In 2014, “the new normal” characterized by the economic slow-down and restructuring has brought about new challenges and opportunities to the reform and development of the Agricultural Bank of China ("ABC").

As a large State-owned financial enterprise, ABC shoulders the responsibility and mission of serving the real economy, especially “Sannong” (agriculture, rural areas and farmers), playing a pillar role in the rural financial system of China.

In terms of business orientation, we steadfastly adhere to the essence of serving the real economy and closely revolve around the orientation of serving “Sannong” to support the construction of new rural areas, the development of modern agriculture and farmers’ efforts to get rich, assist in energy saving, emission reduction, and improvement of people's livelihood.

In terms of internal management, we run the Bank according to law, operate in compliance with relevant rules and regulations, intensify total risk management, safeguard the legitimate rights and interests of consumers, integrate the idea of social responsibility into institutional development, and apply the tenet of social responsibility in our staff management processes.

In terms of culture shaping, we strengthen the corporate culture of accountability, value the expectations and appeals of our stakeholders, and improve the image of ABC that features the courage to bear and fulfill responsibilities.
Responsibility Practices

26 Serving "Sannong": Committed to becoming a responsible bank that narrows urban-rural gap
42 Supporting the real economy: Committed to becoming a major bank boosting economic transformation and upgrading
60 Poverty alleviation: Committed to becoming an inclusive bank of the widest coverage
68 Improving people's livelihood: Committed to becoming a considerate bank of common people
86 Boosting environmental protection: Committed to becoming a leading bank in ecological civilization building
88 Optimizing services: Committed to becoming a bank that customers are satisfied with and trust
106 Taking delight in public welfare: Committed to becoming a harmonious bank promoting social progress
118 Helping employees succeed: Committed to becoming a happy bank with a dense atmosphere of home culture

About us

18 Company Profile
11 Scope of Business
12 Distribution of Branch Organizations

Responsibility Management

16 Idea of Responsibility
17 Responsibility Management System
19 Selected Key Topics of Social Responsibility
20 Participation of Stakeholders

Appendixes

140 Main Honors and Awards
144 Independent Assurance Report
148 GRI G4 Index of DRI Indicators
155 Reader Feedback Form
156 Notes on the Report
Messages from the Board Chairman

At any time and in any place, all enterprises built to last focus on people’s livelihood. Bearing more social responsibility has now become the consensus of global governments, enterprises and the public. Only those enterprises that show care for employees, serve customers, protect environment, repay the society and create value can win social respect and consolidate the foundation for sustainable development.

Achor fulfillment of social responsibility is the main vein of the corporate culture of ABC. Our CSR philosophy of “giving priority to responsibility, benefiting the general public, taking the lead in fulfilling responsibilities, promoting the wellbeing of the society” is the essence of the corporate culture of ABC. Acting in this way and serving “Sannong” are the historical heritage of ABC and the call of times. Serving the country and the Bank, dedication and professionalism have always been the self-expectation of ABC people. Prudent expenditure and creating wealth are the indispensable pursuit of ABC people.

Since the 18th National Congress of CPC, the CPC Central Committee headed by Xi Jinping as general secretary has accurately grasped the trend, made overall planning, come up with the scientific judgment of the new normal in economic development, firmly stuck to the general line of making progress while ensuring stability and made the strategic deployment of “Four全面s”. The new normal provides the new opportunities and new mission for the development of ABC and, even more, implies the new responsibilities of ABC. During the past year, while creating more wealth for shareholders and the society, we are more concerned about supporting stable growth and restructuring, promoting employment, making a succession of poverty alleviation, putting forward green development, enhancing the quality of employees and balancing the interest articulations of all sides to fulfill responsibilities; continuously give play to the hatching effect of finance, establish and improve a long-term responsibility mechanism that supports energy-saving, emission reduction and elimination of outdated capacity, rely on serious innovation to guide financial resources in serving the real economy and use all types of financial instruments, including credit to serve the big picture of stabilizing growth, promoting reform, restructuring, improving people’s livelihood and promoting rights. In 2014, we continued to step up the credit support for infrastructures, such as urban transportation networks and railways, and the key projects for the construction of affordable housing and rebuilding of floodplains; increased credit supply to new growth engines, such as education, medical, old-age care, and care for the disabled, and actively served the major national strategies, as education, medical care, healthcare and old age care; actively served the major national strategies, as education, medical care, healthcare and old age care, and actively created more job opportunities.

Boosting green environmental protection and the development of a beautiful China. With a steady progress of the scientific outlook on development and environment for a green and decent green development as one of our most urgent social responsibilities; continuously play to the hatching effect of finance, establish and improve a long-term mechanism that supports energy-saving, emission reduction and elimination of outdated capacity; rely on serious innovation to guide financial resources in serving the real economy; promote poverty alleviation in 14 national poverty reduction zones and regions inhabited by ethnic groups; the balance of such loans topped RMB 840 billion yuan, reaching another all-time high.

Serving economic transition and boosting employment. The Party adheres to the essence of serving the real economy and use all types of financial instruments, including credit to serve the big picture of stabilizing growth, promoting reform, restructuring, improving people’s livelihood and promoting rights. In 2014, we continued to step up the credit support for infrastructures, such as urban transportation networks and railways, and the key projects for the construction of affordable housing and rebuilding of floodplains; increased credit supply to new growth engines, such as education, medical, old-age care, and care for the disabled, and actively served the major national strategies, as education, medical care, healthcare and old age care; actively served the major national strategies, as education, medical care, healthcare and old age care, and actively created more job opportunities.

Persisting in prudent operation to create more value. Prudent operation is the cornerstone of our corporate culture of ABC and, even more, implies the new responsibilities of ABC. During the past year, while creating more wealth for shareholders and the society, we are more concerned about supporting stable growth and restructuring, promoting employment, making a succession of poverty alleviation, putting forward green development, enhancing the quality of employees and balancing the interest articulations of all sides to fulfill responsibilities; continuously give play to the hatching effect of finance, establish and improve a long-term responsibility mechanism that supports energy-saving, emission reduction and elimination of outdated capacity, rely on serious innovation to guide financial resources in serving the real economy and use all types of financial instruments, including credit to serve the big picture of stabilizing growth, promoting reform, restructuring, improving people’s livelihood and promoting rights. In 2014, we continued to step up the credit support for infrastructures, such as urban transportation networks and railways, and the key projects for the construction of affordable housing and rebuilding of floodplains; increased credit supply to new growth engines, such as education, medical, old-age care, and care for the disabled, and actively served the major national strategies, as education, medical care, healthcare and old age care, and actively created more job opportunities.

Boosting green environmental protection and the development of a beautiful China. With a steady progress of the scientific outlook on development and environment for a green and decent green development as one of our most urgent social responsibilities; continuously play to the hatching effect of finance, establish and improve a long-term mechanism that supports energy-saving, emission reduction and elimination of outdated capacity; rely on serious innovation to guide financial resources in serving the real economy; promote poverty alleviation in 14 national poverty reduction zones and regions inhabited by ethnic groups; the balance of such loans topped RMB 840 billion yuan, reaching another all-time high.

Persisting in prudent operation to create more value. Prudent operation is the cornerstone of our corporate culture of ABC and, even more, implies the new responsibilities of ABC. During the past year, while creating more wealth for shareholders and the society, we are more concerned about supporting stable growth and restructuring, promoting employment, making a succession of poverty alleviation, putting forward green development, enhancing the quality of employees and balancing the interest articulations of all sides to fulfill responsibilities; continuously give play to the hatching effect of finance, establish and improve a long-term responsibility mechanism that supports energy-saving, emission reduction and elimination of outdated capacity, rely on serious innovation to guide financial resources in serving the real economy and use all types of financial instruments, including credit to serve the big picture of stabilizing growth, promoting reform, restructuring, improving people’s livelihood and promoting rights. In 2014, we continued to step up the credit support for infrastructures, such as urban transportation networks and railways, and the key projects for the construction of affordable housing and rebuilding of floodplains; increased credit supply to new growth engines, such as education, medical, old-age care, and care for the disabled, and actively served the major national strategies, as education, medical care, healthcare and old age care, and actively created more job opportunities.

Boosting green environmental protection and the development of a beautiful China. With a steady progress of the scientific outlook on development and environment for a green and decent green development as one of our most urgent social responsibilities; continuously play to the hatching effect of finance, establish and improve a long-term mechanism that supports energy-saving, emission reduction and elimination of outdated capacity; rely on serious innovation to guide financial resources in serving the real economy; promote poverty alleviation in 14 national poverty reduction zones and regions inhabited by ethnic groups; the balance of such loans topped RMB 840 billion yuan, reaching another all-time high.

Persisting in prudent operation to create more value. Prudent operation is the cornerstone of our corporate culture of ABC and, even more, implies the new responsibilities of ABC. During the past year, while creating more wealth for shareholders and the society, we are more concerned about supporting stable growth and restructuring, promoting employment, making a succession of poverty alleviation, putting forward green development, enhancing the quality of employees and balancing the interest articulations of all sides to fulfill responsibilities; continuously give play to the hatching effect of finance, establish and improve a long-term responsibility mechanism that supports energy-saving, emission reduction and elimination of outdated capacity, rely on serious innovation to guide financial resources in serving the real economy and use all types of financial instruments, including credit to serve the big picture of stabilizing growth, promoting reform, restructuring, improving people’s livelihood and promoting rights. In 2014, we continued to step up the credit support for infrastructures, such as urban transportation networks and railways, and the key projects for the construction of affordable housing and rebuilding of floodplains; increased credit supply to new growth engines, such as education, medical, old-age care, and care for the disabled, and actively served the major national strategies, as education, medical care, healthcare and old age care, and actively created more job opportunities.
New Responsibility, New Undertaking

Under the new normal, it is an inherent requirement of realizing the dreams of China and ABC to achieve the consistency and balance between social responsibilities and commercial interests. As a large state-owned financial enterprise, and faced with the complex economic and financial situations in the “superimposed three periods”, ABC finds it an important task to correctly handle the pros and cons, deepen reform and innovations, accelerate the enhancement of value creation capability, and provide maximum support for economic transformation and sustainable social development.

Assuming responsibility in business development. Responsibility originates in mission and starts with strategy. In the past year, we always regarded serving “Sannong” as our maximum social responsibility, kept on pushing ahead with the innovations in mechanism and service modes, triggered the vitality of county sub-branches and reinforced the backbone and service modes, triggered the vitality of county service system. In the year, we issued 1153.75 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68% of 82.24 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68% of 82.24 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68% of 82.24 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68% of 82.24 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68% of 82.24 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68% of 82.24 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68% of 82.24 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68% of 82.24 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68% of 82.24 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68% of 82.24 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68% of 82.24 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68% of 82.24 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68% of 82.24 billion yuan of loans for rural urbanization, an increase of 82.24 billion yuan from the beginning of the year, registering a growth rate of 7.68%

Assuming responsibility in risk prevention. We always persevered in the core values of "underlying integrity and sound operation". In the past year, we kept on improving “basic management and grassroots management” to provide a stable support for business development and a stable power for transformation development. Secondly, we accelerated the building of flow banking and fulfilled the key tasks of the “three reforms and three items of management” to obtain productivity from efficient management through whole-process optimization, control and management. Thirdly, we strengthened risk control by holding tight to the "comprehensive risk management” philosophy and sticking to the risk bottom line, defusing credit risks in key fields, accelerating recovery and disposal of NPL, preventing market risks and liquidity risks, and strengthening accountability on problem loans.
Agricultural Bank of China 2014 Corporate Social Responsibility Report

Agricultural Bank of China 2014 Corporate Social Responsibility Report

The spirit of ABC lays the cornerstone of responsibility. ABC is a large bank with a large scale and large influence. To maintain its backbone position in the financial system of China and its leading advantages in the field of social responsibility, it is necessary to give play to the powerful role of corporate spirit. Led by the responsibility-assuming spirit of serving “Sannong”, one of the top 10 corporate spirits in the new China, ABC has fostered its own spirit system that features a similar disposition and uniform origin despite the difference in regions to suit the characteristics of numerous outlets, widespread distribution and long management chain: The first is the dauntless fighting spirit of the ABC people in developed regions, who exert pressure upon themselves and always strive to become the best; they will never be satisfied with a second place if they can seize the first place. The second is the striving spirit of the ABC people in regions of harsh conditions, who fear no hardships. The third is the contribution spirit of the ABC people in regions of high elevation, who lack oxygen, but not spirit. The fourth is the enterprising spirit of the ABC people in underdeveloped regions, who rouse themselves to catch up. Plus, the professional dedication spirit of the martyr heroes of ABC who sacrificed their precious life for national interests and the Bank’s own undertakings in more than 60 years since its establishment. These spirits constitute the cultural cornerstone whereupon ABC practices its social responsibility and are kept in mind by generations of ABC people.

The spirit of ABC has shaped a business card of responsibility. To present a splendid business card of responsibility to the large number of customers, the public and the stakeholders around the world, ABC tells stories about its responsibilities at the height of building a world-class national financial enterprise and polishes the first-class national signboard of “ABC”; commits itself to assuming the responsibility of acting as the backbone and pillar of the rural financial system of China by using the “Kins Hui Nong Tong” as a means to build up a brand of rural financial services that has worldwide influence; exerts itself to build a brand of modern integrated urban-rural services according to the outlet distribution characteristic of covering urban and rural areas as well as overseas markets.

The spirit of ABC guides its development. Striving to be a responsible bank has become the consensus of ABC people. Although ABC may not be the largest or the most profitable bank, the market orientation toward “Sannong” decides that ABC must be a responsible bank for the 900 million farmers of China. ABC not only maintains institutions and outlets in Alpine-cold regions and near the borderlines, but also provides financial products for the large number of farmers, vast rural areas and modern agriculture as well as financial support for people’s “rice bags” and “vegetable baskets”.

“I have my share of responsibility in economic development and will feel proud if the society is prosperous.” This has become a resounding slogan with which ABC people communicate with local governments and the ordinary people. Such a positioning means both assumption of responsibility and business opportunity. ABC’s kindness of putting itself in the shoes of the State, the nation, the society and common people has also enabled it to seize hold of business opportunities and reap gains, thus promoting its own development and expansion.

New Undertaking, New Spirit

The power of spirit is intangible, but it prevails over tangible factors. Given the new normal of China’s economic development, the new responsibility under the new situation can be assumed only by implanting the corporate culture of ABC into daily operation so that it can guide our development.

To assume the responsibility of a large bank, ABC people need resolute responsibility spirit and the ability to steer the overall situation.

To realize the Chinese dreams of becoming a major power in the international arena, ABC people need to have firm homeland feelings and strive indefatigably.

Message from Chairman of the Board of Supervisors

Che Yingxin, Chairman of the Board of Supervisors
About us

10  Company Profile
11  Scope of Business
12  Distribution of Branch Organizations
### About us

**Company Profile**

Since its establishment in 1951, ABC has gone through “4 rises and 3 falls”. Over the 60 plus years, it has completed the historic transformation from a national specialized bank to a wholly State-owned commercial bank and then to a joint-stock commercial bank; from an initial undertaker of the mission of developing rural finance conferred by the State to a present competitor on the financial market; from the initial exclusive focus on rural market to the present new market pattern that features considerations given to both rural and urban areas and the distribution of outlets and customer both at home and abroad. The extraordinary journey of development is rarely seen in the financial community of the world.

As one of China’s leading providers of comprehensive financial services, ABC commits itself to building a large first-class bank that features the “services for ‘Sannong’, presence in both urban and rural areas, integration with the world, diversification of services” to provide customers with all-round products and services of wide coverage and through multiple channels by leveraging full-scale business portfolio, huge distribution network, leading technological platform and differential competitive advantages.

In 2014, on the list of Global Systemically Important Banks (G-SIBs) published by the Financial Stability Board (FSB), ABC for the first time became the third bank from China, proving that the international community highly recognizes the reform achievements of China’s financial industry and ABC.

In Fortune 500 2014, ABC ranks 47th, moving up 17 places from 2013. In the top 1000 global banks of The Banker, ABC ranks 9th, moving up 1 place from 2013.

### Scope of Business

<table>
<thead>
<tr>
<th>Business Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Absorbing public deposits;</td>
</tr>
<tr>
<td>Issuing short-term, medium-term and long-term loans;</td>
</tr>
<tr>
<td>Handling bill acceptance and discount;</td>
</tr>
<tr>
<td>Issuing, issuing as agent, trading or trading as agent</td>
</tr>
<tr>
<td>Foreign exchange loans;</td>
</tr>
<tr>
<td>Foreign exchange remittance;</td>
</tr>
<tr>
<td>Foreign exchange borrowings;</td>
</tr>
<tr>
<td>Issuing financial bonds;</td>
</tr>
<tr>
<td>Acceptance and discount of foreign exchange bills;</td>
</tr>
<tr>
<td>Foreign exchange borrowings;</td>
</tr>
<tr>
<td>Trading government bonds and financial bonds;</td>
</tr>
<tr>
<td>Foreign currency exchange;</td>
</tr>
<tr>
<td>Engaging in inter-bank lending and borrowing;</td>
</tr>
<tr>
<td>Trading or trading as agent in foreign exchanges;</td>
</tr>
<tr>
<td>Credit investigation, consultancy and testimony business;</td>
</tr>
<tr>
<td>Settlement and sales of foreign exchanges;</td>
</tr>
<tr>
<td>Financial consultancy service for enterprises and persons</td>
</tr>
<tr>
<td>Pursuing bankcard business;</td>
</tr>
<tr>
<td>Transaction settlement funds depository business for customers of securities companies;</td>
</tr>
<tr>
<td>Providing letter of credit service and guarantee;</td>
</tr>
<tr>
<td>Custody business for securities investment funds;</td>
</tr>
<tr>
<td>Conducting collection and payment as agent;</td>
</tr>
<tr>
<td>Custody business for enterprise annuities;</td>
</tr>
<tr>
<td>Providing safe deposit box service;</td>
</tr>
<tr>
<td>Custody business for industry investment funds;</td>
</tr>
<tr>
<td>Settling funds as agent;</td>
</tr>
<tr>
<td>Custody business for the domestic securities investment of qualified foreign institutional investors;</td>
</tr>
<tr>
<td>Remittance and cashing business;</td>
</tr>
<tr>
<td>Acting as agent in open-end fund business;</td>
</tr>
<tr>
<td>Acting as agent for the loan business of policy-related banks, foreign governments and international financial institutions;</td>
</tr>
<tr>
<td>Loan commitment;</td>
</tr>
<tr>
<td>Financial derivative product trading business;</td>
</tr>
<tr>
<td>Organizing or taking part in syndicated loans;</td>
</tr>
<tr>
<td>Other business approved by the relevant regulatory authority; e.g. The banking regulatory body under the state council;</td>
</tr>
<tr>
<td>Foreign exchange deposits;</td>
</tr>
<tr>
<td>Foreign currency exchange;</td>
</tr>
<tr>
<td>Issuing, issuing as agent, trading or trading as agent</td>
</tr>
<tr>
<td>Acceptance and discount of foreign exchange bills;</td>
</tr>
</tbody>
</table>

### ABC is mainly engaged in business operations as outlined below:
By the end of 2014, ABC had 23,612 domestic branch organizations, including the head office ("HO"), the HO Business Department, 3 HO franchise agencies, 37 tier-one (directly subordinate) branches, 353 tier-two branches (including the business departments of provincial branches), 3,515 tier-one sub-branches (including the business departments of the directly subordinate branches in the municipalities directly under the Central Government and the business departments of tier-two branches), 19,647 grassroots operating agencies and 55 other organizations. Additionally, ABC has 8 overseas branches, 2 overseas representative offices and 9 domestic subsidiaries where it is the controlling shareholder.

Distribution of Branch Organizations

There is a "population geographical boundaries" from Heilongjiang Heihe to Yunnan Tengchong, this line is bounded in southeast regions accounted for 42.9% of the land area, the population accounted for 94.4%, northwest area accounted for 57.1% of the population accounts for only 5.6%. The Agricultural Bank in this line in the northwest to set a large number of institutions, for the vast majority of China’s ethnic and border areas to provide inclusive financial services, in Xinjiang, the Agricultural Bank is a financial institution with only one and two provincial branch of Xinjiang corps. In China, the Agricultural Bank has more than ten thousand institutions in the county, 220,000 employees working in the county and rural and remote areas in the long-term.
2 Responsibility Management

16 Idea of Responsibility
17 Responsibility Management System
19 Selected Key Topics of Social Responsibility
20 Participation of Stakeholders
Idea of Responsibility

Placing responsibility above everything
As a G-SIB that is “oriented toward Sannong”, ABC does not pursue enormous profits. Instead, it pursues enormous righteousness only, for it has always acted as the implementer and defender of national macro-economic policies, always regarded the provision of good services to “Sannong” as its maximum social responsibility and always focused on the creation of value for shareholders as the cornerstone for fulfilling its social responsibility.

Benefitting the general public
In addition to creating value for shareholders and making a success of its own affairs, ABC strives to become a considerate bank of common people that continuously plays its due part and works for the coexistence of both righteousness and profits in supporting the economic transformation, narrowing urban-rural gap, improving people’s livelihood, protecting the green environment, achieving financial inclusion and assisting the disadvantaged groups.

Determinedly assuming responsibility
Given the fierce competition involving commercial banks, ABC itself is also faced with many challenges. But, instead of focusing only on its own affairs, ABC conscientiously plans its own social responsibility by putting it into the big picture of the State, the society and the economy to assume its due responsibility in all aspects of promoting all-round social progress.

Benefitting the whole society
ABC is a cell of the society and can thrive only if the State and the society are prosperous. It has been the long-term pursuit of ABC to contribute to the realization of the Chinese dream and the joint construction of a moderately prosperous society through financial power.

Architecture of Corporate Governance
ABC earnestly meets the requirements of the State policies and the regulatory authority, continuously improves the mechanism of corporate governance, continuously strengthens the “3+1” governance structure (General Meeting of Shareholders, Board of Directors, Board of Supervisors + senior management) (as shown in the chart below) and solidly pushes on all endeavors, thereby ensuring the healthy, sustained and stable development of all business lines.

As of the end of 2014, the Board of Directors was composed of 13 directors, including 3 executive directors, 5 non-executive directors and 5 independent non-executive directors; the Board of Supervisors comprises 7 supervisors. In the year, the Board of Directors held 14 board meetings and 25 meetings of special committees.
Organizational System of Responsibility
ABC attaches great importance to the promotion of social responsibility and continuously optimizes the organizational management system of social responsibility. Under the direct guidance of the Board of Directors, the senior management of the head office has under it the Social Responsibility Management Committee. At the level of branches, the Executive Committee of Social Responsibility is set up to promote the fulfillment of various tasks. The Corporate Culture Department of the head office is the department in charge of social responsibility with the assistance of the commissioners in other departments of the head office and the branches, who are responsible for supervising the daily work related to social responsibility.

