd Ishak, President & Chief Executive Officer pledged CGC's commitment to embracing change and continuing to serve as Malaysian MSMEs' partner throughout their business life stages. CGC aims to make a difference and ensure that MSMEs carry on contributing strongly to the Malaysian economy. The commitment of CGC to serving Malaysian MSMEs will be sustained for many years to come.

On the same day as the special town hall event, Datuk Mohd Zamree gave an interview on ASTRO's Agenda Awani. He discussed CGC's development since its inception in 1972 and explained the Corporation's significant role in the MSME ecosystem, along with its products and services. At the same time, CGC's Golden Jubilee Print Ad Campaign was launched in The Star and Nanyang Siang Pau to announce the Corporation's 50<sup>th</sup> anniversary to the public. Additionally, CGC's Golden Jubilee Digital Ad Campaign went live on Star Online and e-Nanyang and featured on the respective portals until 18 July 2022. Lastly, Rayan, Era, Hitz, and Melody radio channels aired CGC's Golden Jubilee Radio Ad Campaign from 1 to 30 July 2022.

From the end of July until 17 August, a customised commemorative stamp and folder were distributed to CGC's shareholders, Asian Credit Supplementation Institution Confederation (ACSIC) members, and all staff. The stamp, produced by POS Malaysia, was printed at their facility in New Zealand. The folder featured the Golden Jubilee logo and a brief history of CGC's establishment in its design.

CGC staff were invited to participate in the CGC Turns 50! TikTok Challenge from 17 August to 31 October 2022. Participants were required to post videos of CGC's celebrations and activities on TikTok, including the #CGCTurns50 hashtag, and email the link to the Corporate Communications department. Three cash prizes were awarded to the participants with the highest engagement levels.

Dato' Mohammed Hussein and Datuk Mohd Zamree flagged off the Kembara Bersama CGC Treasure Hunt on 27 August 2022 at Bangunan CGC Kelana Jaya. The event, organised by CGC, saw 43 teams competing, including CGC staff, industry partners such as Association of Development Financial Institutions of Malaysia (ADFIM), Malaysian Industrial Development Finance Berhad (MIDF), Teraju Malaysia, Agensi Kaunseling & Pengurusan Kredit (AKPK), Celcom, Perbadanan Nasional Berhad (Pernas), and members of the media from Nanyang Siang Pau and Bernama.

CGC conducted a Golden Jubilee Roadshow from 6 to 8 September 2022, from 10.00 am to 4.00 pm at its 16 branches nationwide. The Roadshow was organised in appreciation of CGC's customers' support, enabling CGC to be their partner for MSME growth throughout their life stages. During the Roadshow, branch staff distributed canvas bags filled with gifts such as a Golden Jubilee notepad, car sunshade, and products from our MSME, Bertambest.

For the first time, on 22 December 2022, CGC posted an appreciation video from Datuk Mohd Zamree on social media platforms such as Facebook, Instagram and YouTube. The video was an expression of gratitude from the PCEO to stakeholders like MSMEs, media, partners, and shareholders for their support of CGC over the previous 50 years.

Additionally, CGC scheduled a Terima Kasih social media campaign from 28 December 2022 to 10 May 2023. The campaign featured 20 videos, with one video per week. Each video showcased an MSME customer from a particular state, trade chambers, and CGC's senior management expressing their appreciation.

On 29 December 2022, CGC updated the visuals at LRT CGC-Glenmarie station, featuring CGC's MSME customers throughout the country. This serves to showcase the diversity of gender, race, and businesses across Malaysia. The visuals were displayed as train wraps, 12 lightboxes, and at the station. This was the first time CGC had collaborated with local contemporary graffiti artist, Abdurashade, to create the visuals.