

BEST CORPORATE CITIZEN AWARD

The East Caribbean Financial Holding Company Limited was a winner of the Best Corporate Citizens Award 2006 handed out by the Saint Lucia Chamber of Commerce. ECFH considers it an honour to have won this award. However, this was by no means a co- incidence. The Group has contributed immensely to the development of Saint Lucia.

The Group views corporate social responsibility as a significant part of its strategy of building long lasting relationship with customers. In this regard, the Board of Directors approved the ECFH Public Relations and Corporate Social Responsibility Policy which provided the blue print of the areas that the Group would provide assistance. This policy enables the Group to more effectively in manage its corporate social responsibility to have the desired impact on the customers and their communities.

The group focuses its attention in four main areas:

- Influencing the improvement of literacy generally, with the emphasis on adult and financial literacy
- Positively influencing youth development through education, primarily of a technical and vocational nature, as well as through sports and cultural activities.
- Supporting efforts that encourage responsible environmental practices and behaviors, as well as sustainable development of natural resources.
- Enhancing stakeholder relations by demonstrating the visible involvement of subsidiaries in community –based initiatives in their catchment areas through staff volunteerism.

To this end the Group has embarked on initiatives geared to promote these areas while providing significant contributions to our society. In the area of education the Group remains committed to adage that education is the key to eradicating poverty and has made substantial contributions to the Centre for Adolescent Renewal and Education (CARE) and the Sir Arthur Lewis Community College. In 2006, the Group entered in to a three year covenant with CARE where it will provide financial support of \$40,000 per year. ECFH recognizes CARE as an organization which helps disadvantaged and marginalized youth learn a trade and become valuable members of society.

In the area of sports the Group remained committed to the development of sports in Saint Lucia and to this end a substantial amount was injected into the annual inter secondary school games. The group also sponsored the Guy Brown memorial volleyball competition and contributed towards the opening of a Boxing Gym in Marchand. Contributions were also made to the National Community Foundation to assist in their efforts to secure a better life for Saint Lucians.

ECFH remains committed to the development of Saint Lucia and its citizens and in 2007 greater emphasis will be placed on our four areas of focus. The Group will also be encouraging the development of a greater sense of volunteerism among its staff, thereby creating a sense of belonging and by extension national pride.