Internal Control of Risks
Risk prevention and control are the foundation that ensures the sustained and stable operation of an enterprise. In 2014, ABC continued to optimize the comprehensive risk management system, further enhanced its risk management capability and effectively maintained its stable operation by perfecting the organizational structure of risk management, drawing up special rules for risk management and taking measures for the examination, supervision and evaluation of risk management.

ABC conscientiously implements The Basic Standard for the Internal Control of Enterprises together with the guidelines associated therewith, strictly meets regulatory requirements, focuses on improving working mechanism, enhancing duty performance capability and carrying out the screening of case risks, continuously intensifies the internal control compliance system, pushes all the members to abide by laws and regulations of their own accord, constantly improves the quality of internal control and provides support for the prudent operations of the Bank. In 2014, the NPL of ABC was 1.54% and the provision coverage ratio was 286.53%.

Selected Key Topics of Social Responsibility
ABC pays great attention to the requirements of the policies of the government and the regulatory authority and has finally identified the Key Topics of ABC Social Responsibility by collecting the key expectations and appeals of stakeholders, the opinions of departmental heads and experts, and the hot issues of the banking industry that the public is concerned about on the basis of taking into account its own development strategy.
Participation of Stakeholders

By sorting out the characteristics of its own business and operations, ABC has classified the major stakeholders into government, regulatory authority, shareholders and investors; customers, employees, suppliers and partners; and public, communities and environment. ABC identifies stakeholders through scientific methods and steps up the communication and exchanges with them to find out about their appeals in the field of social responsibility and use responsibility practices to actively respond to their concerns, promote their participation and join them in creating a beautiful future.

### Stakeholders
- **Government**
  - Enhance the capability of providing financial service for “Sannong”.
  - Support national industrial restructuring.
  - Support the development of small and micro businesses.
  - Increase the financial support for people’s livelihood.
  - Achieve the steady growth of taxes.

- **Supervisory Authority**
  - Operate in good faith and comply with laws and regulations.
  - Maintain financial stability.
  - Strengthen the comprehensive risk management system.

- **Shareholders and Investors**
  - Create sustainable returns on value.
  - Improve corporate governance.
  - Strengthen the management of investor relations.
  - Disclose information in a complete, true and accurate way.

- **Customers**
  - Continuously enhance service quality.
  - Intensify the capability of electronic services.
  - Maintain the rights and interests of customers.

- **Employees**
  - Safeguard the legitimate rights and interests of employees.
  - Create diversified passages for career development.
  - Improve salary, incentive and benefit system.

- **Suppliers and Partners**
  - Fair cooperation.
  - Good faith performance of contracts.
  - Establish a long-term and smooth communication mechanism.
  - Sign agreements on strategic cooperation with local governments, enterprises and universities.
  - Carry out all-round and in-depth business cooperation with the international financial institutions of multiple countries.
  - Hold discussions on supplier management.

- **Public and Community**
  - Provide quality financial services.
  - Jointly construct the environment of civilized communities.
  - Support green development.
  - Persist in green operations.
  - Support the comprehensive environmental treatment of climate and water resources.

- **Environment**
  - Support green development.
  - Persist in green operations.
  - Implement green public welfare.

### Expectations & Appeals
- **Government**
  - Enhance the capability of providing financial service for “Sannong”.
  - Support national industrial restructuring.
  - Support the development of small and micro businesses.
  - Increase the financial support for people’s livelihood.
  - Achieve the steady growth of taxes.

- **Supervisory Authority**
  - Operate in good faith and comply with laws and regulations.
  - Maintain financial stability.
  - Strengthen the comprehensive risk management system.

- **Shareholders and Investors**
  - Create sustainable returns on value.
  - Improve corporate governance.
  - Strengthen the management of investor relations.
  - Disclose information in a complete, true and accurate way.

- **Customers**
  - Continuously enhance service quality.
  - Intensify the capability of electronic services.
  - Maintain the rights and interests of customers.

- **Employees**
  - Safeguard the legitimate rights and interests of employees.
  - Create diversified passages for career development.
  - Improve salary, incentive and benefit system.

- **Suppliers and Partners**
  - Fair cooperation.
  - Good faith performance of contracts.
  - Establish a long-term and smooth communication mechanism.
  - Sign agreements on strategic cooperation with local governments, enterprises and universities.
  - Carry out all-round and in-depth business cooperation with the international financial institutions of multiple countries.
  - Hold discussions on supplier management.

- **Public and Community**
  - Provide quality financial services.
  - Jointly construct the environment of civilized communities.
  - Support green development.
  - Persist in green operations.
  - Implement green public welfare.

- **Environment**
  - Support green development.
  - Persist in green operations.
  - Implement green public welfare.

### Communications & Responses
- **Government**
  - Enhance the capability of providing financial service for “Sannong”.
  - Support national industrial restructuring.
  - Support the development of small and micro businesses.
  - Increase the financial support for people’s livelihood.
  - Achieve the steady growth of taxes.

- **Supervisory Authority**
  - Operate in good faith and comply with laws and regulations.
  - Maintain financial stability.
  - Strengthen the comprehensive risk management system.

- **Shareholders and Investors**
  - Create sustainable returns on value.
  - Improve corporate governance.
  - Strengthen the management of investor relations.
  - Disclose information in a complete, true and accurate way.

- **Customers**
  - Continuously enhance service quality.
  - Intensify the capability of electronic services.
  - Maintain the rights and interests of customers.

- **Employees**
  - Safeguard the legitimate rights and interests of employees.
  - Create diversified passages for career development.
  - Improve salary, incentive and benefit system.

- **Suppliers and Partners**
  - Fair cooperation.
  - Good faith performance of contracts.
  - Establish a long-term and smooth communication mechanism.
  - Sign agreements on strategic cooperation with local governments, enterprises and universities.
  - Carry out all-round and in-depth business cooperation with the international financial institutions of multiple countries.
  - Hold discussions on supplier management.

- **Public and Community**
  - Provide quality financial services.
  - Jointly construct the environment of civilized communities.
  - Support green development.
  - Persist in green operations.
  - Implement green public welfare.

- **Environment**
  - Support green development.
  - Persist in green operations.
  - Implement green public welfare.
3
Responsibility Practices

26 Serving “Sannong”
42 Supporting the real economy
60 Poverty alleviation
68 Improving people’s livelihood
80 Boosting environmental protection
86 Optimizing services
106 Taking delight in public welfare
116 Helping employees succeed
Overview of Results

The predecessor of ABC is the Agricultural Cooperative Bank set up in 1951. Then, ABC went through different stages of development as a national specialized bank, a wholly State-owned commercial bank and a joint-stock commercial bank. The glorious history of more than 60 years has placed ABC under diversified and extensive social responsibilities.

Economic responsibility

By the end of 2014, ABC had total assets of 15,974,152,000,000 yuan, the balance of total deposits of 12,533,397,000,000 yuan and the balance of total loans of 8,098,067,000,000 yuan, brought in 179.51 billion yuan of net profits and paid 96.512 billion yuan of taxes. During the reporting period, the social contribution value per share was 2.02 yuan, up 10.4% from a year ago.

Social responsibility (narrow sense)

In 2014, ABC properly assumed responsibility in serving “Sannong”, improving people’s livelihood, supporting frontier regions and reducing poverty. The electronic devices for “Kins Hui Nong Tong” covered 75.2% of the administrative villages and the balance of loans extended to the regions inhabited by ethnic minorities was 526.611 billion yuan. The number of outlets within 2 kilometers of borderline reached 105 and the number of outlets in places with an elevation of above 3000m reached 514.

Environment responsibility

Always placing ecological development in a prominent position, ABC supports the development of environmental protection enterprises, cuts back the loans for industries of high pollution, high energy consumption and excess capacity (“HHE”) and works hard to become a green bank. By the end of 2014, the balance of green credit loans issued by ABC was 472.447 billion yuan, chalking up an increase of 142,026 billion yuan from the beginning of the year and a growth rate of 42.98%, 32.96 percentage points higher than the growth rate of the Bank’s corporate loans on average. In contrast, the balance of the loans for HHE industries was 521.611 billion yuan, a decrease of 10.341 billion yuan from the beginning of the year.

Legal responsibility

ABC abides by laws and regulations, protects the legitimate rights and interests of related parties, e.g. customers and employees, prevents financial crimes, and strengthens internal control management. In 2014, ABC held 7,005 sessions of anti-corruption campaigns, which involved the participation of 556,000 person-times, and 2,500 lectures in law-abiding operations, which benefited 300,000 people.
Serving “Sannong”

Agriculture must be strengthened, if China is to become strong; its rural areas should be beautiful, if China wants to become beautiful; farmers have to get rich first, if China wants to be a wealthy country. Over the years, ABC has done a lot in the field of serving “Sannong.” The extensive presence, rich and diversified service experience and highly targeted financial products have laid a solid foundation for ABC to support “Sannong” in the era of “new normal” economic situation.

In 2014, ABC continued to further the reform of the “Sannong Financial Department” based on the philosophy of “beautiful rural areas, modern agriculture and rich farmers”. In doing so, the Bank increased credit supply, accelerated product innovations and provided technological support for rural finance so that it can become a mainstay of ABC in serving the integrated and coordinated urban-rural development.

The unbalanced regional distribution of financial institutions has always been a problem existing in the rural payment environment of China. The Report on the Financial Development in Chinese Rural Areas 2014 shows that there is 2.77 bank outlet on average around each village where the Chinese rural families are located, which compares to 2.83 on average in the urban areas. The Opinions of the General Office of the State Council on Providing Financial Services to Boost Sannong Development released in 2014 points out the need to continuously optimize the layout of rural financial outlets, promote the full coverage of remote rural areas by basic financial services and launch the “Linking Villages” project in those administrative villages with necessary conditions.

This is by no means easy. The use of traditional physical outlets to achieve the full-scale coverage incurs so high a cost that the financial institutions could hardly bear. This problem has been solved through the electronic devices installed in rural cooperatives, agricultural materials stores, small shops and other channels, the service points of “Financial Hui Nong Tong” project have been set up to bring door-to-door financial services to every farmer’s home. By the end of 2014, ABC set up 649,000 “Kins Hui Nong Tong” service points and 1.228 million electronic devices in the rural areas around the country, covering 75.2% of the administrative villages.

Concerns of Stakeholders

What has ABC done to promote the new urbanization in China?

In December 2013, the Central Government held the “Centralized Meeting on Urbanization”, which pointed out the need to push on people-oriented urbanization, enhance the quality of urban residents’ life and regard it as a top priority to grant citizenship in an orderly manner to those who have the ability to find employment and live stably in cities and towns.

Over the years, ABC has always considered it a focus of its social responsibility and business development to promote and support urbanization and formed institutionalized, systematized and modularized products and services, exhibiting an ABC mode and advantages in the services for urbanization. In 2014, ABC adjusted and optimized the relevant systems in light of the latest urbanization requirements and plans of the Central Government to provide unprecedented support intensity and product categories. In particular, ABC carried out the campaign of “green homes in 100 cities and 1000 towns” by selecting no less than 100 counties and county-level cities and 1000 key towns across the country to provide them with support in their urbanization in the upcoming three years, including 150 billion yuan of new loans that ABC will try to issue.
New urbanization is a strategic vision that coordinates the urban-rural “binary” structure and addresses the issues related to “agriculture, rural areas and farmers” (“Sannong”). In 2014, ABC sorted out 27 urbanization financing products and services and rolled out innovative products including urbanization loans, land reclamation loans and loans for construction of commodity markets, covering the whole process of urbanization, e.g. infrastructure, public service facilities and land reclamation.

By the end of 2014, the balance of the ABC loans for rural urbanization was 1,153.75 billion yuan, representing an increase of 82.24 billion yuan from the beginning of the year and a growth of 7.68%, and covering 1,000 counties (county-level cities). 8.84 billion yuan of loans were extended to support the construction of commodity markets.

Urbanization is a new engine that propels China’s economic development in the new period. The promotion of people-oriented new urbanization is a key task that draws national attention. Under the guideline of “taking into account regional reality, and promoting the local urbanization of farmers”, Sannong Branch in Hubei Province continuously innovates its mode, gets effectively involved, drives employment in supporting industrial development, promotes the improvement of infrastructure and pushes forward the process of new local urbanization, thus achieving an all-win outcome.

Take the support given to Daohuaxiang Group for example. By the end of 2014, the branch cumulatively issued 402 million yuan of loans to it and processed 420 million yuan worth of bank accepted drafts and 100 million yuan worth of domestic letters of credit. The group, which has become strong, now has 58 member enterprises. It has not only provided jobs for over 30,000 farmers in the surrounding areas, but also invested some 100 million yuan in the infrastructure construction of local towns and villages.

In recent years, Tianjin Branch has provided a package of comprehensive financial services for the urbanization of the city, including financing support, settlement service, wealth management service and channel layout, finding a way of supporting the construction of small towns that has its own distinctive characteristics. By the end of 2014, the branch cumulatively provided 17.15 billion yuan of loans to support 31 model town projects and 3.3 billion yuan of loans to support 15 model industrial park projects.

The project “Jiaonan Shangqiangou Community Construction” project of Longhai Group is a typical project marking the shift from traditional rural areas to modern communities. The project involves the resettlement of 341 farmer households from 4 administrative villages and the construction of a blueberry park of 8,000 mu around the community. Shandong Qingdao Branch reached out to the project, set up a green passage, conducted joint investigation and evaluation involving both the branch and its sub-branches, carried out concurrent operations of both the front and back offices, completed all the credit process in just two weeks of time and successfully issued the first loan for new rural community, providing 100 million yuan of loan support for the project to solve its financing difficulty.

The loan for construction of county-level commodity markets is a characteristic product designed by Guangdong Branch to expedite the development of commodity circulation industry in counties. Since it was introduced in 2011, the product supported the construction of the new markets, the upgrading of old markets and building of condom affiliated therewith, effectively satisfying the financing needs of county-level commodity circulation industry and construction of urban wholesale and retail markets for farm and sideline product, forming numerous large circulation markets covering both urban and rural areas. By the end of 2014, 2.15 billion yuan of loans had been issued cumulatively under the product, with a credit balance of 1.64 billion yuan.

### Case: 402 million yuan: Hubei Branch boosting local urbanization

![Picture: Panoramic view of Huayuan Village in Dongyang, Zhejiang](image)

New urbanization is a strategic vision that coordinates the urban-rural “binary” structure and addresses the issues related to “agriculture, rural areas and farmers” (“Sannong”). In 2014, ABC sorted out 27 urbanization financing products and services and rolled out innovative products including urbanization loans, land reclamation loans and loans for construction of commodity markets, covering the whole process of urbanization, e.g. infrastructure, public service facilities and land reclamation.

By the end of 2014, the balance of the ABC loans for rural urbanization was 1,153.75 billion yuan, representing an increase of 82.24 billion yuan from the beginning of the year and a growth of 7.68%, and covering 1,000 counties (county-level cities). 8.84 billion yuan of loans were extended to support the construction of commodity markets.

Urbanization is a new engine that propels China’s economic development in the new period. The promotion of people-oriented new urbanization is a key task that draws national attention. Under the guideline of “taking into account regional reality, and promoting the local urbanization of farmers”, Sannong Branch in Hubei Province continuously innovates its mode, gets effectively involved, drives employment in supporting industrial development, promotes the improvement of infrastructure and pushes forward the process of new local urbanization, thus achieving an all-win outcome.

Take the support given to Daohuaxiang Group for example. By the end of 2014, the branch cumulatively issued 402 million yuan of loans to it and processed 420 million yuan worth of bank accepted drafts and 100 million yuan worth of domestic letters of credit. The group, which has become strong, now has 58 member enterprises. It has not only provided jobs for over 30,000 farmers in the surrounding areas, but also invested some 100 million yuan in the infrastructure construction of local towns and villages.

### Case: 17.15 billion yuan: Tianjin Branch supporting the construction of small towns through comprehensive financial services

In recent years, Tianjin Branch has provided a package of comprehensive financial services for the urbanization of the city, including financing support, settlement service, wealth management service and channel layout, finding a way of supporting the construction of small towns that has its own distinctive characteristics. By the end of 2014, the branch cumulatively provided 17.15 billion yuan of loans to support 31 model town projects and 3.3 billion yuan of loans to support 15 model industrial park projects.

The project “Jiaonan Shangqiangou Community Construction” project of Longhai Group is a typical project marking the shift from traditional rural areas to modern communities. The project involves the resettlement of 341 farmer households from 4 administrative villages and the construction of a blueberry park of 8,000 mu around the community. Shandong Qingdao Branch reached out to the project, set up a green passage, conducted joint investigation and evaluation involving both the branch and its sub-branches, carried out concurrent operations of both the front and back offices, completed all the credit process in just two weeks of time and successfully issued the first loan for new rural community, providing 100 million yuan of loan support for the project to solve its financing difficulty.

The loan for construction of county-level commodity markets is a characteristic product designed by Guangdong Branch to expedite the development of commodity circulation industry in counties. Since it was introduced in 2011, the product supported the construction of the new markets, the upgrading of old markets and building of condom affiliated therewith, effectively satisfying the financing needs of county-level commodity circulation industry and construction of urban wholesale and retail markets for farm and sideline product, forming numerous large circulation markets covering both urban and rural areas. By the end of 2014, 2.15 billion yuan of loans had been issued cumulatively under the product, with a credit balance of 1.64 billion yuan.

### Case: 2.15 billion yuan: Guangdong Branch supporting the construction of county-level commodity markets

The loan for construction of county-level commodity markets is a characteristic product designed by Guangdong Branch to expedite the development of commodity circulation industry in counties. Since it was introduced in 2011, the product supported the construction of the new markets, the upgrading of old markets and building of condom affiliated therewith, effectively satisfying the financing needs of county-level commodity circulation industry and construction of urban wholesale and retail markets for farm and sideline product, forming numerous large circulation markets covering both urban and rural areas. By the end of 2014, 2.15 billion yuan of loans had been issued cumulatively under the product, with a credit balance of 1.64 billion yuan.

### Case: Loans for rural communities: Qingdao Branch supporting the shift from traditional rural areas to modern communities

The project “Jiaonan Shangqiangou Community Construction” project of Longhai Group is a typical project marking the shift from traditional rural areas to modern communities. The project involves the resettlement of 341 farmer households from 4 administrative villages and the construction of a blueberry park of 8,000 mu around the community. Shandong Qingdao Branch reached out to the project, set up a green passage, conducted joint investigation and evaluation involving both the branch and its sub-branches, carried out concurrent operations of both the front and back offices, completed all the credit process in just two weeks of time and successfully issued the first loan for new rural community, providing 100 million yuan of loan support for the project to solve its financing difficulty.
Promoting Agricultural Modernization

ABC is committed to building a modern agricultural financial service system, creating the service mode that supports new players and making attempts at differential ways of guaranteed mortgage, e.g. mortgage on the proceeds from land transfer and mortgage on forest ownership. The Bank assists the farmers on the industrial chain to expand production by providing financial support to the leading enterprises of agricultural industrialization. By so doing, the Bank is dedicated to helping China’s agriculture to embark upon a road of modern development that features “efficient output, safe products, economized resources and environmental friendliness.”

By the end of 2014, ABC provided credit support for 5,066 leading enterprises through loans with a balance of 168.2 billion yuan, an increase of 13.4 billion yuan from the beginning of the year, registering a growth rate of 8.66%. The Bank served 5,036 national-level and 7,216 provincial-level leading enterprises, with a service coverage rate of 84% and 58.5% respectively. ABC supported 146,400 new agricultural operating entities, including large specialized growers and family farms, with 87,400 existing customers and a loan balance of 17.398 billion yuan, an increase of 6.614 billion yuan from the beginning of the year.

Case: Direct management and direct loans: Anhui Branch exploring new mode of supporting family farms

Starting from April 2014, Anhui Branch launched the experiment of “direct management and direct loans” for family farms as part of the efforts made to explore new modes of financial support for family farms. “Direct management” means that the provincial branch guides and manages the experiment; “direct loans” means the design of financial products that fit the production and operation characteristics of family farms.

By the end of 2014, the branch supported 66 family farms to take part in the experiment by cumulatively providing 27.09 million yuan of loans, with a balance of 14.39 million yuan.

Case: Pilot financial leasing of farm machinery: supporting cotton picking by leasing

The pilot financial leasing of farm machinery facilities launched jointly by the ABC Financial Leasing Co., Ltd. and the Ministry of Agriculture was conducted in Xinjiang first. The cotton picking machines obtained by 3 farm machinery service cooperatives through the mode of financial leasing were all put into cotton picking operations, marking a substantive breakthrough made in the regard.

Taking into account the natural laws of cotton production and the cash flow characteristics of lessees, ABC Financial Leasing Co., Ltd. designed personalized leasing products, rationally leasing term, arranged a lower leasing interest rate, prescribed flexible rent payment and used multiple risk control measures, thus meeting the financing needs of lessees, reducing their financing cost and effectively controlling business risks.

Case: 12.6 billion yuan: Service innovations of Heilongjiang Branch supporting new agricultural entities

Benefiting the new operating entities, e.g. specialized farmer cooperatives and family farms, Heilongjiang Branch intensified financial support to boost the transformation and upgrading of the agricultural production on Songliao Plains and Songnen Plains. In 2014, the branch cumulatively extended 12.6 billion yuan of loans for agricultural purpose on the two plains.

Promulgated the “Management Measures for Circulating Fund Loans for Specialized Farmer Cooperatives”, which allows such cooperatives to apply for loans by means of guarantee, mortgage and pledge and provides them with exclusive financial services.

Raised the limit of loans for single household, developed multiple forms of guarantee, e.g. mortgage on the right to the contracted land and guarantee of direct financial subsidies; introduced a number of innovative loan modes, including “assistance in purchasing large farm machines.”

Case: Direct management and direct loans: Anhui Branch exploring new mode of supporting family farms

By the end of 2014, ABC provided credit support for 5,066 leading enterprises through loans with a balance of 168.2 billion yuan, an increase of 13.4 billion yuan from the beginning of the year, registering a growth rate of 8.66%. The Bank served 5,036 national-level and 7,216 provincial-level leading enterprises, with a service coverage rate of 84% and 58.5% respectively. ABC supported 146,400 new agricultural operating entities, including large specialized growers and family farms, with 87,400 existing customers and a loan balance of 17.398 billion yuan, an increase of 6.614 billion yuan from the beginning of the year.

Case: Pilot financial leasing of farm machinery: supporting cotton picking by leasing

The pilot financial leasing of farm machinery facilities launched jointly by the ABC Financial Leasing Co., Ltd. and the Ministry of Agriculture was conducted in Xinjiang first. The cotton picking machines obtained by 3 farm machinery service cooperatives through the mode of financial leasing were all put into cotton picking operations, marking a substantive breakthrough made in the regard.

Taking into account the natural laws of cotton production and the cash flow characteristics of lessees, ABC Financial Leasing Co., Ltd. designed personalized leasing products, rationally leasing term, arranged a lower leasing interest rate, prescribed flexible rent payment and used multiple risk control measures, thus meeting the financing needs of lessees, reducing their financing cost and effectively controlling business risks.

Case: 12.6 billion yuan: Service innovations of Heilongjiang Branch supporting new agricultural entities

Benefiting the new operating entities, e.g. specialized farmer cooperatives and family farms, Heilongjiang Branch intensified financial support to boost the transformation and upgrading of the agricultural production on Songliao Plains and Songnen Plains. In 2014, the branch cumulatively extended 12.6 billion yuan of loans for agricultural purpose on the two plains.

Promulgated the “Management Measures for Circulating Fund Loans for Specialized Farmer Cooperatives”, which allows such cooperatives to apply for loans by means of guarantee, mortgage and pledge and provides them with exclusive financial services.

Raised the limit of loans for single household, developed multiple forms of guarantee, e.g. mortgage on the right to the contracted land and guarantee of direct financial subsidies; introduced a number of innovative loan modes, including “assistance in purchasing large farm machines.”

Case: Direct management and direct loans: Anhui Branch exploring new mode of supporting family farms

By the end of 2014, ABC provided credit support for 5,066 leading enterprises through loans with a balance of 168.2 billion yuan, an increase of 13.4 billion yuan from the beginning of the year, registering a growth rate of 8.66%. The Bank served 5,036 national-level and 7,216 provincial-level leading enterprises, with a service coverage rate of 84% and 58.5% respectively. ABC supported 146,400 new agricultural operating entities, including large specialized growers and family farms, with 87,400 existing customers and a loan balance of 17.398 billion yuan, an increase of 6.614 billion yuan from the beginning of the year.

Case: Pilot financial leasing of farm machinery: supporting cotton picking by leasing

The pilot financial leasing of farm machinery facilities launched jointly by the ABC Financial Leasing Co., Ltd. and the Ministry of Agriculture was conducted in Xinjiang first. The cotton picking machines obtained by 3 farm machinery service cooperatives through the mode of financial leasing were all put into cotton picking operations, marking a substantive breakthrough made in the regard.

Taking into account the natural laws of cotton production and the cash flow characteristics of lessees, ABC Financial Leasing Co., Ltd. designed personalized leasing products, rationally leasing term, arranged a lower leasing interest rate, prescribed flexible rent payment and used multiple risk control measures, thus meeting the financing needs of lessees, reducing their financing cost and effectively controlling business risks.

Case: 12.6 billion yuan: Service innovations of Heilongjiang Branch supporting new agricultural entities

Benefiting the new operating entities, e.g. specialized farmer cooperatives and family farms, Heilongjiang Branch intensified financial support to boost the transformation and upgrading of the agricultural production on Songliao Plains and Songnen Plains. In 2014, the branch cumulatively extended 12.6 billion yuan of loans for agricultural purpose on the two plains.

Promulgated the “Management Measures for Circulating Fund Loans for Specialized Farmer Cooperatives”, which allows such cooperatives to apply for loans by means of guarantee, mortgage and pledge and provides them with exclusive financial services.

Raised the limit of loans for single household, developed multiple forms of guarantee, e.g. mortgage on the right to the contracted land and guarantee of direct financial subsidies; introduced a number of innovative loan modes, including “assistance in purchasing large farm machines.”

Case: Direct management and direct loans: Anhui Branch exploring new mode of supporting family farms

By the end of 2014, ABC provided credit support for 5,066 leading enterprises through loans with a balance of 168.2 billion yuan, an increase of 13.4 billion yuan from the beginning of the year, registering a growth rate of 8.66%. The Bank served 5,036 national-level and 7,216 provincial-level leading enterprises, with a service coverage rate of 84% and 58.5% respectively. ABC supported 146,400 new agricultural operating entities, including large specialized growers and family farms, with 87,400 existing customers and a loan balance of 17.398 billion yuan, an increase of 6.614 billion yuan from the beginning of the year.
Case: A growth rate of 11.75%: contributing to the protection of grain safety

Only by relying on the basic self-sufficiency in grains is it possible for a country to achieve food security and then control the big picture of economic and social development. In 2014, ABC continued to intensify the support and focused on farmland water conservancy construction projects, such as the hydro-junction projects of large farm agricultural product bases and new water-saving irrigation technology, and served 800 large grain-producing counties and 13 major grain producing areas nationwide, providing a strong force for China to achieve an increase in grain output for the 11th consecutive year.

By the end of 2014, the balance of the ABC loans for the counties in the 13 major grain producing areas was 1.31 trillion yuan, an increase of 144.4 billion yuan from the beginning of the year, at a growth rate of 11.75%.

Case: Paying attention to food security and supporting the R&D of native seeds

China is a traditional large agricultural country, but imported seeds have gradually occupied its vast land. Therefore, it is a significant task of the nationals to develop independent seed brands and protect food security. Nanqiu Sub-branch adheres to the idea of serving “Sannong” and attaches great importance to the financial support for domestic seed companies.

In 2014, the sub-branch supported Tianjin Kerun Agricultural Technology Co., Ltd., which is a “national-level leading enterprise for agricultural modernization” and has powerful strength in scientific researches, under the strong support of the sub-branch loans, the enterprise is expected to provide 580,000 kg of high-quality vegetable hybrid seeds each year, achieve application thereof in more than 3 million mu and create over 1 billion yuan of economic benefits each year.

Supported farmland water conservancy projects; provided 7.3 billion yuan and 1 billion yuan of syndicated loans for the all-round renovation (reconstruction) of Fengman Hydropower Station and the project of diverting water from Songjiang River in central Jilin Province, meeting their financing needs.

From the strategic height of protecting national food security, ABC provides all-round and whole-process financial services for grain production from sowing in spring to harvest in autumn.

In 2014, ABC continued to increase the financial services for ploughing preparations and intensified the supply of credit in the major grain-producing areas, e.g. Jilin and Henan, to meet the financial needs of the key links of grain production.

Provided over 120 million yuan of loans for enterprises like Tonghua Chemical Engineering, Tianfeng Chemical Fertilizer and Jingcheng Farm Machinery to support the development of enterprises that produce and circulate important agricultural materials, e.g. chemical fertilizers, farm machinery and pesticides, promote the application of agricultural technology and enhance the technological content of grain production.
On July 16, 2014, ABC Equity Director Survey Team visited the Medlar Trading Center and Zhouta Medlar Sightseeing Park in Zhongning County, Ningxia to gain a detailed picture of scale and development status quo of local characteristic agriculture.

The team members listened carefully to the need of the county in the development thereof and the difficulties and problems encountered in industrial development and promised that ABC would provide more financial support for the development of the medlar industry and other characteristic industries in Zhongning through new service ideas and modes to contribute its bit to pushing on the agro-industry there.

Taking the opportunity of using leading enterprises to drive the booming development of the local agriculture, ABC strengthens the support for the downstream farmers of the leading enterprises and promotes the deep-going development of the agricultural industrial chain.

"Leading enterprises: spearheading the development and expansion of the tea industrial chain

To push forward the large-scale development of the characteristic agricultural industrial chain, Fujian Branch actively innovations the models of financial services to provide the customers of the chain with diversified and comprehensive financial services that integrate "loans, financing, payment settlement, wealth management planning". For the leading enterprises of deep processing, distributors and large operators of agricultural materials with a large scale and powerful strength, the branch uses the mode of "leading enterprise + sales terminal" to extend its financial services toward both ends of the industrial chain.

By the end of 2014, the branch cumulatively loaned over 10 billion yuan in the field of agricultural industrialization, supporting 312 provincial-level leading enterprises, registering a coverage rate of 78%, 150 specialized markets and cooperatives, enabled 20,000 farmer households to increase income.

Located in a dam area, Guyuan County, Hebei Province is one of the important potato supply bases in China. Zhangjiakou Hongqi Agricultural Technology is the largest local potato processing enterprise. In 2014, Hebei Branch issued to it 50 million yuan of food asset loans for use in constructing a potato protospecies project. When completed, the project can turn out 50 million potato seedlings, 100 million micro potatoes and 400,000 tons of detoxificated potatoes each year, basically covering the supply of improved protospecies to local potato growing.

Under the support of the branch, the local potato growing area increased from 230,000 mu to 340,000 mu at a growth rate of 47.8% and the total output from 600,000 tons to 1 million tons at a growth rate of 66.7%, leading to the establishment of 5 new large-scale processing enterprises of potato chips and starch and benefiting more than 60,000 people in the region.

This is a comprehensive, modern and specialized flower and tree trading market that integrates the sales of flowers and trees, property, trade and tourism.

To fully support the construction of the base, Banan Sub-branch under Chong Branch has actively cooperated with the company and provided all-round financial services for the company and the merchants in the base over the years by leveraging e-business platform, cash management platform and other modern financial tools to support the expansion of the base. By the end of 2014, the balance of loans was 80 million yuan.

"With the 25 million yuan and diversified services provided by ABC, our apple business this year has become smoother in both domestic sales and export."

— Manager Zhang of Shandong Longteng Fruit and Vegetable Technology Co., Ltd.
Constructing beautiful rural areas

In 2014, ABC introduced the Opinions on the Financial Support for Constructing “Beautiful Rural Areas” to intensify the credit for rural development, improve rural service channels and focus on the fields of human habitation environment, infrastructure and public services in boosting the construction of new rural areas that feature “scientific layout, tidy rural environment, sound life with increased income, and beautiful countryside with civilized customs and improved qualities”.

With the cooking smoke rising in the sunlight, every house of unique Tibetan characteristics came to life. This is the result achieved by Tibet Shannan Branch through participation in driving the “construction of the socialist new rural areas.” to create a “model village of ecological civilization and moderate prosperity”.

Shannan Branch first carried out a number of investigations and held meetings involving heads of the Village Committee, members of the Villagers Committee and general farmers and herdsmen to brief them on the people-benefiting policies and guided them in the construction of the socialist new rural areas. Since 2009, it has issued 557.86 million yuan of housing project loans, an average of 24,480 yuan per household, helping 41,000 households move into new homes. This has played a positive role in promoting “Model Village of Ecological Civilization and Moderate Prosperity” in Tibet.

Guizhou Branch supports Guizhou Province in carrying out six infrastructure construction projects, including the project of building beautiful rural areas inhabited by farmer households that are rich, eager to learn, happy and beautiful.

In 2014, the branch drew up the “Special Credit Service Plan for Supporting Guizhou Guimin Investment Co., Ltd. in Implementing the Construction of Beautiful Rural Areas”, under which 15 billion yuan of credit was granted to the infrastructure construction projects covering water, electric power, roads and gas.

Since ABC selected Zhejiang Province as the site for the pilot construction of beautiful rural areas, Zhejiang Branch has made determined innovations, broken the bottleneck of the credit system and intensified the preferences in credit resources to support the province in creating beautiful rural areas.

Credit resources providing farmers with beautiful homes

The southern part of Balidian in Huizhou, Zhejiang Province is the first pilot zone for system innovations in the construction of new rural areas, where the resettlement housing project for farmers in Yinjiayu demolished 63 residential areas and transformed them into 5 new rural communities. In early 2014, Zhejiang Huizhou Branch introduced an 18-clause policy for supporting “Sannong” development in light of regional characteristics and its own reality, which highlighted three fields of key support: construction of residential community, construction of industrial parks and transformation of farmers toward civilization, and made it clear that support be given to the farmers in concentrated habitation, construction of resettlement housing and business pioneering by farmers.

“Thanks to the credit support we received from ABC, we were able to make breakthrough in the business of industry access and guarantee form, we made active efforts to win the support of all parties and provided the loans after finally breaking the bottleneck.”

--- Head of Business Department of Zhejiang Branch
To better meet the financial needs of farmers and support them in becoming better off, ABC introduced the catalogue of loans for farmers in 2014, which includes 18 loan products for farmers that are in nationwide application or meant for a particular region. By the end of 2014, the balance of the ABC loans for farmers was 154.609 billion yuan, an increase of 7.756 billion yuan from the beginning of the year at a growth rate of 5.28%.

Case: Loans secured by mortgage on the right to the contracted management of rural land: Hubei Branch makes land “realizable”

The 2014 “No. 1 Document” of the CPC Central Committee “allows the right to the contracted management of land to be mortgaged to financial institutions for financing.” In April, the General Office of the State Council issued the “Opinions on the Finance Service the Development of ‘Sannong’”, which requires the People’s Bank of China to join the Ministry of Agriculture and China Banking Regulatory Commission in formulating the management measures for loans secured by the mortgage on the right to the contracted management of rural land and conduct experimentation. ABC responded quickly and was the first in the financial industry to introduce the Management Measures for Loans Secured by Mortgage on the Right to the Contracted Management of Rural Land (For Trial). It held a site meeting in Xiangyang, Hubei Province to start the experimentation with the loan business in 85 cities (counties) under 7 branches in Hubei and 8 provinces. By the end of 2014, a total of 819 million yuan of such loans were provided to 3,292 households, of which 1,120 are now existing with a loan balance of 307 million yuan.

Hubei Xiangyang Branch implements the experiment with the loans secured by the mortgage on the right to the contracted management of rural land.

“Under the background of accelerated reforms of the property right of rural land, land-transfer loans will better meet the needs of new agricultural operators, promote the large-scale and intensive development of agriculture and enable farmers to increase both yield and income.”

--- An insider

Case: Farmer Benefiting Mobile Service Team: Liaoning Branch enables farmers to get on the money-making “express bus”

Nanguo pear cultivation in Liaoyang County, Liaoning Province has a history of more than 300 years. In recent years, Liaoning Liaoyang Branch worked with the government in setting up a Farmer Benefiting Mobile Service Team to fully meet the fund demand of fruit-growers who buy farm machinery, chemical fertilizer and pesticides.

Because of the seasonal nature of fruit tree growing, the Branch promptly organized personnel to calculate the quarterly and annual lending programs and implemented the method of each bank leader linking up with a region, each outlet director linking up with a township and each customer manager linking up with a village to meet the farmers’ need for funds and enable the farmers to receive timely and effective financial services.

By the end of 2014, the Branch enabled farmers to receive timely and effective financial services.

Case: Direct subsidy loans: tangible benefits brought by Jilin Branch to farmer households

The service customers of the branch and sub-branches worked together to set up a special catalogue of the customer of loans secured by the mortgage on the right to the contracted management of rural land in the whole city.

“Ankang silk” is acclaimed far and wide and constitutes one of the local dominant industries. Shaanxi Ankang Branch supports farmers in sericulture.

Because of the seasonal nature of silk tree growing, the Branch promptly organized personnel to calculate the quarterly and annual lending programs and implemented the method of each bank leader linking up with a region, each outlet director linking up with a township and each customer manager linking up with a village to meet the farmers’ need for funds and enable the farmers to receive timely and effective financial services.

Nanguo pear cultivation in Liaoyang County, Liaoning Province has a history of more than 300 years. In recent years, Liaoning Liaoyang Branch worked with the government in setting up a Farmer Benefiting Mobile Service Team to fully meet the fund demand of fruit-growers who buy farm machinery, chemical fertilizer and pesticides.

Because of the seasonal nature of fruit tree growing, the Branch promptly organized personnel to calculate the quarterly and annual lending programs and implemented the method of each bank leader linking up with a region, each outlet director linking up with a township and each customer manager linking up with a village to meet the farmers’ need for funds and enable the farmers to receive timely and effective financial services.

Through explorations, Jilin Branch worked out the service mode of “government providing guidance, financial department setting up a platform, farmers participating on a voluntary basis, and financial institutions providing follow-up services”, and provided farmer households with loans secured by direct financial subsidies. All the outlets of the branch have opened the special counter for the loans to provide “one-stop” service.

By the end of 2014, 3.11 billion yuan of “direct subsidy loans” had been issued, accounting for 27.30% of the farmer loans of the branch, amounting to 14,800 yuan per household. According to the calculation of the Department of Finance of Jilin Province, the loans secured by direct subsidy funds provided by the branch can reduce 300 million yuan worth of burden for the farmers of the province each year.
Case: Officialson secondment in townships: Zhejiang Branch assisting “Sannong” financially and intellectually

The status quo is that the officials in rural townships lack financial knowledge and do not know much about financial supervision and bank credit policy, while some agricultural enterprises and families are in urgent need of guidance in financing and wealth management. In response thereto, ABC Zhejiang Branch took an innovative initiative in April 2014 with the approval of the provincial Department of Organization — sent 301 selected officials to key townships on secondment, where they would assist the main leaders of the townships in overseeing financial work and support “Sannong” both financially and intellectually. This is the first time that such an initiative was taken in the financial history of Zhejiang and the national financial sector.

A large number of ABC officials having profound expertise and abundant social resources went to the townships on secondment and added new vigor to the ranks of grassroots officials. They shifted roles, gave play to their professional edges, popularized the fundamental knowledge about rural finance, publicized the national policy designed to make rural areas more vibrant, and explained the financial products and services for rural areas; they worked hard to connect the Bank, the government and the enterprises in respect of the financing for key projects of people’s livelihood, e.g. new urbanization, regulation of five farms and construction of beautiful rural areas, as financing consultant; they lent a hand in conducting pre-loan due diligence and management of all types of loans for their local townships. The result is that, in the half year, the officials on secondment regarded the townships as a base and held face-to-face exchanges with farmers. By the end of 2014, they succeeded in helping a large number of ABC officials having profound expertise and abundant social resources went to the townships on secondment and added new vigor to the ranks of grassroots officials. They shifted roles, gave play to their professional edges, popularized the fundamental knowledge about rural finance, publicized the national policy designed to make rural areas more vibrant, and explained the financial products and services for rural areas; they worked hard to connect the Bank, the government and the enterprises in respect of the financing for key projects of people’s livelihood, e.g. new urbanization, regulation of five farms and construction of beautiful rural areas, as financing consultant; they lent a hand in conducting pre-loan due diligence and management of all types of loans for their local townships. The result is that, in the half year, the officials on secondment regarded the townships as a base and held face-to-face exchanges with farmers. By the end of 2014, they succeeded in helping

ABC formulated the “Opinions on All-round Reinforcement and Improvement of Rural Basic Financial Services” to push forward the building of rural credit system, send backbone employees to rural areas on secondment, further develop the rural financial autonomy and provide intellectual support for the improvement of rural financial environment; further expand the coverage of rural financial services, continuously intensify the service functions of physical rural outlets, press on with the “Kins Hui Hsiong Tong” project, relay on IT to create new channels of using the Internet to serve “Sannong”, and take an important step toward the goal of enabling readily-available financial services in rural areas.

Case: Bidirectional secondment: Innovative “dual-grassroots and win-win” cooperation mode of Hunan Branch

To strengthen rural financial services, Hubel Huanggang Branch further explored the route of agriculture-supporting services by relying on the “dual-grassroots and win-win” cooperation mode of Hubel Banking Regulatory Bureau, which means that the bidirectional secondment of the personnel of grassroots banks and grassroots Party organizations — with bank credit people acting as Party branch secretary or director assistant in a pilot village and a village official familiar with villagers’ life acting as credit supervisor, who will work together in the publicity of rural credit and the services related thereto. Take the family farm of Feng Jian in Xinhui County for example. After learning about the difficulty in the farm in getting loans, the president of Huanggang Branch personally came to the farm in April 2014 to issue a loan of 1 million yuan, which could be used for 3 years on a revolving basis. Under the support of the branch, the business of the farm became more and more brisk, with 1,500 pigs, 5,000 chickens, 30,000 kilograms of fish and an output value of 12 million yuan each year, providing stable income for the entire family.

According to the “Opinions on Strengthening Rural Basic Financial Services”, the branch of ABC in Hunan Province formulated the “Opinions on All-round Reinforcement and Improvement of Rural Basic Financial Services” in March 2014 and sent 47 officials on secondment to 34 key villages. The main content of the secondment is to help the village heads establish the “dual-grassroots”, i.e., grassroots supervisors and grassroots financial consultants, to make the grassroots officials and grassroots financial consultants to form a good partnership, to strengthen the financial supervision and bank credit policy, while some agricultural enterprises and farmer households are in urgent need of guidance in financing and wealth management. In response thereto, ABC Zhejiang Branch took an innovative initiative in April 2014 with the approval of the provincial Department of Organization --- sent 301 selected officials to key townships on secondment, where they would assist the main leaders of the townships in overseeing financial work and support “Sannong” both financially and intellectually. This is the first time that such an initiative was taken in the financial history of Zhejiang and the national financial sector.

“Why didn’t you apply for loans in the past?”

“Why didn’t you apply for loans in the past?”

“I felt at that time that the formalities would surely be very cumbersome. I have no acquaintance in the Bank and nothing that can be mortgaged to the Bank. How could I get the loan when I wanted it? So I went to the relatives for borrowings whenever I saw in urgent need of money.”

“I felt at that time that the formalities would surely be very cumbersome. I have no acquaintance in the Bank and nothing that can be mortgaged to the Bank. How could I get the loan when I wanted it? So I went to the relatives for borrowings whenever I saw in urgent need of money.”

“Why couldn’t you apply for loans in the past?”, “Why didn’t you apply for loans in the past?”

Those who need loans go to the village head instead of the president. This change originated in the experimentation with the mode of “rural financial autonomy” conducted by ABC in Zhejiang Province. The core of the mode is to implement a 6-step process. Meanwhile, ABC spurred the building of rural credit system, which turned the intangible assets, e.g. behavior, credit and personal capability, of a farmer in the village into the social capital that can support financing, thus effectively solving the difficulty in finding guarantee and providing farmers with more convenient and faster loans. By the end of 2014, the number of villages implementing rural financial autonomy in Zhejiang Province increased from 1 to 230 and the balance of loans was 846 million yuan, benefiting some 6,000 farmer households. The number of farmer households receiving loans from Huanggang Branch reached 62,800, the balance of loans was 9.4 billion yuan and the amount of loans issued to farmer households cumulatively was 44.1 billion yuan. In terms of interest rate preference alone, more than 75 million yuan was saved compared with the high interest rate of private lending or the loans borrowed from some other financial institutions. If the calculation is based on the 846 million yuan of loan balance of the villages of financial autonomy.

ABC formulated the “Opinions on All-round Reinforcement and Improvement of Rural Basic Financial Services” to push forward the building of rural credit system, send backbone employees to rural areas on secondment, further develop the rural financial autonomy and provide intellectual support for the improvement of rural financial environment; further expand the coverage of rural financial services, continuously intensify the service functions of physical rural outlets, press on with the “Kins Hui Hsiong Tong” project, relay on IT to create new channels of using the Internet to serve “Sannong”, and take an important step toward the goal of enabling readily-available financial services in rural areas.

Interest rate preference is pegged directly to the financial autonomy of the villages. The better the autonomy, the more the preferences that will be received. For example, the more the autonomy, the more the preferences that will be received. For example, the more the autonomy, the more the preferences that will be received.
Supporting the real economy

Committed to becoming a major bank boosting economic transformation and upgrading

——Agricultural Bank of China

Our economy is going through a historic change from high-speed development to conventional development and has got into “new normal of three superimposed periods”. Such “new normal” tests the judgment and execution of the financial industry and also tests the big picture idea and sense of responsibility of commercial banks. As a large State-owned bank and a G-SIB, ABC carries responsibility upon itself. In 2014, ABC Issued The Notice on Furthering the Financial Services for the Real Economy, which includes 15 measures in 4 aspects designed to serve the real economy that respond to the general keynote of the State about “stabilizing growth, promoting reform, and adjusting the structure”.

Small and micro credit is an undertaking that benefits both the country and the people. Over the years, ABC has continuously sorted out and improved the system of credit services for small and micro enterprises from such aspects as customer rating, credit process, allocation of resources, product innovation and outlet construction, innovatively rolled out a series of characteristic financial products and services, markedly streamlined the formalities of loans for small and micro enterprises and achieved a steady rise of loan coverage.

By the end of 2014, ABC had, for 4 years running, achieved a growth not lower than the average growth of all loans and an amount increase no less than what it was in the same period of the previous year in the loans for small and micro enterprises, giving an effective play to the pillar role of the Bank in serving small and micro enterprises.

In 2014, the number of customers receiving loans for small and micro enterprises was 254,000, an increase of 28,500 from the beginning of the year; the loan balance was 974.92 billion yuan, an increase of 161.619 billion yuan from the beginning of the year.

974.92 billion yuan: creating a “big future” with “small customers”
Supporting infrastructure construction

Currently, the well-developed traffic conditions enable convenient travel, which involves the participation of ABC as well. In 2014, ABC continued to intensify the support for the construction of infrastructure in cities and rural areas, formulated special credit policies, innovated financial products and broadened service channels to ensure the smooth progress of national and regional key projects.

In 2014, ABC issued 95.84 billion yuan of new loans to the infrastructure construction projects that included highways, railways, urban rail transit, and power grid reconstruction.

In 2014, to nationally guide credit resources to urban rail transit industry, ABC set The Credit Policy for Urban Rail transit Industry, which clarifies the support for urban rail transit and poses requirements for credit market shares and form of guarantee. By the end of 2014, ABC had cumulatively supplied 10.054 billion yuan of new loans to support the construction of urban rail transit in various places.

In September 2014, Shanxi Branch joined hands with the Bank of China Financial Leasing Co., Ltd. to sign with Jinan Metro Company a leasing contract of a leaseback nature, which has a total amount of 1 billion yuan and a term of 10 years. The first installment of 300 million yuan has now been duly issued. Simplified in formalities and flexible in mode, the leasing can help the company start the investment in the project first by utilizing the existing assets, thus greatly mitigate its financing pressure and promoting the smooth implementation of the project.

Shijiazhuang rail transit project is the No. 1 project of the city and one of the key construction projects of Hebei Province and, as such, plays an important role in building a comprehensive traffic system and enhancing the overall functions and quality of the city. As the assistant leasing bank and guarantor agency bank, Helen Branch and Shijiahuang Rail Transit Co., Ltd. jointly signed a syndicated loan agreement for the projects of Metro Lines 1 and 3. The branch set up a specialized service team for the projects and was the first in the four largest banks to complete the examination and approval of the loans for the projects. By the end of 2014, the balance of loans for rail transit projects was 1.4 billion yuan, accounting for 35.76% of all the syndicated loans and ensuring the smooth progress of the projects.

In recent years, through comprehensive financial services, ABC has provided a strong financial support for the reform of railway investment financing system and the construction of major railway projects. By the end of 2014, the balance of the ABC railway loans was 212.4 billion yuan and the balance of the investment in railway bonds was 107.4 billion yuan, ranking first in the four largest banks.

In 2014, under the railway development plan, ABC provided more than 100 billion yuan under the commitment letter for conditional loans to focus on supporting 23 key projects on the sections from west Inner Mongolia to central China and from Yinchuan to Xi’an.

As a major underwriter, ABC cooperated with China Railway in successfully issuing 20 billion yuan of the first batch of short-term financing bonds through tendering at Shanghai Clearing House and took part in launching the China Railway Development Fund.

1.4 billion yuan: Creating a “one-hour living circle in the Pearl River Delta (PRD)”

The PRD Urban Rail Company plans to construct 15 inter-city rails, including the one from Guangzhou to Zhuhai by 2020 to form a “3-hour and 3-hour” traffic layout and create a “one-hour living circle” in PRD. As the basic account bank of the company, Guangdong Branch provided it with a credit of 10.782 billion yuan, which is an important financial backup for the inter-city rail construction in PRD.

In 2014, the extension of railways combats the smooth progress of national and regional key projects.

Case: 212.4 billion yuan: Boosting the extension of railways

In 2014, under the railway development plan, ABC provided more than 100 billion yuan under the commitment letter for conditional loans to focus on supporting 23 key projects on the sections from west Inner Mongolia to central China and from Yinchuan to Xi’an.

As a major underwriter, ABC cooperated with China Railway in successfully issuing 20 billion yuan of the first batch of short-term financing bonds through tendering at Shanghai Clearing House and took part in launching the China Railway Development Fund.

1.4 billion yuan: Creating a “one-hour living circle in the Pearl River Delta (PRD)”

The PRD Urban Rail Company plans to construct 15 inter-city rails, including the one from Guangzhou to Zhuhai by 2020 to form a “3-hour and 3-hour” traffic layout and create a “one-hour living circle” in PRD. As the basic account bank of the company, Guangdong Branch provided it with a credit of 10.782 billion yuan, which is an important financial backup for the inter-city rail construction in PRD.

In recent years, through comprehensive financial services, ABC has provided a strong financial support for the reform of railway investment financing system and the construction of major railway projects. By the end of 2014, the balance of the ABC railway loans was 212.4 billion yuan and the balance of the investment in railway bonds was 107.4 billion yuan, ranking first in the four largest banks.

In 2014, under the railway development plan, ABC provided more than 100 billion yuan under the commitment letter for conditional loans to focus on supporting 23 key projects on the sections from west Inner Mongolia to central China and from Yinchuan to Xi’an.

As a major underwriter, ABC cooperated with China Railway in successfully issuing 20 billion yuan of the first batch of short-term financing bonds through tendering at Shanghai Clearing House and took part in launching the China Railway Development Fund.

1.4 billion yuan: Creating a “one-hour living circle in the Pearl River Delta (PRD)”

The PRD Urban Rail Company plans to construct 15 inter-city rails, including the one from Guangzhou to Zhuhai by 2020 to form a “3-hour and 3-hour” traffic layout and create a “one-hour living circle” in PRD. As the basic account bank of the company, Guangdong Branch provided it with a credit of 10.782 billion yuan, which is an important financial backup for the inter-city rail construction in PRD.
ABC responds actively to national calls and commits itself to supporting the water conservancy construction projects around the country. After signing a strategic cooperation agreement with the Ministry of Water Resources in 2011 and setting up 500 billion yuan credit line, ABC issued The Opinions of the Agricultural Bank of China on Strengthening the Financial Support for Water Conservancy Construction”, the “Credit Policy for Hydropower Industry and The Loan Management Measures for Small Hydropower Projects to ensure the financial support for water conservancy construction projects from system and policy and provide efficient, convenient, safe and quality comprehensive financial services for national water conservancy projects, including hydropower, urban supply, sewage treatment and water conservancy management.

By the end of 2014, 13 branches of ABC had signed agreement for all-round cooperation with the local Department of Water Resources, provincial-level water affairs companies and water conservancy investment companies.

### Construction of major water conservancy projects
- “South-to-North Water Diversion” project
- “Tangding water diversion” project
- “central Yunnan water diversion” project

### National-level hydropower development projects
Supported the relevant projects of enterprises such as Huaneng Lancang River Hydropower Co., Ltd., Guizhou Xijiang River Hydropower Development Co., Ltd and Three-Gorge Jinsha River Chaoyang Hydropower Development Co., Ltd.

### Development of small hydropower projects
Focused on 8 top provinces of small hydropower projects, including Sichuan and Yunnan, and 15 national-level small hydropower bases.

### Projects of improving urban use of water
Supported the construction of water supply, drainage and sewage treatment projects in Beijing, Tianjin, Guangdong, Jiangsu, Shandong, Yunnan and Sichuan.

### Farmland water conservancy projects
Supported agriculture-related water conservancy management and water supply/drainage projects; gave priority to ensuring the needs of farmland water conservancy construction for financial services.

By the end of 2014, ABC set up 500 billion yuan credit line to supporting the water conservancy construction projects around the country.

### Case: 13 branches: Going all out to support national water conservancy construction

### Case: 74.933 billion yuan: Writing a new chapter in the construction of local highway projects
Highways play a positive facilitating role in developing the logistics and resources along the lines, attracting investment, adjusting industrial structure and realizing horizontal economic unity. Through its special policies, ABC intensified support and provided adequate funds and all-round financial services. So far, ABC has cumulatively devoted 74.933 billion yuan of loans to 30 provincial/municipalities in full support of the construction of expressways and national or provincial trunk line highways in various places, especially rural highways, to improve regional highway network.

11.56 billion yuan: All for a connecting rural highway network in Tibet
As the lender for the construction projects of a connecting rural highway network in the whole Tibet, Tibetan Branch drew up The Credit Financing Plan for Rural Highway Construction Projects in the Whole Region and decided to provide the projects with 11.56 billion yuan of loans with a term of 8 years. By the end of 2014, it had cumulatively issued 116.400 billion yuan, with a balance of 31.561 billion yuan, including 7.34 billion yuan of loans for rural highway construction, strongly boosting the smooth implementation of the key projects in all parts of the region.

2.335 billion yuan: Filling the gap of expressway in west Shaanxi
Baoji-Hanzhong Expressway is one of the sections planned to be constructed as part of the Yinchuan-Kunming Line of the national expressway network. After completion, the project will fill the gap caused by absence of a south-north expressway in west Shaanxi and effectively accelerate regional economic and social development. By the end of 2014, Baoji Branch had provided the project with 2.335 billion yuan of fixed assets loan and all-round quality services.
Supporting the real economy
Agricultural Bank of China 2014 Corporate Social Responsibility Report

By the end of 2014, ABC had introduced credit policies for 43 industries, with a customer coverage of more than 65%.

Only by taking the initiative to slow down the economic growth rate and speeding up economic transformation and upgrading is it possible for the Chinese economy to do better and go further. By adjusting customer structure and revising credit policy, ABC actively guides credit resources toward the industries encouraged by the Chinese government, thereby indirectly boosting the quality development of Chinese industries. In 2014, ABC adjusted its policies by closely revolving around the national macro regulation and industrial restructuring and responded actively to the national call for economic restructuring and changing development mode to promote industrial adjustment and revitalization: formulated and issued the credit policy for the industries of rubber products, press and publication, radio and TV and revised the credit policies for the industries of iron and steel, nonferrous metal and polyvinylidene; guided credit resources toward the industries of science, technology and culture, continuously intensified the financial services for the national industrial restructuring to boost the quality development of Chinese industries through financial means.

The 21st century is a century characterized by ocean development and utilization. The development of ocean economy and ocean undertakings has great significance for the nation’s economic development and also an inevitable road for building a sea power. Through intensified financial services, ABC boosts the development of seaside cities, innovates financial products to support the stable growth of fishery, strengthens the outlets on sea islands, extends the radius of financial services and uses financial forces to promote the sustainable development of our ocean economy.

Shandong Branch: Pledged marine products solving financing difficulty

Surrounded by the sea on three sides, Shandong Province has a sea area of 986,000 km² and 7 national-level fishing ports and is a city with a concentration of sea elements. Shandong Peninsula Sub-branch takes into account the features of local ocean industries, made innovations in loans against mortgaged sea area use right and has cumulatively issued 2 billion yuan of loans to support the local marine industry development.

Qingdao Branch: Supporting the development of shipbuilding industry

Qingdao Wuchuan Heavy Industry Co., Ltd is one of the leading enterprises in the shipbuilding base of the new district on the western coast of Qingdao. With the increase of orders, the enterprise has seen a further expansion of the need for credit. In 2014, Shandong Qingdao Development Zone Branch learnt about its need for circulating fund, activated an emergency process and completed the delivery of loans, winning the high recognition through the enterprise. By the end of 2014, the branch had cumulatively provided it with 2 billion yuan of credit, with a loan balance of 1.2 billion yuan, strongly supporting its development.

Shandong Branch: Pledged marine products solving financing difficulty

In Penglai, Shandong Province, mariculture is a characteristical cutting-edge industry. Seasonal deep-sea fishing and purchase of marine products need a lot of money, while some enterprises and most dealers cannot provide sufficient guarantee assets. This has a direct bearing on the operation scale and development of the enterprises. Shandong Penglai Sub-branch became aware of the loan need of the enterprises and innovatively started the business of loans against pledged marine products according to the relevant rules, solving their difficulty of insufficient collateral. By the end of 2014, 56 million yuan of such loans had been issued.

“I had no idea that the marine products in the freezer can be used to borrow loans. This cannot be imagined in the past,” a dealer who received a loan commented excitedly.
Supporting the real economy

Agricultural Bank of China 2014 Corporate Social Responsibility Report

Case: All-round services support the development of the tourist industry

With social development, the tourist industry has become one of the industries with the strongest development momentum and the largest scale in the global economy. Tourism plays a more important role in local industrial mix, contributing more to local GDP, creating more jobs and promoting local cultural activities as well as environmental protection. ABC cooperates with local tourism authorities and uses its outlets and professional advantages to focus on supporting the development of county-level tourism, providing more convenient channels and services and boosting the development of the local tourism industry.

2.863 billion yuan: Supporting the development of county-level tourism

Guangzhou Branch provides special financial services for the local tourism industry and, in 2010, introduced loan products for the development and construction projects of county-level tourism, including tourist attractions, tourism projects and hotels for tourists. The purpose of the loans covers the development of natural resources in scenic zones and infrastructure construction. It has cumulatively issued 2.863 billion yuan of loans to support the development and construction of local tourist attractions, e.g. Yunnan Hongyuan Emei and Dazhao Mountain in Shangqiu, effectively meeting the funding needs of the local county-level tourism industry.

600,000 cards for tourists: Trouble-free card swiping for tourists

In November 2012, Guilin Branch became the first bank in Ningbo that supports cultural creative industry --- ABC Ningbo Cultural Creative Sub-branch opened for business formally. It works with the departments of science-technology and economy and IT of the district to provide excellent cultural creative projects with preferential business-pioneering loans and provide cultural creative enterprises with financial services featuring no pledge, no guarantee and low interest rate. 6 months after the establishment of the sub-branch, it has supported 16 such enterprises, with a loan balance of 105 million yuan.

On June 6th, 2014, the first bank in Ningbo that supports cultural creative industry --- ABC Ningbo Cultural Creative Sub-branch opened for business formally. It works with the departments of science-technology and economy and IT of the district to provide excellent cultural creative projects with preferential business-pioneering loans and provide cultural creative enterprises with financial services featuring no pledge, no guarantee and low interest rate. 6 months after the establishment of the sub-branch, it has supported 16 such enterprises, with a loan balance of 105 million yuan.

Case: Ningbo Branch: Professional sub-branch boosting the development of cultural creative industry

On June 6th, 2014, the first bank in Ningbo that supports cultural creative industry --- ABC Ningbo Cultural Creative Sub-branch opened for business formally. It works with the departments of science-technology and economy and IT of the district to provide excellent cultural creative projects with preferential business-pioneering loans and provide cultural creative enterprises with financial services featuring no pledge, no guarantee and low interest rate. 6 months after the establishment of the branch, it has supported 16 such enterprises, with a loan balance of 105 million yuan.

In November 2012, Guilin Branch became the first bank in Ningbo that supports cultural creative industry --- ABC Ningbo Cultural Creative Sub-branch opened for business formally. It works with the departments of science-technology and economy and IT of the district to provide excellent cultural creative projects with preferential business-pioneering loans and provide cultural creative enterprises with financial services featuring no pledge, no guarantee and low interest rate. 6 months after the establishment of the sub-branch, it has supported 16 such enterprises, with a loan balance of 105 million yuan.

Case: Gansu Branch: Setting the shadow play of Huan County to “In Motion”

The shadow play of Huan County in Gansu is in the first batch of national-level intangible cultural heritage. The shadow play products of Huan County Liangzhong Culture Industry Co., Ltd. won prizes repeatedly at China (Shenzhen) International Cultural Industries Fair and Lanzhou Investment & Trade Fair, while its shadow play performing artists put on over 100 shows in more than 30 countries and regions, including Italy, Russia and the United States. They have been invited by many universities and cultural institutions to present shadow plays and exchange views with their counterparts. For example, the company had cooperated with the university of Hong Kong’s drama department to bring shadow plays to the Cathay Pacific “Drama of the World” series in Hong Kong.

The shadow play of Huan County in Gansu is in the first batch of national-level intangible cultural heritage. The shadow play products of Huan County Liangzhong Culture Industry Co., Ltd. won prizes repeatedly at China (Shenzhen) International Cultural Industries Fair and Lanzhou Investment & Trade Fair, while its shadow play performing artists put on over 100 shows in more than 30 countries and regions, including Italy, Russia and the United States. They have been invited by many universities and cultural institutions to present shadow plays and exchange views with their counterparts. For example, the company had cooperated with the university of Hong Kong’s drama department to bring shadow plays to the Cathay Pacific “Drama of the World” series in Hong Kong.

Baixi in Shaanxi Province is sub-cental city of Guantian Economic Zone and the city cluster in central Shaanxi. Reputed to be the “Titanium Valley of China”, the city is home to over 450 enterprises that conduct scientific research, production, processing, trade and circulation. By bringing its professional advantages into play, Baixi Branch customized a package of financial services for the leading enterprises of the “Titanium Valley of China”, including Baoji Group, Baoxi Co., Ltd. and Baoxi Special, and opened a “green passage” to simplify business procedures to boost the development of the industry through quality and efficient financial services.

By the end of 2014, the Branch provided some 200 million yuan of loans for the customers of the Titanium Industrial Group, plus some 15 million yuan through bank acceptance drafts and letter of guarantee. Under the support of Baixi Branch, the titanium industry has maintained the momentum of sustained and rapid development. “Baotai” brand titanium and titanium alloy processed materials won the title of name-brand product of China and have become the synonym of “Chinese titanium” in the world market.

The shadow play of Huan County in Gansu is in the first batch of national-level intangible cultural heritage. The shadow play products of Huan County Liangzhong Culture Industry Co., Ltd. won prizes repeatedly at China (Shenzhen) International Cultural Industries Fair and Lanzhou Investment & Trade Fair, while its shadow play performing artists put on over 100 shows in more than 30 countries and regions, including Italy, Russia and the United States. They have been invited by many universities and cultural institutions to present shadow plays and exchange views with their counterparts. For example, the company had cooperated with the university of Hong Kong’s drama department to bring shadow plays to the Cathay Pacific “Drama of the World” series in Hong Kong.

The shadow play of Huan County in Gansu is in the first batch of national-level intangible cultural heritage. The shadow play products of Huan County Liangzhong Culture Industry Co., Ltd. won prizes repeatedly at China (Shenzhen) International Cultural Industries Fair and Lanzhou Investment & Trade Fair, while its shadow play performing artists put on over 100 shows in more than 30 countries and regions, including Italy, Russia and the United States. They have been invited by many universities and cultural institutions to present shadow plays and exchange views with their counterparts. For example, the company had cooperated with the university of Hong Kong’s drama department to bring shadow plays to the Cathay Pacific “Drama of the World” series in Hong Kong.

The shadow play of Huan County in Gansu is in the first batch of national-level intangible cultural heritage. The shadow play products of Huan County Liangzhong Culture Industry Co., Ltd. won prizes repeatedly at China (Shenzhen) International Cultural Industries Fair and Lanzhou Investment & Trade Fair, while its shadow play performing artists put on over 100 shows in more than 30 countries and regions, including Italy, Russia and the United States. They have been invited by many universities and cultural institutions to present shadow plays and exchange views with their counterparts. For example, the company had cooperated with the university of Hong Kong’s drama department to bring shadow plays to the Cathay Pacific “Drama of the World” series in Hong Kong.

The shadow play of Huan County in Gansu is in the first batch of national-level intangible cultural heritage. The shadow play products of Huan County Liangzhong Culture Industry Co., Ltd. won prizes repeatedly at China (Shenzhen) International Cultural Industries Fair and Lanzhou Investment & Trade Fair, while its shadow play performing artists put on over 100 shows in more than 30 countries and regions, including Italy, Russia and the United States. They have been invited by many universities and cultural institutions to present shadow plays and exchange views with their counterparts. For example, the company had cooperated with the university of Hong Kong’s drama department to bring shadow plays to the Cathay Pacific “Drama of the World” series in Hong Kong.

The shadow play of Huan County in Gansu is in the first batch of national-level intangible cultural heritage. The shadow play products of Huan County Liangzhong Culture Industry Co., Ltd. won prizes repeatedly at China (Shenzhen) International Cultural Industries Fair and Lanzhou Investment & Trade Fair, while its shadow play performing artists put on over 100 shows in more than 30 countries and regions, including Italy, Russia and the United States. They have been invited by many universities and cultural institutions to present shadow plays and exchange views with their counterparts. For example, the company had cooperated with the university of Hong Kong’s drama department to bring shadow plays to the Cathay Pacific “Drama of the World” series in Hong Kong.

The shadow play of Huan County in Gansu is in the first batch of national-level intangible cultural heritage. The shadow play products of Huan County Liangzhong Culture Industry Co., Ltd. won prizes repeatedly at China (Shenzhen) International Cultural Industries Fair and Lanzhou Investment & Trade Fair, while its shadow play performing artists put on over 100 shows in more than 30 countries and regions, including Italy, Russia and the United States. They have been invited by many universities and cultural institutions to present shadow plays and exchange views with their counterparts. For example, the company had cooperated with the university of Hong Kong’s drama department to bring shadow plays to the Cathay Pacific “Drama of the World” series in Hong Kong.

The shadow play of Huan County in Gansu is in the first batch of national-level intangible cultural heritage. The shadow play products of Huan County Liangzhong Culture Industry Co., Ltd. won prizes repeatedly at China (Shenzhen) International Cultural Industries Fair and Lanzhou Investment & Trade Fair, while its shadow play performing artists put on over 100 shows in more than 30 countries and regions, including Italy, Russia and the United States. They have been invited by many universities and cultural institutions to present shadow plays and exchange views with their counterparts. For example, the company had cooperated with the university of Hong Kong’s drama department to bring shadow plays to the Cathay Pacific “Drama of the World” series in Hong Kong.

The shadow play of Huan County in Gansu is in the first batch of national-level intangible cultural heritage. The shadow play products of Huan County Liangzhong Culture Industry Co., Ltd. won prizes repeatedly at China (Shenzhen) International Cultural Industries Fair and Lanzhou Investment & Trade Fair, while its shadow play performing artists put on over 100 shows in more than 30 countries and regions, including Italy, Russia and the United States. They have been invited by many universities and cultural institutions to present shadow plays and exchange views with their counterparts. For example, the company had cooperated with the university of Hong Kong’s drama department to bring shadow plays to the Cathay Pacific “Drama of the World” series in Hong Kong.
Supporting the real economy

Agricultural Bank of China 2014 Corporate Social Responsibility Report

From the coordinated development of Beijing-Tianjin-Hebei to the reliance upon the “golden waterway” for construction of the Yangtze River economic belt and then to the deepened Pan-PRD regional economic cooperation, regional development in China is gaining speed. The growth policies that support the sustained and healthy development of Chinese economy are taking shape gradually from east to west, from coastal areas to the hinterland, along the large rivers and land traffic arteries, with the key ports as highlights.

In 2014, ABC actively responded to the national requirement for pushing forward coordinated regional development and took measures such as differential regional credit policies and strengthened cooperation with local governments to further intensify credit supply to key regions and continuously optimize the regional structure of credit. By the end of 2014, the loans for the central and western regions increased from a year ago by 351.532 billion yuan at a growth rate of 14.19%.

<table>
<thead>
<tr>
<th>Proferential policy supporting economic development in western China</th>
<th>Formulated and issued a number of regional credit policies</th>
<th>Loans increased by 225.839 billion yuan from a year ago at a growth rate of 14.26%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full support for the key projects in Tibet, Xinjiang and Guizhou</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Differential policy supporting the rise of the central regions</th>
<th>Implemented differential policy measures</th>
<th>Loans increased by 175.483 billion yuan from a year ago at a growth rate of 13.82%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supported the construction of infrastructure in Hunan and Hubei and the development of cutting-edge industries</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multiple products supporting the innovations and development in Eastern China</th>
<th>Introduced policies designed to support the eastern regions in their financial innovations, serve small and micro-enterprises, give impetus to urbanization. Innovative special products supporting the development of Shanghai Free Trade Zone (“FTZ”), Qianhai New District and Tianjin New District.</th>
<th>Loans increased by 394.075 billion yuan from a year ago at a growth rate of 9.11%</th>
</tr>
</thead>
</table>

With the introduction of the national strategy for Beijing-Tianjin-Hebei integration, Hebei Branch set up a special Beijing-Tianjin-Hebei Coordinated Development Team and made early deployment and plans to ensure the financial support to relocate the industries from Beijing and Tianjin to Hebei. In 2014, the Branch supplied 9.7 billion yuan of loans to the customers related to the coordinated development of Beijing-Tianjin-Hebei.

Wang Yuan is a wholesaler of Dahongmen Apparel Market in Beijing and has worked hard in Beijing for 8-9 years. Each year, he sells hundreds of thousands of clothes and maintains a flow of funds that reaches nearly 10 million yuan. One month ago, he received a stall in Hebei Beiyu Dahongmen International Garment Mall and intends to move all the business of garment wholesale and production there. After receiving an affirmative reply from Hebei Branch that personal business assisting loans can be provided, he was very excited. “Thanks to ABC, I won’t worry about fund turnover after my stall is moved over.”

For the merchants who have moved from Beijing Dahongmen Market and started trial operations in Beiyu, Hebei Branch provided centralized collection and IBS bill collecting service, sent its staff members to visit each of the merchants for popularization of online POS devices, Huimintong all-in-one devices, online banking and other settlement tools, extensively solicited their comments and suggestions; drew up corresponding financial service plan to meet their differential financial needs.

The new national zones, e.g. Shanghai FTZ, Tianjin Binhao New District and Shenzhen-Hong Kong Modern Service Industry Cooperation Zone in Qianhai New District, Shenzhen, play a very good demonstration role in leading the economic opening-up, development and advance of China. ABC takes the lead in providing innovative services to push forward leapfrog development of the new zones.

Innovations: Supporting the development of Shanghai FTZ

In the year since the establishment of Shanghai FTZ, Shanghai Branch has processed 110 innovative business transactions, amounting to RMB 4.728 billion yuan. Focusing on innovation as breakthrough point, Shanghai Branch implements strict institutional management, strengthens internal synergy and has made innovations in business and products by achieving a cross-border bidirectional RMB funding pool, voluntary foreign capital settlement and cross-border RMB letter of credit. It participated in the completion of two major financial innovation projects in FTZ, i.e. the commissioning and testing of the system related to crude oil futures in Shanghai International Energy Trading Center and the business system of the international board of Shanghai Gold Exchange, and issued the first cross-border RMB loan of the Bank for an FTZ enterprise, setting up a convenient platform for the enterprises to go global.

Leading: Supporting the development of Tianjin Binhao New District

In 2014, Tianjin Binhai Branch was the first in Tianjin to introduce medium-term note business, which solved the financing difficulty encountered by the large enterprises in Tianjin Binhai New District in key construction projects; took the lead in advancing online TV banking project in Binhai New District to realize the change from “watching TV” to “using TV”, making financial service accessible to common people; was one of the first testers for the cross-border RMB innovation project of Sheng-Singapore Tianjin Eco-city. Through high-quality financial services, the branch has effectively lowered the financing cost of the enterprises in the district and leveraged the practices of financial innovations to support the rapid development of the enterprises located therein.

Cross-border: Supporting the internationalization in Qianhai District

Shenzhen Qianhai Branch focuses on the characteristic development of “connecting Shenzhen and Hong Kong, building an integrated platform, giving play to the functional advantages of Qianhai and creating a bridgehead of domestic banks”. In 2014, the branch used cross-border RMB loans as its core product, where 8.41 billion cross-border RMB loans were approved and among which 1.86 billion yuan were released to clients. It opened accounts for 1,545 Qianhai customers and established cooperation relation with 22 banks for cross-border loans. The initiatives helped the enterprises mitigate exchange rate risks and lower financing cost, thus propelling the internationalization of Qianhai District.
In ancient China, the Silk Road extended in the world, telling touching stories about friendly exchanges and mutual benefit among the peoples of the countries along the route. Now, a new strategic concept is unfolding calmly on the world political and economic map — joint development of the “Silk Road Economic Belt” and the “21st Century Maritime Silk Road”.

The “Belt & Road” initiative will tap into the potentials of China for cooperating with the countries along the route, promoting the opening of China’s central, western and coastal regions, helping the trade-oriented eastern coastal regions to take the lead in economic transformation and upgrade. Internally, the initiative will mobilize the economies and countries of the Shanghai Cooperation Organization, the Eurasian Economic Union, and China-ASEAN; externally, it will involve the participation of 9 provinces in the west, including Henan, Shaanxi, Gansu, Qinghai and Ningxia, and 5 provinces in the east, including Jiangsu and Fujian. The fulfillment of the concept needs to be supported by large amount of funds. ABC gives play to its advantages in outlets and professional services, supporting the all-round economic and social development of the provinces/municipalities along the route, accelerating the internationalisation of RMB business to help ensure the development of the “Belt & Road”.

China White: Reproduction of the glories of the “Silk Road”

Dehua in Fujian is hailed as the “cradle of porcelain art and the native place of China White (white porcelain of Dehua)” and is the largest production and export base of China for art ceramics. In recent years, the outstanding enterprises of the local ceramic industry actively push “China White” onto a “road of revival”. The prominent representative is Fujian Jiamei Group Company (“Jiamei”), which invented three patented technologies, including the “Manufacturing Process of Variable Glaze-Porcelain”, which blazed a new trail for Dehua County to economize mineral resources, lower cost, save energy, reduce emission and change development mode.

What has accompanied the changes in the processes and technologies of “China White” is the innovations made by Dehua Sub-branch in financial services. In July 2014, the sub-branch became the first in ABC to “receipt” invention patent and provided Jiamei with a loan of 20 million yuan secured by its pledged patent right, which accelerated the change of traditional processes to smart manufacturing and turn Dehua white porcelain into one of the major physical samers for the “Maritime Silk Road”.

Guangxi Branch: Launching China-ASEAN Cross-border RMB Business Center

On April 25, 2014, ABC held a seminar on China-ASEAN cross-border RMB Business and a ceremony inaugurating the China-ASEAN Cross-border RMB Business Center in Nanning, Guangxi.

The Center is intended to create a professional platform that serves ASEAN, further deepen the cooperation in the cross-border bidirectional flow of RMB, ASEAN currency trading exchange, building of cross-border clearing system and personal cross-border finance, boost the innovations in the border experimental area for comprehensive financial reform and lay a foundation for increasing the trade between China and the ASEAN countries and expedite the building of the “Belt & Road”.

Case: Belt & Road: Opening “spaces for dreams”

Case: Meeting four demands: Supporting the economic and social development in Ningxia

In 2014, Ningxia Branch issued 5.11 billion yuan of new loans to local places to meet the economic restructuring and direction of industrial transformation of Ningxia, focused on county-level sanitation, investment attracting projects, small and micro enterprises as key to highlight the “four demands” and continuously intensify the support given to the all-round development of the local economy and society.

While increasing credit, Ningxia Branch promptly adjusted its pricing strategy to address the temporary difficulties that appear in the economic development of Ningxia on the basis of no withdrawal of loans, no markup and taking over the difficulties with the enterprises. For two consecutive years, it has lowered funding price and reduced or remitted service charges to help remove the burdens on enterprise operations and small businesses.

Case: Hubei Branch: Supporting major projects to boost the development of Yangtze River economic belt

Extending along the golden waterway of the Yangtze River, the Yangtze River economic belt starts in Shanghai in the east and ends in Yunnan in the west, with Shanghai as head, Wuhan as the waist and Chongqing as the tail. Wuhan is an extra-large city in the middle reaches of the Yangtze River hence its important place and role in the opening-up and development of the basin of the Yangtze River. Hubei Branch series the plan of the city for big urban construction and big traffic development by increasing credit and making innovations in the mode of financial services to support major projects.

The branch provides sufficient funding resources and a wide range of financial products and services for Tianhe International Airport, the only hub airport and the largest aircraft overhaul base in central China, including the 220 million yuan of loans that have been supplied so far. The branch also has cumulatively provided Wuhan Mrtro Group with 9.716 billion yuan of loans to support the construction of local transport.

On October 30, 2014, Hubei Branch signed an agreement of intent for financing cooperation with Hubei Provincial Transport Investment Co., Ltd. to provide 4 billion yuan credit line for Sampang Port Project in Ezhou. After completion, the project will become a new functional district that integrates freight, warehousing logistics, industrial parks and ecological residence and a new engine driving the economic development of Ezhou.

In 2014, Hubei Branch provided 5.11 billion yuan of new loans to local places to meet the economic restructuring and direction of industrial transformation of Wuhan, focused on county-level sanitation, investment attracting projects, small and micro enterprises as key to highlight the “four demands” and continuously intensify the support given to the all-round development of the local economy and society.

While increasing credit, Hubei Branch promptly adjusted its pricing strategy to address the temporary difficulties that appear in the economic development of Hubei on the basis of no withdrawal of loans, no markup and taking over the difficulties with the enterprises. For two consecutive years, it has lowered funding price and reduced or remitted service charges to help remove the burdens on enterprise operations and small businesses.

Construction of key projects
e.g., construction of Silk Road Economic Belt, and construction of grain production functional zones and modern agricultural zones

Financial needs for improving people’s living standard
e.g., construction of affordable housing, renovation of shantytowns

Financial needs of small and micro enterprises
e.g., professional markets, industrial parks, and clusters of enterprises

Personal financing needs
Financing needs of urban and rural individuals for starting up new businesses and/or for general consumption purpose
Solving the financing difficulties of small and micro enterprises

As the main force of serving small and micro enterprises, ABC has innovated its service mode by taking into account the financing characteristics of small and micro enterprises, properly handled the gap and contradictions of credit resources, optimized the occupation of economic capital through separate credit planning, set up a differentiated credit evaluation system and a stable long-term funding supply mechanism for small and micro enterprises. By the end of 2014, the number of credit customers of small and micro enterprises was 254,000, an increase of 28,500 from the beginning of the year, and the loan balance was 974.92 billion yuan, 8.48 percentage points higher than the bank average, enabling ABC to lead the large commercial banks in terms of the speed and volume of increase.

With the booming development of e-business, the cross-boundary fusion between finance and e-business is becoming more and more frequent. The "E-Business Butler" created by ABC provides the core enterprises of the industrial chain and the specialized markets with a package of financial management plans for financing, settlement and wealth management, which is well-received by the enterprises. In 2014, Hubei Branch improved and upgraded the "E-Business Butler" in light of the actual conditions of the specialized markets in Wuhan and introduced the flagship version of it, which has added the service modules such as online marketing, community operations and cross-boundary logistic management to become a model of new development that marks the in-depth fusion between business and finance and serves small and micro enterprises. By the end of 2014, 600 small and micro enterprises or self-employed businessmen have become members of the flagship version of "E-Business Butler", which has a cumulative turnover of 10 billion yuan. "By doing business on the E-Business Butler platform of ABC, you can stay at home to receive orders. The platform can also make scientific analysis on the basis of data to generate financial statements. That’s equivalent to a computer CFO I have hired," stated Mr. Wang, a dealer in a garment mall on Hanzheng Street. His garment business has run for merely 4 months on the "E-Business Butler" platform and the turnover has already topped 100 million yuan.

On October 30th, 2014, a ceremony was held to mark the inauguration of Yiwu Mold City that involves a total investment of 340 million yuan. Of the 170 million yuan of credit provided by Zhejiang Yiwu Branch to support the mold city construction project, 112 million yuan has already been issued and the project has already attracted the settlement of more than 200 small and micro enterprises engaged in mold manufacturing and processing, which employ some 5,000 people.

After the mold city started business, to boost the development of small and micro enterprises, Yiwu Branch stepped up the support to the mold industry by providing the members of the industry association with a credit line of 1 billion yuan as personal loan and providing all-round financial services, including deposits, loaning and settlement, for the customers who have settled in the mold city. "For us engaged in this industry, most of the money is invested in equipment. Once a large order is received, we can only borrow the circulating funds from relatives and friends. Now, everything is ok now. With ABC as backing, we can go all out free of any worry," commented a business owner.
A world vision is essential for success. Under the new normal, China has even more need to make good use of domestic and international markets and resources and must join hands with the world to face challenges for common development. With its domestic business as foundation, ABC closely follows the “go global” steps of enterprises, pushes forward the establishment of a global financial service system, studies the trade finance product that covers the entire trade process, strengthens the interaction between the domestic and international markets, opens up the financial service passage for domestic and foreign trade and assists in beefing up the comprehensive competitiveness of the Chinese enterprises “going global”.

By the end of 2014, ABC set up 15 overseas affiliates (including 5 overseas subsidiaries) in 13 countries and regions. Its domestic and overseas institutions collaborate in response to customer needs and have provided funding together with the matching services for the “going global” enterprises, e.g. Sinopac, CNOOC, and CEC. In the meantime, ABC has intensified its marketing toward “inbound” customers in an effort to better cater to the needs of the multinationals in making investments in China. In 2014, the Bank realized an international business volume of US$154.19 billion.

On June 16, 2014, the cross-border e-business forex payment business of ABC successfully went online. Since it was commissioned, the system has run stably on the whole and enabled a trading volume of nearly 49.17 million yuan per day on average, with an average daily transaction value of 5.58 million yuan.

The system is the outcome of the top-down concerted efforts of both the head office and the branches, which overcame all difficulties and completed demand analysis, system development and business testing within the shortest period of time before its online operation without a hitch, creating a good start for the development of the cross-border e-business business of ABC.

In 2014, ABC signed cooperation agreement with a number of countries and successfully issued RMB bonds, becoming the first Chinese bank to issue RMB bonds on the European continent and the first Chinese institution to issue RMB bonds in the Middle East. As a leader in the offshore RMB bond market, ABC works with its counterparts in various countries to jointly promote the use of RMB in the fields of cross-border trade, investment and financing to better serve the “going global” RMB and Chinese enterprises and stimulates the trade exchange between China and the rest of the world.

Case: Creating offshore RMB market

Case: US$700 million: Supporting the business expansion of CEC

Case: Suzhou Branch: Providing Suzhou Industrial Park with cross-border RMB loans

Case: 60 million yuan: Driving the tea export

Supporting the real economy
Poverty alleviation

As the only commercial bank in the member units of the Poverty Alleviation and Development Leading Group of the State Council, ABC always regards “narrowing the gap between the poor and the rich” as its own mission in the explorations of a commercialized and sustainable mode of financial poverty alleviation. It is committed to improving the financial environment of remote areas, concentrated and contiguous destitute areas and backward old revolutionary base areas so that the fruits of development can benefit more people.

No matter you are in a rich or poor place; no matter you are in a noisy or quiet environment; no matter how far away you are, our agencies are omnipresent and our services know no boundary. This is the unsurpassable pride of ABC. The pride comes from the determination to beat poverty, the push on every bit of work for all inclusive finance, the precise planning for financial poverty alleviation and the sincere service of every grassroots employee.

In 2014, the balance of the poverty alleviation loans provided by ABC for national-level and provincial-level poor counties was 840.77 billion yuan, including the 252.56 billion yuan of loans provided cumulatively for concentrated and contiguous poor regions, placing ABC in the forefront of national commercial banks. This may enable people to understand why ABC can become the only commercial bank in the member units of the Poverty Alleviation and Development Leading Group of the State Council.

In 2014, Gansu Branch issued 7.636 billion yuan, Inner Mongolian Branch 6.2 billion yuan and Tibetan Branch 17.366 billion yuan of poverty alleviation loans. This may enable people to understand why the three branches won the title of National Advanced Collective in Social Poverty Alleviation awarded by the leading group on the first Poverty Alleviation Day of China.

Concerns of stakeholders

What contributions has ABC made to narrowing the gap between the poor and the rich and pushing forward poverty alleviation?

The CPC Central Committee and the State Council have always attached great importance to poverty alleviation. It is our shared wish to make a success of the work in a solid manner to achieve a constant improvement of the people’s life in the poverty-stricken areas. As the only commercial bank in the member units of the Poverty Alleviation and Development Leading Group of the State Council, ABC is keenly aware of its heavy responsibility. Over the years, ABC has worked with the related State departments, introduced a series of documents, including the “Opinions on Doing Well the Financial Services for Farmer Households in Concentrated and Contiguous Destitute Areas” and done a lot in credit policies, credit products and enhancement of the financial quality of the poverty-stricken areas, making some achievements. In 2014, at the meeting held by the State Council to commend poverty alleviation, ABC branches in Gansu, Inner Mongolia and Tibet won the title of National Advanced Collective in Social Poverty Alleviation. But, we know very well that poverty alleviation is not a short-term endeavor and needs prolonged persistence.
Improving poverty alleviation policy

ABC adheres to the principle of policy guidance and commercialized operation. In 2014, as required by the Chinese policies for poverty alleviation, ABC issued the “Opinions on Strengthening the Financial Services for Farmer Households in Concentrated and Contiguous Destitute Areas”, established the mechanism of organization and promotion and studied and implemented differential credit policy to strongly push the economic and social development in the poverty-stricken areas. By the end of 2014, 252.6 billion yuan of loans were made available cumulatively in the concentrated and contiguous areas.

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Opinions on Strengthening the Financial Services for Concentrated and Contiguous Exceptionally Impoverished Areas”</td>
<td>Clarify the overall requirements, promotion objectives and working measures for the financial services for the farmers in the areas.</td>
<td>Strongly promote basic financial services, intensify the credit support for the farmers to become better off and establish the mechanism of ensuring the financial services for the farmers in the areas.</td>
</tr>
<tr>
<td>“Notice on Setting Up the Leading Group of Financial Services for Concentrated and Contiguous Destitute Areas”</td>
<td>Intensify the organization and coordination of the financial services in the areas, with the head office setting a leading group and the provincial branches of the areas setting promotion groups.</td>
<td>Separately draw up differential financial service plans in light of the resources and poverty alleviation planning of the 14 such areas across the country.</td>
</tr>
</tbody>
</table>

Case: 1 trillion yuan: Poverty alleviation targets set by the “Agreement for Cooperation in Financial Poverty Alleviation”

On October 15, 2014, ABC and the Poverty Alleviation Office of the State Council signed the “Agreement for Cooperation in Financial Poverty Alleviation” in Beijing to further strengthen the cooperation with the Office, increase the supply of credit, ensure that the annual loan increment for the poverty-stricken areas will not be less than 100 billion yuan and the loans cumulatively provided will not be less than 1 trillion yuan by 2020.

Case: 544 villages: Resident assistance in poor villages

ABC incorporates the promotion of resident assistance in villages as an important part of the education and practice activity of the Party’s mass line, carefully formulates assistance policy, continuously refines assistance measures and issued the “Notice on Furthering the Resident Assistance in Villages”, which requires every tier-1 and tier-2 branch to select 1-2 poor villages to assist. The number of such villages included in the working plan of the Bank is 544. By the end of 2014, 483 ABC employees were already resident in the villages for assistance to find out about the local economic and social development and provide financial service in light of the reality. In future, ABC will focus on making the resident assistance a regular and long-term effort to really give play to the functions of financial poverty alleviation.
Under the jurisdiction of Xiamen, a city on the southeastern coast of China, Xiaodeng Island has an area of only 0.8 square kilometers and over 3,000 households of residents. In the past, they had to spend 20 minutes on a boat ride to Dadeng Town for financial service such as account transfer, wealth management and payment. Therefore, the residents on Xiaodeng Island might have to spend half a day to complete even a simple payment transaction.

In September 2014, Xiamen Branch installed the first self-service terminal in the Cultural Activity Center of Xiaodeng Community, becoming the first commercial bank of so doing. The micro bank set up to serve the residents of the entire island enables them to complete common financial business here, including inquiry, reporting loss, account transfer, remittance and investment in wealth management. The employees of the branch also used after-work time to get on the island to teach the residents how to use the terminal and answer their questions.

In spite of the harsh natural conditions, the spirit of remaining in the plateau to serve the people there is never to be rubbed out. The employees of the office are just like the snow lotus on the high mountain, where it takes root, sprouts and breeds in the ultra-highland, between ice layers, blooms beautifully and emits a chilly fragrance despite the cold wind and snow it faces all year round. Their existence interprets a spirit, a state and an integrity to people. Jiangrang Business Office of Gansu County Sub-branch in Gansu is such a snow lotus that holds out quietly.

ABC takes the initiative to shoulder the heavy responsibility of ‘inclusive finance’ and provides financial services in the relatively underdeveloped areas where the number of financial institutions is on the low side, e.g. frontiers, destitute areas and old revolutionary base areas, to extend the most basic financial services to the weakest places. By setting up physical outlets, installing self-service devices and erecting service platforms, ABC strongly supports the development of competitive industries and characteristic industries, serves the revitalization development of those areas and contributes to the happy life of the local people.

The vehicle he talked about is the “Mobile Banking Service Car” of ABC, a new initiative adopted by Gansu Branch to address the shortage of financial channels in Tibetan areas. To really extend rural financial services, Gansu Branch purchased 9 such vehicles for the county-level sub-branches in the Tibetan areas of the whole province, including 8 delivered to Ganzi Tibetan Autonomous Prefecture and 1 to Tianzhu Tibetan Autonomous County, so that it became the first financial institution in the province to dispatch mobile banking vehicles to Tibetan areas. The customized vehicles are equipped with GPS and can independently complete basic financial business, such as depositing and withdrawing, inquiry, account transfer, remittance and repayment of loans.

A deep-rooted grass on the plateau: The office now has 3 employees. One of them has lived and worked here for 13 years. As they put it, they felt a huge disappointment when they first arrived. But, they chose to stay finally after seeing how backward the place was and how the farmers, herdsmen and people here wanted to become better off.

Wholehearted support for development: Helping the masses to develop business and become better off is the maximum value of Jiangrang Business Office and the ultimate conviction that enables its employees to hold on. To maximum help, the employees provided flowing financial services for rural residents to suit their characteristics, i.e. dispersed residence and hard-to-travel roads. The employees went into villages and households for face-to-face communications with local people. Sometimes, they had to travel for tens of kilometers on mountain road just to reach a single household. In the publicity and explanations, the employees not only briefed the people on modern financial knowledge, but also acquainted them with the favourable policies of the Party and the State as well as legal knowledge.

“A deep-rooted grass on the plateau.” The office now has 3 employees. One of them has lived and worked here for 13 years. As they put it, they felt a huge disappointment when they first arrived. But, they chose to stay finally after seeing how backward the place was and how the farmers, herdsmen and people here wanted to become better off.
Developing poverty alleviation products

ABC has provided up-to-door poverty alleviation loans reaching 15.292 billion yuan in two years since, with a balance reaching 9.234 billion yuan.

In 2014, considering the requirements of the poverty alleviation efforts in various places and the regional characteristics, ABC drew up the financial service plan to meet the needs of the poverty-stricken areas, took part in the issuance of subsidized loans for poverty alleviation, rolled out a number of characteristic products on poverty alleviation and continued to increase the injection of credit resources. Innovations were made in Kim poverty alleviation farmer-benefiting loan products. Efforts were focused on standardizing and promoting new poverty alleviation mode of government-backed credit for farmers in concentrated and contiguous destitute areas and the areas inhabited by ethnic minorities. By strongly supporting the economic, people’s livelihood and environment improvement projects in the poverty-stricken areas, ABC tried hard to help local people get rid of poverty and become better off quickly.

<table>
<thead>
<tr>
<th>Place</th>
<th>Products</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gansu</td>
<td>“Shuang Xian” Huinong loans</td>
<td>Since 2012, ABC has provided up-to-door poverty alleviation loans in 58 poverty-stricken counties of the province and issued 15.292 billion yuan of such loans in the two years since, with a balance reaching 9.234 billion yuan, supporting 236,300 poor farmer households.</td>
</tr>
<tr>
<td>Inner Mongolia</td>
<td>“Kins Fu Nong Dai” and “Kins Quang Nong Dai”</td>
<td>As the first partner bank of the local “Financial Poverty Alleviation Project”, Inner Mongolia Branch introduced special products in November 2013, and, in one year of time, the branch cumulatively supplied 6.17 billion yuan of dedicated loans to support 110,007 poor farmer households and 35 impoverished enterprises, the branch also expanded the scope of support from 57 counties to 80, realizing the full coverage of the counties in the Autonomous Region.</td>
</tr>
<tr>
<td>Arhal</td>
<td>“Huiheng Xinghe” loans for poverty alleviation of farmer households</td>
<td>In August 2014, ABC worked with the financial department and Poverty Alleviation Office of the province to issue the first “Huiheng Xinghe” loan of 300,000 yuan in Arhal County, an old revolutionary base area, with the two departments providing 5% interest discount in proportion to the amount of loan. By the end of 2014, 1.2 million yuan of the loan had been issued cumulatively to 4 households for poverty alleviation.</td>
</tr>
<tr>
<td>Ningxia</td>
<td>Projects composed mainly of the “Two Teng Projects”, i.e. “Caipian Xindaitong” and “Caigen Fu Huinong Xindaitong”</td>
<td>In compliance with the requirements of the policy for the “realization development of the Central Soviet Areas in Guanxin and other places”, the products were sponsored by the local governments under a new financing guarantee mode that used financial funds as guarantee and lever. The main objects of support were the small and micro enterprises in relevant industrial parks and the new agricultural operations, such as farmer cooperatives. The amount of loan may reach 5 million yuan and 3 million yuan respectively, without the need for the borrower to provide mortgage.</td>
</tr>
</tbody>
</table>

Yunnan Branch compiled the 5-year plan for implementing regional development and poverty alleviation in the border area of west Yunnan, Yunnan part of Wumeng Mountain, Diping Tibetan area in Yunnan, Yunnan part of the Yunnan-Guizhou-Gansu rock desert areas. As required by the plan, the branch increased the delivery of credit resources, enhanced the level of financial service, accelerated the innovations in financial products and strengthened risk control capability to help the poor people in 91 counties of concentrated and contiguous destitute areas to shake off poverty and become better off as soon as possible.

By the end of 2014, the balance of the loans made available by Yunnan Branch in the 91 counties reached 98.037 billion yuan and electronic devices covered 76.54% of the administrative villages there, gradually solving the absence of basic financial services there.

Sichuan Branch prepared and issued the “Implementation Opinions on Strengthening the Financial Services in Concentrated and Contiguous Destitute Areas” to support the accelerated development and construction in the 4 contiguous destitute areas of Qiba Mountain area, Wumeng Mountain area, plateau Tibetan area and the Yi areas in Dabang and Xiaolong Mountains. It promised to provide 30 billion yuan under intentional financing amount for the areas in the forthcoming 5 years, make sure that the annual loan increment in the 60 counties of the areas will be higher than the average level of the whole bank, the annual loan increment will not be less than 3.1 billion yuan and attain the goal of doubling the loan balance of the areas by the year 2020.

By the end of 2014, Sichuan Branch had launched 51 new key projects of poverty alleviation in the areas, completed 23 projects and provided 10.6 billion yuan of financing; the loan balance of the 60 counties in the national contiguous destitute areas was 47.55 billion yuan, 3.48 billion yuan, an increase of 3.48 billion yuan from the beginning of the year.

Ningxia Branch sped up the construction and function expansion of “Kins Hui Nong Tong” service points to address the absence of rural basic financial services in Liupan Mountain contiguous and destitute areas. By the end of 2014, the branch had built 1,399 such service points in the concentrated and contiguous destitute areas of the whole autonomous region, basically covering all the administrative villages so that the common people there can all enjoy convenient nearby services except those in some very remote administrative villages.
With the population flowing into cities, the exacerbation of the contradiction between people and land resources and the constant rise of real estate prices in recent years, the issue of urban housing has become even more acute. A “humble abode” in an urban village has become the helpless choice of many low-income earners in cities. In July 2013, the State launched a new round of shanty town transformation and set the goal of transforming all types of shanty towns for 10 million households in 2013-2017. However, it is very expensive to transform the shanty towns and there is a shortage of construction funds. Under the precondition of effectively controlling risks, ABC actively provided credit services and pushes forward the smooth transformation of shantytowns. By further improving the related policies, ABC lowered the requirement for the proportion of project capital, optimized business authorization management and operation flow; introduced special credit products for the transformation of shanty towns, and explored more financing channels and modes thereof by using investment banking, funds, leasing and insurance, etc.

2014 is the first year of implementing The Agricultural Bank of China Guidelines for Credit to Shanty-town Transformation. By the end of 2014, the balance of ABC’s loans for shantytown transformation projects was 43.374 billion yuan, an increase of 26.203 billion yuan from 2013. From cities to State-owned mines, from forests to reclamation areas, a large number of low-income families in Anhui, Beijing, Heilongjiang and Guangdong have moved or will move into their new homes to start a new life.

In the years to come, ABC will intensify credit support to shantytown transformation and arrange special credit of a certain scale for shantytown transformation each year so that the balance of such loans will not be less than 100 billion yuan by the end of 2017.
Housing is the top priority for people in China. In 2014, on the basis of improving relevant support policies, ABC identified the focal points of support, threw in special funds, carried out financial innovations according to actual conditions, and provided financial support for short-term town construction, construction of low-rent housing and reconstruction of rural dilapidated houses under the precondition of ensuring controllable risks. Meanwhile, ABC provided more preferential policies on personal housing loans and help more people to fulfill their dreams about comfortable housing.

In response to the financial needs of farmers in the process of their citizenization, including purchase of resettlement housing, Zhejiang Shaoxing Branch provided financial products and services on its own initiative to help farmers improve living environment so that they can enjoy the happy life of urban residents.

"I really should thank ABC for solving my fund difficulty in purchase of resettlement housing," said Xing Zhongda, a farmer in Changle Town, Shengzhou city after fulfilling the formalities of 115,000 yuan loan for housing-purchasing farmers. He is a villager of Zatun Village in the mountains. Under the plan implemented by the local government for construction of new rural areas, mountain-dwellers like him will be relocated down the mountains and he hopefully can move from his earth house in the mountain village into a building planned and constructed by the town. But the temporary shortage of funds obstructed the realization of the wonderful dream. Fortunately, the "loan for farmers purchasing or building housing" newly introduced by ABC met the urgent needs of 13 farmer households like him. The timely availability of funds led to the timely start of the construction of the housing project, enabling the villagers to ease off their tension. The town chief also said gladly: "ABC has solved our fund shortage problems in rural urbanization and contributed a lot to the construction of beautiful rural areas."

Wu Gang is the Party secretary of Wuyang Village, Dongyang City. He said: "In the past, it was something unimaginable that farmers could borrow money from the bank to buy housing." But, this "something unimaginable" as he put it has become a reality in many rural areas of Shandong Province. ABC Shandong Branch introduced the "loan for the new housing of farmers", which specially supports the construction of rural housing. Villagers may receive loans of different amounts for purchase of resettlement housing, including the loans for first-hand and second-hand housing. Villagers can use the loan to buy or construct houses. By the end of 2014, 8,481 farmer households in Shandong Province had moved into new housing through the loan, which left a balance of 1.365 billion yuan.

The above projects of supporting rural housing are too numerous to mention in the province. The project of constructing new rural community in Maqiao Town, Hengtai County involves 130 million yuan of funds and 56,000m² of resettlement residences; the project of the same nature in Wendeng involves 310 million yuan of funds and will benefit the villagers in some 1,100 households.

"Anju Haoshidai" is among a series of products introduced by ABC entitled Golden Key "Haoshidai" Personal Credit Loan, which is designed to lighten the housing purchase pressure on residents, including the loans for first-hand and second-hand personal housing, loans against combined housing and present fund, loans for replacement of personal housing.
Improving medical conditions

In 2014, ABC intensified financial support to the field of medical care environment improvement and digital service upgrade, on the basis of strengthening efforts to better understand the needs of medical institutions and the common people for medical care, helped enhancing social security, improving healthcare service capability, and promoted the healthy development of population.

By the end of 2014, the balance of the ABC loans to medical care undertaking was 36.038 billion yuan, an increase of 2.858 billion yuan in the whole year.

In recent years, ABC branches have obtained a deep understanding of local hospitals’ needs for expansion and improvement of medical equipment, and intensified credit support to improvement of the local medical environment.

In 2014, Guzhou Bipa Branch drew up a plan of supporting the “one county, one hospital” medical project to increase credit support to the county-level medical institutions within the jurisdiction. Through strengthened communication and cooperation with medical institutions, the branch further developed medical care related credit business. By the end of 2014, the branch had cumulatively issued 85 million yuan of loans to three hospitals through circulating fund loans and factoring, with a balance reaching 137.7082 million yuan, which was used to support three local hospitals.

Xi’an Children’s Hospital is the only one with class-I grade-A rating in Xi’an, Shaanxi Province that integrates medical care, teaching, scientific research, illness prevention, healthcare and rehabilitation. In light of its development status, backward conditions of medical equipment, and intensified credit support to improvement of the local medical environment.

By the end of 2014, ABC had cooperated with hospitals in Tianjin, Inner Mongolia, Anhui and Hubei, etc. rolling out the “Bank-Hospital Card”, which made it more convenient for patients to access to medical service.

“Bank-Hospital Card” seamlessly linked up the banking system with the hospital system to integrate financial and medical services so that patients need not have a hospital attendance card and may use the debit card of ABC for all purposes in a hospital, including registration, inquiry, payment and printing.

“Bank-Hospital Card” has effectively solved the problems that concern patients, i.e. long queues for registration, long queues waiting to see a doctor, long queues for payment, and short time of doctor’s service. It has not only provided convenience for patients, but also lowered the management cost of hospitals, bringing “win-win” results to the bank, hospital and patients.

Case: Supporting the improvement of hospital infrastructure

Case: “Bank-Hospital Card” providing convenience

“ABC has made noticeable contributions to the rapid enhancement of the medical service of Yulin City in recent years.”

— Director of Yulin No. 1 Hospital (In 2014, Shaanxi Yulin Branch supplied 160 million yuan of loans to support construction of the hospital.)

Tianjin Branch cooperated with Tianjin Municipal Bureau of Human Resources and Social Security in introducing the project of issuing social security card on the spot. With a financial IC card as carrier, those who apply for a social security card or report the loss thereof for issuance of a new one only need bring the relevant information to the counter of the outlet designated by ABC to receive the card on the spot. The simple, timely and fast formalities have saved time for customers, and provided convenience for them in seeking medical help promptly, without any impact on the payment and collection of social security funds.

In Shunde, Guangzhou, there were over 1.5 million residents eligible for new social security cards, covering all age segments. They lived in 252 villages and the change from old to new card took about 2 years. It can be imagined how difficult the job would be. To facilitate the application for and receipt of the card by the residents, Shunde Branch decided to bring services to the villages and enterprises. 12 sub-branches set up 12 teams composed of nearly 100 people, and they visited the villages 7 days a week to provide residents with services like consultation, application acceptance and issuance of card. By the end of 2014, the branch had accomplished over 1 million new social security cards.

On July 31, 2014, Fujian Sanming Branch signed an agreement with Sanming Bureau of Health and Medical Security Fund Management Center for cooperation in the construction of the project — Sanming People’s Livelihood Information Public Service Platform. The term of cooperation is 20 years. After completion of the platform, the basic public services of the government will cover the 12 districts/counties, 134 townships, 1,735 administrative villages of the city through information network, and benefit over 2.5 million residents.

Under the financial support of Sanming Branch, the city has gradually achieved the coordinated management of medical insurance funds, lowered drug prices for the urban-rural residents and effectively enhanced the digitalization level of their medical security and medical insurance services.

Case: Over 2.5 million residents: Information public service platform benefiting common people

“After the ‘Bank-Hospital Connect’ system of ABC put in place, it has simplified the long medical consultation process that perplexed the hospital for years, enhanced the satisfaction of patients and accessed the entire hospital to the quality and fast services of ABC.”

— A doctor of the No. 1 Hospital Affiliated with Xi’an Medical School

Case: Financial social security card bringing convenience to common people

Tianjin Beichen Sub-branch supporting the expansion of Beichen Hospital

Employee of Jiangxi Nanchang Dieshan Sub-branch teaching patients the use of self-service machine for registration and payment in the children’s hospital.
Focusing on educational development

Education carries the dream of a student, the hope of a country and the ambition of a nation. In 2014, ABC made full use of its financial service capability, supported institutions of higher learning in improving campus environment and assisted in building "smart campus", explored the new mode of student loans and introduced the student-aid loan product and service system.

Since 1999 when the State launched student loan business, ABC had provided full-scale financial services to nearly 1,000 institutions of higher learning throughout the country and cumulatively issued 1.34 million student loans amounting to 8.1 billion yuan, which helped some 400,000 undergraduates to complete studies.

Using financial IC card as carrier, Fujian Branch launched a new mode of bank-university cooperation to construct "smart campus" and "digital campus" jointly with Wuyi College. By the end of 2014, it has issued more than 90,000 "Campus Financial IC Cards" and developed more than 4,400 merchant customers with the College as center, building a business circle around the campus that used financial IC cards for non-contact petty payment and enabled the teachers and students to use the card for consumption, with the card usage environment further optimized. The college has become a “demonstration campus for obstacle-free card swiping”.

Heilongjiang Daqing Branch teamed up with Heilongjiang Bayi Agricultural University to build the "All-in-one Campus Card" system, which integrated the functions of card-swiping consumption, on-campus payment and entrance pass control. The card can replace all or part of the functions of previous certificates (including library card, medical card, entrance pass, canteen card, attendance card and computer access card). Through a wide range of information service channels (service counters, terminals, portal websites, voice platforms and multimedia machines), the teachers and students could easily check their consumption records, deposit balance and utilization of school resources at any time to better facilitate arranging their own studies, teaching, scientific research and life.

On a morning in April 2014, Southwest University of Science and Technology Sub-branch of Sichuan Mianyang Branch opened its door to usher in the first customer of the day, a handsome young man from Xinjiang. He went up directly to the Customer Manager Mr. Jiang, bowed deeply to him and then continuously saying thanks.

It turned out that the young man, Ayiben Jianghabule, was a sophomore of the Department of Mining Engineering of the university and lived in Xinyuan County, Yili, Xinjiang Uygur Autonomous Region. His parents are farmers and he has two younger brothers. To support his university studies, the family sold everything that could be sold and gave all the proceeds to him. But, facing the high tuition and living costs, several times he wanted to drop out and return home to work and help reduce the burden on his parents. It happened that Customer Manager Mr. Jiang went to the Student Employment Department of the university to talk about the business related to “e-banking in campus” and saw the worried young man hesitated outside the door. Out of curiosity, Mr. Jiang chatted with him for a while, learnt that he was worried about his tuition and talked about the student loan product. The young man became hopeful instantly and anxious to know whether he was eligible so as to continue the fulfillment of his own university dream. After investigation and examination, Mianyang Branch provided him with a student loan of 18,000 yuan and arranged a part-time job for him through the university. Thus, the student loan once again helped a common student to realize his uncommon dream. In the 15 years of cooperation with the university, Mianyang Branch issued 101 million yuan of student loans, which helped 6,397 needy students complete their studies.

Gansu Branch successfully launched Online Tuition Payment System for Gansu Agricultural University, using the “online trading market + B2C” dual-product mode. The forms of payment include book transfer, interbank transfer, IC code and online payment via credit card. The system made it easy for the students of Gansu Agricultural University to make online payment of their tuitions, incidental expenses, CFC Party membership dues, housing rent collected on campus merchants and utility fees.

On a morning in April 2014, Southwest University of Science and Technology Sub-branch of Sichuan Mianyang Branch opened its door to usher in the first customer of the day, a handsome young man from Xinjiang. He went up directly to the Customer Manager Mr. Jiang, bowed deeply to him and then continuously saying thanks.

It turned out that the young man, Ayiben Jianghabule, was a sophomore of the Department of Mining Engineering of the university and lived in Xinyuan County, Yili, Xinjiang Uygur Autonomous Region. His parents are farmers and he has two younger brothers. To support his university studies, the family sold everything that could be sold and gave all the proceeds to him. But, facing the high tuition and living costs, several times he wanted to drop out and return home to work and help reduce the burden on his parents. It happened that Customer Manager Mr. Jiang went to the Student Employment Department of the university to talk about the business related to “e-banking in campus” and saw the worried young man hesitated outside the door. Out of curiosity, Mr. Jiang chatted with him for a while, learnt that he was worried about his tuition and talked about the student loan product. The young man became hopeful instantly and anxious to know whether he was eligible so as to continue the fulfillment of his own university dream. After investigation and examination, Mianyang Branch provided him with a student loan of 18,000 yuan and arranged a part-time job for him through the university. Thus, the student loan once again helped a common student to realize his uncommon dream. In the 15 years of cooperation with the university, Mianyang Branch issued 101 million yuan of student loans, which helped 6,397 needy students complete their studies.

Gansu Branch successfully launched Online Tuition Payment System for Gansu Agricultural University, using the “online trading market + B2C” dual-product mode. The forms of payment include book transfer, interbank transfer, IC code and online payment via credit card. The system made it easy for the students of Gansu Agricultural University to make online payment of their tuitions, incidental expenses, CFC Party membership dues, housing rent collected on campus merchants and utility fees.
Employment is an important channel to increase people's income and promote social stability. ABC not only helps increase job opportunities by supporting the development of enterprises, but also continuously introduces new initiatives, and preferential policies through business pioneering loans and personal/business-assisting loans to increase the financial support for business beginners, including women, youngsters, the unemployed, and the disabled.

By the end of 2014, ABC had cumulatively issued 418 million yuan of loans to rural youths starting their business, benefiting 28,200 young people.

In 2014, Guangxi Baise Branch joined Baise Women’s Federation and the Office of the Leading Office of Baise for Developing the Pseudo-ginseng Industry in issuing The Financial Implementation Plan of Baise for “Pseudo-ginseng Returning Home to Retain Mothers”. Under the plan, 12.8 million yuan of loans for pseudo-ginseng industry were issued to 256 qualified female business starters, which benefited more than 23,000 women, met their demand for funds in starting business and expanding production and increased their income.

Pseudo-ginseng, also known as “San Qi”, is a renowed specialty and rare Chinese herbal medicine in Guangxi and Yunnan province. In 2013, Baise launched the “Pseudo-ginseng Returning Home” project to help local residents to increase income through the development of the characteristic industry. Baise Branch took advantage of the opportunity and acted on the basis of the policy of secured petty loans with financial interest subsidies for women to provide convenience for women in receiving business starting loans, raise their employment rate and increase their income.

Meanwhile, Guangxi Branch provided women with training in the use of financial products to help master the operation skills of modern financial tools so that they could conduct most of the financial transactions without going out of home, e.g. repayment of petty loans and settlement.

In 2010, to resolve the difficulty of the workshop's funds circulation, Yongkang Sub-branch released its first personal business assisting loan of 1 million yuan. In 2012, the factory decided to expand its production scale by adding new production lines.

The sub-branch promptly issued to it 4.2 million of such loan, meeting its urgent need. By the end of 2014, 35 million yuan of loans to rural youths starting their business, benefiting 28,200 young people.

Yongkang in Jiuhua, Zhejiang Province is hailed as a “City of Hardware”. Yongkang Rongliang Metal Product factory is a leading local enterprise and is specialized in manufacturing, processing and marketing of the metal products for daily use. With a staff of more than 100, it achieved over 65 million yuan of output value in 2014 and an annual growth rate of over 40% in both sales income and profits for three consecutive years. Who would have thought that such a thriving local flagship enterprise with a certain scale was only a small family workshop of over 10 workers 5 years ago?

With a staff of more than 100, it achieved over 65 million yuan of output value in 2014 and an annual growth rate of over 40% in both sales income and profits for three consecutive years. Who would have thought that such a thriving local flagship enterprise with a certain scale was only a small family workshop of over 10 workers 5 years ago?

In 2010, to resolve the difficulty of the workshop's funds circulation, Yongkang Sub-branch released its first personal business assisting loan of 1 million yuan. In 2012, the factory decided to expand its production scale by adding new production lines. The sub-branch promptly issued to it 4.2 million of such loans, meeting its urgent need. By the end of 2014, 35 million yuan of the loan had been made available cumulatively to the factory.
### Spreading Financial Knowledge

**Case: Services round the corner**

In 2014, the branches in all places carried out a wide range of publicity activities to spread financial knowledge among consumers of different groups, thereby realizing the positive interaction between the public and the financial institutions and promoting the progress of the financial ecological environment.

**Tianjin Branch** scrolled publicity slogans on the LED screens of all business outlets, set up information desks, exhibited publicity foldouts, arranged designated people to explain the financial knowledge about credit cards, wealth management products and e-banking, and sent people into communities, enterprises and schools for publicity activities, receiving unanimous social compliments. To meet customers’ need for financial knowledge, ABC held customer saloons to explain financial knowledge, spread relevant laws, regulations and financial policies; The Bank also sent its people into some communities for further cultivating the knowledge about national student loans and popularize financial knowledge in light of the characteristics of the undergraduates.

**Heliongjiang Branch** interacted positively with media and actively publicized the products, services and corporate culture of ABC, thus ensuring inclusive finance, enhancing consumers' understanding of ABC and increasing their awareness about ABC. For the large consumption group of undergraduates, the publicity personnel gave them free copies of Guide to Protection of Undergraduates’ Right as Consumers while spreading financial knowledge to share the relevant knowledge and enabled them to feel the services of ABC just round the corner.

During the activity, 16 feature articles and news reports were published in newspapers and magazines, plus 416 times of coverage by radio and TV, 400,000 short messages, 5 large publicity activities and a participation of 6,000 people.

### Case: Jilin Branch: Carrying out the “Hundred-Thousand-Ten Thousand” Activity

In 2014, Jilin Branch carried out the “Hundred-Thousand-Ten Thousand” financial knowledge popularization activity, meaning 100 outlets spreading and publicizing financial knowledge among young farmers; 1000 customer managers bringing financial services into 10,000 homes.

In the “One Hundred” activity, each of the 44 county-level sub-branches in Jilin selected 2–3 grassroots outlets, amounting to 100 outlets selected in the whole province. The director of every selected outlet was responsible for contacting the CYLC Committee of a township to invite 20~30 local young farmers as representatives with need for project funds for concentrated training and popularization of financial knowledge. The level-2 branches and the county-level sub-branches formed teaching teams that focused on publicizing the farmer-benefiting policies, characteristic products, loan process and Huinongtong program of ABC as well as relevant financial knowledge.

In 2014, the branches in all places carried out a wide range of publicity activities to spread financial knowledge among consumers of different groups, thereby realizing the positive interaction between the public and the financial institutions and promoting the progress of the financial ecological environment.

**Tianjin Branch** scrolled publicity slogans on the LED screens of all business outlets, set up information desks, exhibited publicity foldouts, arranged designated people to explain the financial knowledge about credit cards, wealth management products and e-banking, and sent people into communities, enterprises and schools for publicity activities, receiving unanimous social compliments. To meet customers’ need for financial knowledge, ABC held customer saloons to explain financial knowledge, spread relevant laws, regulations and financial policies; The Bank also sent its people into some communities for further cultivating the knowledge about national student loans and popularize financial knowledge in light of the characteristics of the undergraduates.

**Heliongjiang Branch** interacted positively with media and actively publicized the products, services and corporate culture of ABC, thus ensuring inclusive finance, enhancing consumers' understanding of ABC and increasing their awareness about ABC. For the large consumption group of undergraduates, the publicity personnel gave them free copies of Guide to Protection of Undergraduates’ Right as Consumers while spreading financial knowledge to share the relevant knowledge and enabled them to feel the services of ABC just round the corner.

During the activity, 16 feature articles and news reports were published in newspapers and magazines, plus 416 times of coverage by radio and TV, 400,000 short messages, 5 large publicity activities and a participation of 6,000 people.

### Case: Xiamen Branch: 6,000 participants

In 2014, ABC extensively carried out the activities of “bringing financial knowledge into myriad homes” and “a long march of spreading financial knowledge”. By bringing financial knowledge into communities, schools, enterprises and rural areas, ABC has effectively propelled the popularization of financial knowledge, provided financial service to the people and enabled financial knowledge to really play the part of providing convenience and benefits for the people.

In 2014, Xiamen Branch set up a leading group for the activity of “bringing financial knowledge into myriad homes” to spread financial knowledge throughout the jurisdiction. During the activity, the Branch used the LED screen of its building and the resources of the outlets, e.g. LCD TV sets and self-service devices to repeatedly present the themes, slogans and the publicity videos made by Xiamen Banking Regulatory Bureau for the activities of “bringing financial knowledge into myriad homes” and “financial knowledge publicity month”. Concurrently, financial knowledge was also popularized and spread through multiple channels, including TV, broadcast network, newspapers, magazines, outdoor ads, WeChat and Weibo.

During the activity, 16 feature articles and news reports were published in newspapers and magazines, plus 416 times of coverage by radio and TV, 400,000 short messages, 5 large publicity activities and a participation of 6,000 people.
Boosting environmental protection

Committed to becoming a leading bank in ecological civilization building
—Agricultural Bank of China

Data & Stories

472.447 billion yuan: Making a difference in the field of green credit

Ecological civilization is a long-term issue that concerns social well-being and the future of the nation. ABC continuously gives play to the invigoration role of finance and has established a long-term mechanism that supports energy saving, emission reduction and elimination of outdated capacity. Relying on service innovations, it guides the shift of financial resources toward technology R&D and industries related to the protection of ecological environment and fosters the new growth points of low-carbon economy to set up financial landmarks on the road leading to ecological civilization.

In recent years, the continuous smog has caused much inconvenience in people's lives so that environmental protection has again become the focus of people's discussions. The formation of smog has various factors and its treatment is not something that can be done overnight and needs the concerted efforts and participation of all social sectors.

As a member of the society, ABC pays a lot of attention to its own "environmental protection", e.g. green office work, green travel and green procurement in addition to the credit policies adopted to support enterprises of environmental protection, restrict pollution enterprises to eliminate outdated capacity. With its own practices, ABC supports the short-lived "APEC Blue" in becoming lasting "normal blue".

The balance of loans for green agricultural development projects 32.56
The balance of loans for development of green forestry projects 54.93
The balance of loans for projects of industrial energy saving, water saving and environmental protection 306.61
The balance of loans for projects of natural protection, ecological repair and disaster prevention 105.79
The balance of loans for projects of resources recycling projects 34.70
The balance of loans for projects of garbage disposal and prevention of pollution 52.44
The balance of loans for projects of renewable energy and clean energy 1,856.26
The balance of loans for rural and urban water projects 32.62
The balance of loans for building energy efficiency and green buildings 4.47
The balance of loans for green transport projects 2.30
The balance of loans for energy saving and environmental protection services 2.90

472.447 billion yuan: Making a difference in the field of green credit

All along, ABC has energetically implemented green credit policies and made a difference in 12 green credit fields, including green travel, renewable resources and clean energy. By the end of 2014, the balance of the green credit loans of ABC was 472.447 billion yuan, an increase of 142.026 billion yuan from the beginning of the year, registering a growth rate of 42.98%, 32.96 percentage points higher than the growth rate of legal person loans of the whole bank.

Concerns of Stakeholders

"APEC Blue" has deeply impressed us. What efforts has ABC made to make such "blue" last forever?

As a member of the society, ABC pays a lot of attention to its own "environmental protection", e.g. green office work, green travel and green procurement in addition to the credit policies adopted to support enterprises of environmental protection, restrict pollution enterprises to eliminate outdated capacity. With its own practices, ABC supports the short-lived "APEC Blue" in becoming lasting "normal blue".
By taking credit management measures such as industry credit policy, customer list management and limits on industries, ABC has effectively controlled the increase of loans to high energy consumption, high pollution and excess capacity industries. By the end of 2014, the balance of its loans to the above mentioned industries was 521.611 billion yuan, a decrease of 10.341 billion yuan from the beginning of the year.

ABC continuously pushes forward the green credit system and mechanism innovations. In 2014, ABC released The Notice on Establishing the Green Credit Indicatory System and Revising the Credit Policies for Industries of High Pollution, High Energy Consumption and Excess Capacity. The green credit indicator system was established with a seamless integration of green credit with industry policies. Since then, green credit indicators have become an important decision-making basis for the multiple links of credit management, guiding Chinese industries to gradually achieve a green transformation and upgrading.

Shanxi is a big province in terms of energy and coal resources. Years of resource development has resulted in substantial carbon emission and environmental damage. Shanxi Branch introduced the business philosophy of “green credit” to support the M&A and technological transformation of coal enterprises in line with the provincial government policy on integration of coal resources.

In 2014, Shanxi Branch focused on the two industrial chains of “coal-electricity-material” and “coal-coking” of the 7 largest coal groups and approved an M&A loan of 500 million yuan for Zezhou Tian’an Coal Co., Ltd. under Shanxi Jin Coal Group, of which 200 million yuan has been issued; a technological transformation loan of 500 million yuan for Yangcheng Jinsheng Rundong Coal Co., Ltd. under Shanxi Jin Coal Group, of which 100 million yuan has been issued, contributing to the smooth progress of the projects.

Case: 20 billion yuan: Jiangsu Branch contributing to a more beautiful Taihu Lake

The first morning light on Lihu Lake starts a wonderful life of the day in the beautiful Wuxi, which is partly thanks to the support that ABC has been providing silently all along. The green credit implemented by Wuxi Branch debuted after the “Taihu Lake blue-green algae” incident. In the past 7 plus years, the branch has actively supported the comprehensive regulation of environment in Wuxi area, with focus on promoting the remediation of agricultural pollution sources in Taihu Lake, Lihu Lake, Xibei Canal and Jiulihe River; roadway improvement, centralized sewage treatment, rainwater and sewage separation works. Cumulatively, it has made available over 20 billion yuan of loans.

By the end of 2014, the balance of its loans to the above mentioned industries was 521.611 billion yuan, a decrease of 10.341 billion yuan from the beginning of the year.

By the end of 2014, the balance of its loans to the above mentioned industries was 521.611 billion yuan, a decrease of 10.341 billion yuan from the beginning of the year.

To further beautify the water environment of Taihu Lake and its inner lake — Lihu Lake, Wuxi Branch further delivered a loan of 1 billion yuan for desilting and greening on 39km of banks along Taihu Lake dam. The desilting, widening, bank building and greening in 2014 led the inner water system added charm to the bright pearl of Taihu Lake.

Case: Coal-related technological transformation: Supporting the green transformation of coal industry in Shanxi

Shanxi is a big province in terms of energy and coal resources. Years of resource development has resulted in substantial carbon emission and environmental damage. Shanxi Branch introduced the business philosophy of “green credit” in support of the M&A and technological transformation of coal enterprises in line with the provincial government policy on integration of coal resources.

In 2014, Shanxi Branch focused on the two industrial chains of “coal-electricity-material” and “coal-coking” of the 7 largest coal groups and approved an M&A loan of 500 million yuan for Zezhou Tian’an Coal Co., Ltd. under Shanxi Jin Coal Group, of which 200 million yuan has been issued; a technological transformation loan of 500 million yuan for Yangcheng Jinsheng Rundong Coal Co., Ltd. under Shanxi Jin Coal Group, of which 100 million yuan has been issued, contributing to the smooth progress of the projects.
ABC injected financial vigor into environmental protection through responsible services. In 2014, ABC strengthened control over the loans for high pollution, high energy consumption and excess capacity industries, supported industrial structure shift toward resources-saving and environment-friendly by means of credit, focusing on the fields of energy saving and environmental protection, e.g. clean energy, recycling economy and environmental governance, as important foothold, ABC strongly supported the Chinese economy in the continuous transition toward "green development, recycling development, low-carbon development".

By the end of 2014, the balance of the ABC loans for energy saving and environmental protection field stood at 34.566 billion yuan.

Upholding the idea of green credit, Guangdong Meizhou Branch played a crucial role in the transformation of core business by Mei County Heshuyuan Power Plant. The branch targeted its development direction of the comprehensive utilization of clean energy and renewable energy and alone provided it with a credit of 1.3 billion yuan to support its technological transformation project for the comprehensive utilization of resources and the construction of subsequent projects so that the power plant can use coal gangues and inferior coal for power generation. Meanwhile, the branch makes full use of such business varieties as recyclable loans for circulating funds, banker's acceptance bills and domestic letter of credit to meet the daily fund needs of the enterprise. By the end of 2014, the total installed capacity of the power plant reached 1.47 million kw, turning the plant into a leading generating unit of the industry in terms of continuous and stable operation time and economic benefit.

In 2010, Chongqing government called for implementation of the ETC project for expressways. As the only bank to support the project at its initial stage, Chongqing Branch spent two years of hard work on R&D and activated the entire bank's efforts to ensure the project's success. By the end of 2014, the branch had cumulatively signed up 58,000 ETC vehicles benefiting 50,000 expressway users, and donated some 60,000 on-board units (OBU) to citizens totaling at 21 million yuan of subsidies.

Shaanxi Black Cat Coking Co., Ltd. is the largest independent coking enterprise of the province. Shaanxi Branch actively expands the cooperation with the company and strongly supports the development of recycling economy. At the initial stage, the branch extended 450 million yuan of fixed asset loans with a "package" of matching financial services to support the company to successfully put into operation the first demonstration project of recycling economy in the west China, which started the mode of recycling economy that integrates cokes, chemical engineering, electricity and building materials and formed the industrial strengths of "comprehensive utilization of resources, leading position in energy saving and emission reduction, extended industrial chain". Then, the branch explored and developed financial leasing business and cumulatively processed 730 million yuan of equipment leasing business to support the company in building a project for the comprehensive utilization of cokes with a capacity of 4 million tons, effectively meeting the urgent need of the company for project construction funds.
Committed to becoming a bank that customers are satisfied with and trust

——Agricultural Bank of China

ABC boasts the largest customer base in all commercial banks and a network connecting both urban and rural areas. In every 3 domestic residents, 1 is the customer of ABC. Therefore, it is a special and significant responsibility for the bank to provide good services and create value for its customers.

When Smart City became a new topic in the development of China, ABC paved the way for the nationals toward higher life quality through the explorations made in the field of smart bank. In 2014, ABC inaugurated the “Super Counter” operation mode it had developed in 37 branches across the country and, in the whole year, installed 899 hall-mounted Super Counters and 957 desktop Super Counters in 1,320 outlets.

The greatest characteristic of “Super Counter” is that it has broken away from the traditional processing flow of bank business to replace it with a new business processing mode that integrates hardware equipment with software system and features “on-site guidance in the hall, DIY processing by customers, professional back-office verification”, thus realizing quick processing of the non-cash business of most personal customers. The card-opening business of personal customers that tends to take tens of minutes on a counter now needs only 3~4 minutes on the “Super Counter”.

A customer processing outbound cross-border remittance said: “In the past, many documents needed to be completed for remittance. Through the ‘Super Counter’, all you need to do is to enter the information. It’s very convenient.” Mr. Zhang who was buying a wealth management product also praised: “In the past, the receipt and product description generated from wealth management business often had as many as 8~9 pages. The pages carry personal information and are troublesome to keep and handle. Through the ‘Super Counter’, the information is converted to electronic data, which are concise and safe, relieving people of any worry.”

Data · Stories
1,320 outlets: “Super Counter” providing better and faster services

The “New Regulations on Prices” that started to be implemented on August 1, 2014 cover 17 settlement expenses, 7 commitment expenses, 12 consulting expenses and 14 expenses involving enterprises.

ABC introduced a number of rules and measures to clear up service charges and persist in collecting fees strictly according to rules and regulations without “overstepping the line” to ensure that the products and services are consistent between quality and prices. To ensure customers’ right to know and select, all the operation outlets of ABC make public the prices strictly as required by the regulatory authorities for open, transparent, complete and detailed fee scale to provide customers with tangible benefits.

In 2014, ABC exempted small and micro enterprises from tens of service charge items, including financing service charges, amounting to reduced collection of about 10~11 billion yuan, thereby making its due contributions to lowering social financing cost and financial consumption cost.
Initiatives Taken in 2014 to Promote New Price Standard

<table>
<thead>
<tr>
<th>Field</th>
<th>Initiative</th>
<th>Content and Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard System</td>
<td>Sorted out the price standard of 2014 version under the principle of “reducing fee-charging projects and fee scales”; Carried out the sorting out and revision of the texts of standard contracts of the whole bank</td>
<td>Lowered prices of some settlement business and expanded preferential policy for some investment bank business. Cancelled fee-charging items of some business categories and integrated the charging standard. Optimized and improved the structure and content of some price standards to facilitate customers’ search and use. The texts of 119 standard contracts were revised at the level of the head office, followed by the matching revisions made by 37 branches.</td>
</tr>
<tr>
<td>Publication</td>
<td>Formulated publication plans and texts; identified “4 unifications”, i.e. unified publication form, unified publication template, unified publication manual, unified price standard</td>
<td>Publication through the platforms of official website, official WeChat, mobile banking, hall advertising of outlets and publicity information</td>
</tr>
</tbody>
</table>
| Supporting Facilities | Transformed the system, including the overall optimization of the interface processes for counter service and self-service devices (including self-service cash terminals and self-service terminals)  
Opened 24-hour hotline for customer service and complaint | Point out service prices in all service channels to ensure their right to select the relevant services. Properly handle customers’ questions about fee scales, which shall be answered and responded to within a given time limit. |

In 2014, to implement the new version of The Measures for Management of the Service Prices of Commercial Banks and The Catalogue of Government Guide Prices and Government Pricing for the Services of Commercial Banks, ABC systematically sorted out its price standards and carefully announced the same to ensure customers’ right to know and transparent pricing. To further strengthen the management of information security, ABC formulated the “Measures of the Agricultural Bank of China for Management of Credit Card Business Risks” to intensely the protection of personal financial information and applied to NDRC for the pilot project of online banking secure application to enhance the capability of protecting the information and trading behavior of customers through the application transformation of native cipher algorithm of personal online banking, corporate online banking, e-business and mobile banking.

"50 yuan is the ceiling of the handling fee for personal inter-bank account transfer and remittance on the counter? Does it mean that I need only to pay 50 yuan if I remit 400,000 yuan of housing purchase funds to my son in another place?" At the business hall of Jiangxi Xinyu Branch, a middle-aged customer with a service charges publicity foldout in hand asked the hall manager on duty.

"Hi, I am a part-time service fee administrator here. I am glad to serve you. Starting from August 1, ABC started to implement a more preferential new standard of 2014 version for service fee. For personal inter-bank account transfer and remittance of more than 50,000 yuan on the counter, the fee will be collected at the rate of 0.03% for every remittance and will not exceed 50 yuan at maximum. In your case, if you remit 400,000 yuan to another bank in another place, the fee to be collected will not exceed 50 yuan." The hall manager pointed to the 2014 Version List of the Agricultural Bank of China for Service Prices hung on the wall and explained it to the customer warmly.
Enriching service channels

By the end of 2014, the outlets of ABC had covered all the provincial-level administrative regions, all the prefecture-level cities except Sansha city and 100% of the county-level administrative regions, with the number of electronic channel transactions accounting for 72.56% of the total number of transactions.

"Physical outlets + virtual outlets" are the two wings of modern service mode. In 2014, ABC focused on promoting the optimization and adjustment of outlet layout, carried out the pilot construction of community banks, set up financial convenience shops or farmer-benefiting stations primarily for self-service to expand service coverage.

On the basis of optimizing the online financial service system, ABC took into account the trend of Internet financial development, set up the Internet financial promotion office, conducted forward-looking researches and expanded the building of electronic channels to accelerate the transformation from the e-banking with basic financial services to the Internet-enabled finance enriched with commercial services, aiming at creating a first-rate provider of online financial services.

On September 4, 2014, ABC released a new version of its mobile banking. Upholding the idea of safe, convenient, free and mobile finance, ABC carried out upgrading and transformation in response to customer needs and went all out to create a mobile financial portal of high security level, strong product functions and excellent customer experience.

Safer financial transactions with “Tongyong K Bao”

The new client of mobile banking can support “Tongyong K Bao”, a new authentication tool, and has realized a breakthrough in transactions at the level of mobile banking certificate through video and Bluetooth technologies. Featuring a high security level, strong universality and convenient use, it can be used for both mobile banking and personal online banking to become the “accompanying guard” of customers.

K Code making it more convenient to trigger payment

The new mobile banking has introduced the function of payment via K Code. Compared with the original payment via mobile phone, operation is more convenient; payment is not limited to a certain type of card; no security medium is necessary. When making payment on a mobile phone, a customer needs only to enter card number, mobile phone number and SMS verification code to complete payment, thereby meeting customers’ needs for petty cash payment in any place and at any time.

E-Purchase Tianjie enabling easier shopping

The new mobile banking has incorporated E-Purchase Tianjie by integrating merchant resources to create a service platform and provide customer with resources of quality goods. The life services and rich online applications included therein can be added at will and managed easily to fully cover all aspects of daily life and make available to customers a mobile, free and fashionable way of life.

To enhance the channel service capability of the outlets and meet the needs of the local people for financial services, Fujian Branch set up the Interactive Experience Center in outlets, which is equipped with self-service card issuing machines, electronic poster machines, LED screens, PC all-in-one and mobile banking and supported by WiFi environment. The center can demonstrate uses, conduct marketing, enable transactions and exhibit services to create excellent service experience for customers.

Internet financial products at mobile terminals that went online in 2014

<table>
<thead>
<tr>
<th>Name</th>
<th>Site of Experiment</th>
<th>Characteristics</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yin Xun Tong</td>
<td>Sichuan Branch</td>
<td>Supports characteristic services like new rural old-age insurance, financial subsidies for rural areas, utility bills, tobacco and agriculture-related e-business</td>
<td>To Upgrade village-level financial service mode and enhance county-level financial service.</td>
</tr>
<tr>
<td>Jin Yi Tong</td>
<td>Beijing Xinfadi Vegetables and Fruits Wholesale Market</td>
<td>Provides merchants with card swiping collection and payment, collection of cash, bill management, inquiry, statistics and relevant services, also supports mobile card swiping payment or mobile phone payment.</td>
<td>A wide field of application, with low cost, more convenient, fast, safe and stable.</td>
</tr>
</tbody>
</table>
While sitting in a sofa for a rest, you can click the tea table to find the business you want to process; while waiting to transact your business, you can amuse yourself on the financial recreational experience module. On September 28, Hubei Sanxia Branch unveiled its first "Smart Bank" in its Fortune Center, which provides integrated smart and personalized financial services and attracted the customer present, who stopped to experience such financial services "at fingertips".

Customer Zhang Ning got into the module of "Financial Supermarket", where she opened the interface to find out the products she was interested in, finally selected a WMP and subscribed to it online. A wealth management manager of the Fortune Center immediately came to her and told her: "The system has sent the information of your subscription to my mobile IPAD. Please come with me to the Wealth Management Room for the follow-up." Zhang Ning was impressed: "Such convenient and fast services are in keeping with the trend of intelligent technology development!"

In 2014, Hubei Branch and Shandong Dongying Branch respectively built and commissioned 20 and 15 community banks, initially forming an innovative mode of community bank services that integrates staff-provided services and self-service devices.

"If I go to an outlet to transact my business, I need to get a number and queue up and it will take at least 15 minutes to get the card. In the community bank, however, it takes only 5 minutes." Ms. Wang who was opening a card noted: "In future, I just need to step out of my home to deposit or draw money, pay my utility bills and telephone fees and buy WMP." Shandong Dongying Branch attempted at setting up the manned self-service bank of "staff site guidance + customer self-service" and issued publicity foldouts to residents to explain financial knowledge, answer customers' questions and continuously expand the radius of community services.

To highlight the "community" characteristic, community banks also provide local residents with self-service express delivery boxes, blood pressure monitors, inflators, newspapers and magazines in addition to traditional banking services and cooperates with third parties to provide value-added services, e.g. Lakala, release of housing leasing information, commissioned except of taxes and commercial discussion rooms, to meet the personalized needs of community residents.

To improve the management of taxi industry of Tianjin, reduce the operation cash flow of taxis and lower the personal and property risks of drivers, Tianjin Branch cooperated with Tianjin Urban All-in-one Card Co., Ltd. and terminal manufacturers to carry out the transformation of the card-swiping terminals of the taxis in the city. By the end of 2014, the installation of the terminal had been completed in 1,120 taxis. After the transformation, the card-swiping terminals of the taxis can accept electronic cash payment via urban card and IC cards reaching UnionPay standard. The terminals are connected with the fare meters of the taxis for passengers to pay fare through card swiping. The settlement funds will be available on the next day. The mode is safe, convenient and fast.

In 2014, “ABC” WeChat banking service number integrated three major service blocks, including “Smart e-station”, “Financial e-station” and “Life e-station”, to provide customers with all-round services such as marketing information, financial transactions via debit and credit cards, credit recharging, purchase of game coins and other value-added services. ABC is the first in financial sector to provide “Yi Gui Tong” business pre-processing service, greatly saving the time of customers and the resources of outlets; originated the management mode of branch characteristic business to provide customers with a succinct operation interface through the “unified management” of the head office, “unified views”, “concerted development” of branches and "personalized exhibition"; established the mechanism of sharing the development results of both the head office and the branches; became the first within the sector to transform its service mode into a browser go-to mode with better customer experience and higher data confidentiality.

To supplement the services available at fingertips, Hubei Sanxia Branch revealed its first "Smart Bank" in its Fortune Center, which provides integrated smart and personalized financial services and attracts the customer present, who stopped to experience such financial services "at fingertips".

In 2014, Hubei Branch and Shandong Dongying Branch respectively built and commissioned 20 and 15 community banks, initially forming an innovative mode of community bank services that integrates staff-provided services and self-service devices.

"If I go to an outlet to transact my business, I need to get a number and queue up and it will take at least 15 minutes to get the card. In the community bank, however, it takes only 5 minutes." Ms. Wang who was opening a card noted: "In future, I just need to step out of my home to deposit or draw money, pay my utility bills and telephone fees and buy WMP." Shandong Dongying Branch attempted at setting up the manned self-service bank of “staff site guidance + customer self-service” and issued publicity foldouts to residents to explain financial knowledge, answer customers’ questions and continuously expand the radius of community services.

To highlight the “community” characteristic, community banks also provide local residents with self-service express delivery boxes, blood pressure monitors, inflators, newspapers and magazines in addition to traditional banking services and cooperates with third parties to provide value-added services, e.g. Lakala, release of housing leasing information, commissioned except of taxes and commercial discussion rooms, to meet the personalized needs of community residents.

In 2014, Hubei Branch and Shandong Dongying Branch respectively built and commissioned 20 and 15 community banks, initially forming an innovative mode of community bank services that integrates staff-provided services and self-service devices.

"If I go to an outlet to transact my business, I need to get a number and queue up and it will take at least 15 minutes to get the card. In the community bank, however, it takes only 5 minutes." Ms. Wang who was opening a card noted: “In the future, I just need to step out of my home to deposit or draw money, pay my utility bills and telephone fees and buy WMP.”

Shandong Dongying Branch attempted at setting up the manned self-service bank of “staff site guidance + customer self-service” and issued publicity foldouts to residents to explain financial knowledge, answer customers’ questions and continuously expand the radius of community services.

To highlight the “community” characteristic, community banks also provide local residents with self-service express delivery boxes, blood pressure monitors, inflators, newspapers and magazines in addition to traditional banking services and cooperates with third parties to provide value-added services, e.g. Lakala, release of housing leasing information, commissioned except of taxes and commercial discussion rooms, to meet the personalized needs of community residents.

To improve the management of taxi industry of Tianjin, reduce the operation cash flow of taxis and lower the personal and property risks of drivers, Tianjin Branch cooperated with Tianjin Urban All-in-one Card Co., Ltd. and terminal manufacturers to carry out the transformation of the card-swiping terminals of the taxis in the city. By the end of 2014, the installation of the terminal had been completed in 1,120 taxis. After the transformation, the card-swiping terminals of the taxis can accept electronic cash payment via urban card and IC cards reaching UnionPay standard. The terminals are connected with the fare meters of the taxis for passengers to pay fare through card swiping. The settlement funds will be available on the next day. The mode is safe, convenient and fast.

In 2014, “ABC” WeChat banking service number integrated three major service blocks, including “Smart e-station”, “Financial e-station” and “Life e-station”, to provide customers with all-round services such as marketing information, financial transactions via debit and credit cards, credit recharging, purchase of game coins and other value-added services. ABC is the first in financial sector to provide “Yi Gui Tong” business pre-processing service, greatly saving the time of customers and the resources of outlets; originated the management mode of branch characteristic business to provide customers with a succinct operation interface through the “unified management” of the head office, “unified views”, “concerted development” of branches and "personalized exhibition"; established the mechanism of sharing the development results of both the head office and the branches; became the first within the sector to transform its service mode into a browser go-to mode with better customer experience and higher data confidentiality.
Innovative services and products

By the end of 2014, the number of innovative products of the head office reached 408, including 10 characteristic products for "Sannong", and that of the branches reached 548, including 5 for "Sannong".

ABC persists in the innovation-driven approach, enthusiastically promotes the innovations in products, functions and services, provides customers with convenient and efficient products and services, and continuously introduces new products that meet customers’ personalized needs.

In pace with the development trend of Internet finance, ABC innovated the service mode of its personal loans and developed and promoted personal online loan platform to provide customers with convenient personal online loan services.

By the end of 2014, the total number of personal loan transactions for which the application was filed through the platform had reached 689,000, involving an amount of 238.2 billion yuan, of which 151 billion yuan had been issued cumulatively, including 492,000 applications filed in the year, involving an amount of 162.5 billion yuan and an increase of 103.8 billion yuan of newly issued loans, up 249%, 215% and 219% from the beginning of the year respectively.

To meet the requirements of the rapid development of e-business, ABC successfully commissioned phase I of its full-featured e-business payment platform of a new generation in September 2014 and started to run it on a trial basis with merchants like Apple for installment payment and China Railway Corporation for freight payment. The platform is a unified platform of ABC for e-business payment and settlement and also an important basic platform for Internet and mobile finance.

The platform uses a new technological architecture and has achieved 6 unifications, i.e. the unification of product models, merchant management, order management, fee charging models, channel access, security control.

The platform uses a new technological architecture and has achieved 6 unifications, i.e. the unification of product models, merchant management, order management, fee charging models, channel access, security control.

As a famous tourist city of China, Sanya attracts large numbers of tourists with its pleasant climate and beautiful landscapes. To provide its citizens with convenient financial services and assist the city government in attaining the goal of building a "digitized and informationized" international tourist city, Hainan Branch joined Hainan Smart City Company in introducing the "Kins Sanya Citizen Card", which has turned the financial IC cards of ABC into an intelligent city card for business, travel and life. By the end of 2014, 9,121 such cards had been issued.

In addition to all the functions of financial service of general debit cards, the card is compatible with the standards of UnionPay and the Ministry of Housing and Urban-Rural Development. After interconnection was achieved between the city and 35 domestic cities in October 2014, its citizens may hold the card to take local buses in 35 cities, such as Ningbo, Lanzhou and Huzhou, and enjoy a preference of a 10~40% discount of the base price when they travel around the country.

Since Tibetan Branch launched Zhi Fu Tong business in October 2009, its county coverage rate has reached 70% and the amount of delivery reaches first among peers of the region, effectively filling the gap of financial services in key towns and villages of Tibetan region. In 2014, it introduced the function of services in Tibetan language, which is the first of its kind in the region in terms of the navigation functions of Tibetan language. The introduction of the Tibetan operation pages of Zhi Fu Tong has effectively removed the linguistic barriers encountered by ethnic minority customers in the course of transaction. The easily understandable language tips and the plain operation instructions have further enhanced customer experience, thus erecting a bridge for Tibetan farmers and herdsmen to transact financial business.

Located at the western gate of Nantong, Nantong Lock is a major water transport throat between the Yangtze River and inland rivers and also an important passage for the water transportation of bulky cargoes. Within the jurisdiction, there are a number of locks and the large number of boat people had to get on shore for payment by queuing up for 1~2 days normally or even 5~6 days, reflecting very low efficiency.

To change such a traditional mode that wastes both time and energy, Jiangsu Gangzha Branch and Nantong Waterway Department jointly developed the innovative lock video registration and e-payment system by concentrating their technological resources and relying on the cell phone WAP payment system of ABC, in light of the characteristic that most of the boat people are youngsters who have a high rate of using smartphones. The system has replaced traditional mode of payment for passing through the locks and changed the 54-year history Nantong Lock Management Station of going on shore for payment.

"In future, I need only to make a phone call on my ship to pass the lock in 1 minute. The 'one-stop' service is indeed true to its name!"

--- Ship owner Zhang Qin
Providing considerate services

Providing customers with high-quality services is always the unchangeable pursuit of ABC people. In 2014, ABC pushed on the transformation of outlets, propelled their 6S management, continuously enhanced their comprehensive management capability and services; issued the “Notice on Implementing the Plan for Standardized Service Language and Standardized Service Flow of Bank Outlets” to promote the “two standards” required by CBRC and continuously improve service quality in outlets.

Case: Classified processes: Carefully handle the complaints of customers

When handling complaints, the Customer Service Center of ABC follows the three principles of instant response, “you first receive it, you follow it up”, timely reporting. The complaining customers are classified to strengthen the timeliness and pertinence of the handling mechanism through an all-round complaint processing mechanism.

- Formulated the relevant rules and regulations; established or improved the mechanism of appraising, processing and responding to claims;
- Optimized and improved the relevant processes to ensure true and objective appraisal and processing as well as timely and effective response to customers;
- Strengthened early warning about complaint and after-event management;
- Counted relevant data and cases; sorted out the improvement measures and suggestions, which were reported to the related departments of the head office and branches.

Ordinary customer: Customer complaint -> instant handling -> track -> feedback and summary

Difficult customer: Customer complaint -> written report -> coordination by head of Customer Service Center to address the complaint -> very problem arising in coordination to be reported to the deputy general manager in charge for the follow-up -> track and handle complaint according to written instructions before reporting the result to deputy general manager in charge and related departments

Major complaint: Customer complaint -> preliminary verification -> report it to leadership -> draw up a formal solution -> communicate with customer to make explanations -> report the result of handling

Case: A story about “reviving” 10,000 yuan of fragmented notes

In June 2014, the story about the employees of Hui’an Sub-branch in Quanzhou, Fujian spending 6 hours “rescuing” 10,000 yuan of notes for an old woman became a favorite topic in the local area.

Granny Li, aged more than 70 lives in Xiaozha Town, Hui’an Town, Fujian Province. By doing chores for others, she has saved some money, about 10,000 yuan, which she wrapped up with a plastic cloth and tucked it into a wall crack beside a coop, for she feared that she might lose the money and had no idea how to deposit it in a bank. Unexpectedly, the pack was pecked by the chicken flock that mistook it for food. When what happened was found, the 10,000 yuan saved so painstakingly had already become so tattered that not a single note was intact. On the day, Granny Li took a bag of dirty and shattered notes to a bank for conversion. She went to several banks, but was turned away by all.

Cherishing a last bit of hope, she came to our Hui’an Sub-branch in Quanzhou, Fujian for assistance. After over 6 hours of meticulous work, the employee receiving her finally recovered a whole table of broken notes into pieces of red notes of 100 yuan, which were counted to result in 9,600 yuan of notes that can be converted and used, excluding those that had been turned into dust by the chickens or so deformed as to be unreparable.

“Thank you so much! I will deposit the money with ABC. In future, I will save all my money with you,” Granny Li said gladly after seeing how the shattered money was “revived” by the clever fingers of the employees of the sub-branch.

Case: Commitment: Complete your business in 15 minutes

Shenzhen Longgang Sub-branch serves over 260,000 customers and receives over 500 customers each day. How to provide them with good and fast services has become an issue that the employees of the outlet often think about. The branch has continuously optimized its hardware and software and finally realized no more than 15 minutes of wait for VIP customers and no more than 30 minutes of wait for ordinary customers. The per capita business volume of the tellers has risen from 90 to 110, up 22%.

The commissioning of self-service devices and Super Counter has greatly increased the diversion of on-site customers for non-cash business. In 2014, the diversion rate rose to 75%. Meanwhile, the branch promotes electronic products and the diversion rate of personal e-channels has exceeded 95%.

It is because of these bits of efforts that the branch dares to bear responsibility and make the commitment “to completing your business in 15 minutes” personally signed by the president to the customers.
Optimizing services

Service special groups

By the end of 2014, it has issued 71.96 million of cards to the old people participating in "Xin Nong Bao" (new rural social endowment insurance) and cumulatively paid 10.686 million yuan of pension.

Special customers, e.g. the old, the sick and the disabled, have special financial needs. Only by adjusting the system and changing the mode is it possible to warm their hearts. ABC has always persisted in solving difficulties for the customers of the special groups by providing services that are as considerate and humanized as possible.

Case: Serving the old people participating in "Xin Nong Bao" (new rural social endowment insurance) in the mentality of children

As the only agent bank for "Xin Nong Bao" of the whole county, Anhui Lai’an County Sub-branch overcame many difficulties and issued some 80,000 cards by working hard for 15 consecutive days, 12 hours a day. It set up 150 payment points throughout the county to ensure that all the old people qualified for receipt of pension will receive it in time without the need to go out of home. By the end of 2014, the branch had cumulatively paid 116.17 million yuan to local old people.

By the end of 2014, it has issued 71.96 million of cards to the old people participating in "Xin Nong Bao" (new rural social endowment insurance) and cumulatively paid 10.686 million yuan of pension.

The "Xin Nong Bao" pension is paid to old people aged 60 or above. It often occurs that some of them forgot their password or lost their card. Some old people living in remote villages find it very difficult to report the loss to an outlet, let alone those staying in bed for long due to serious disease. To better serve such old people and ensure that they can receive their pension in time, Lai’an County Sub-branch set up a team providing free up-to-door acceptance of loss reporting for them under the precondition of meeting the requirements of the system. By 2014, the sub-branch had provided the service for 640 times, covering 130 administrative villages and 8 communities throughout the county, with a total mileage of more than 8,000km.

Case: Old man Wang Zhengzhi: What a surprise that you have come so far away for my business

In Haoji Village, Miaoshang Town, Yuncheng, Shanxi Province, 99-year-old Wang Zhengzhi tightly held the hands of an employee of Xi’an Shangpu Road Sub-branch to thank them for coming from Xi’an to process insurance business for him.

It turned out that Wang used to work in Xi’an. After retiring, he returned to his native place to live with his family. Not long ago, when using his ABC card to receive his pension, he was told that his business could not be processed because his bankcard had been demagnetized. As the bankcard was received in Xi’an when the old man retired, the remagnetization must be done by the holder or his agent at the place where it was first issued according to regulations. Considering the long distance and the fact that both his son and daughter-in-law were above 70, Wang and his wife were really worried.

After learning about his situation, the sub-branch sent two employees on its own initiative to provide up-to-door service, who made a 5-hour trip to the old man’s home and solved his problem in time.

Case: Tianxin District Sub-branch: Serving a special customer

On December 21, 2014, at 3 pm, a ragged old man came into the business hall of Gangcheng Sub-branch of Tianxin District with a woven bag in his hand. Instantly, he timidly took a heap of smelling changes out of the bag and asked in a low voice: “This is what I got through begging. Can I save them?” The hall manager answered without any delay: “Of course.” The director of the outlet even personally brought him a cup of hot tea. When departing, the beggar mumbled repeatedly: “Thank you ……” with the hand holding the passbook shaking.

Case: Serving the old people participating in "Xin Nong Bao" (new rural social endowment insurance) in the mentality of children

By the end of 2014, it has issued 71.96 million of cards to the old people participating in "Xin Nong Bao" (new rural social endowment insurance) and cumulatively paid 10.686 million yuan of pension.

Special customers, e.g. the old, the sick and the disabled, have special financial needs. Only by adjusting the system and changing the mode is it possible to warm their hearts. ABC has always persisted in solving difficulties for the customers of the special groups by providing services that are as considerate and humanized as possible.

Case: Tianxin District Sub-branch: Serving a special customer

By the end of 2014, it has issued 71.96 million of cards to the old people participating in "Xin Nong Bao" (new rural social endowment insurance) and cumulatively paid 10.686 million yuan of pension.

Special customers, e.g. the old, the sick and the disabled, have special financial needs. Only by adjusting the system and changing the mode is it possible to warm their hearts. ABC has always persisted in solving difficulties for the customers of the special groups by providing services that are as considerate and humanized as possible.

Case: Serving the old people participating in "Xin Nong Bao" (new rural social endowment insurance) in the mentality of children

By the end of 2014, it has issued 71.96 million of cards to the old people participating in "Xin Nong Bao" (new rural social endowment insurance) and cumulatively paid 10.686 million yuan of pension.

Special customers, e.g. the old, the sick and the disabled, have special financial needs. Only by adjusting the system and changing the mode is it possible to warm their hearts. ABC has always persisted in solving difficulties for the customers of the special groups by providing services that are as considerate and humanized as possible.

Case: Serving the old people participating in "Xin Nong Bao" (new rural social endowment insurance) in the mentality of children

By the end of 2014, it has issued 71.96 million of cards to the old people participating in "Xin Nong Bao" (new rural social endowment insurance) and cumulatively paid 10.686 million yuan of pension.

Special customers, e.g. the old, the sick and the disabled, have special financial needs. Only by adjusting the system and changing the mode is it possible to warm their hearts. ABC has always persisted in solving difficulties for the customers of the special groups by providing services that are as considerate and humanized as possible.

Case: Serving the old people participating in "Xin Nong Bao" (new rural social endowment insurance) in the mentality of children

By the end of 2014, it has issued 71.96 million of cards to the old people participating in "Xin Nong Bao" (new rural social endowment insurance) and cumulatively paid 10.686 million yuan of pension.

Special customers, e.g. the old, the sick and the disabled, have special financial needs. Only by adjusting the system and changing the mode is it possible to warm their hearts. ABC has always persisted in solving difficulties for the customers of the special groups by providing services that are as considerate and humanized as possible.

Case: Serving the old people participating in "Xin Nong Bao" (new rural social endowment insurance) in the mentality of children

By the end of 2014, it has issued 71.96 million of cards to the old people participating in "Xin Nong Bao" (new rural social endowment insurance) and cumulatively paid 10.686 million yuan of pension.

Special customers, e.g. the old, the sick and the disabled, have special financial needs. Only by adjusting the system and changing the mode is it possible to warm their hearts. ABC has always persisted in solving difficulties for the customers of the special groups by providing services that are as considerate and humanized as possible.

Case: Serving the old people participating in "Xin Nong Bao" (new rural social endowment insurance) in the mentality of children

By the end of 2014, it has issued 71.96 million of cards to the old people participating in "Xin Nong Bao" (new rural social endowment insurance) and cumulatively paid 10.686 million yuan of pension.

Special customers, e.g. the old, the sick and the disabled, have special financial needs. Only by adjusting the system and changing the mode is it possible to warm their hearts. ABC has always persisted in solving difficulties for the customers of the special groups by providing services that are as considerate and humanized as possible.

Case: Serving the old people participating in "Xin Nong Bao" (new rural social endowment insurance) in the mentality of children

By the end of 2014, it has issued 71.96 million of cards to the old people participating in "Xin Nong Bao" (new rural social endowment insurance) and cumulatively paid 10.686 million yuan of pension.

Special customers, e.g. the old, the sick and the disabled, have special financial needs. Only by adjusting the system and changing the mode is it possible to warm their hearts. ABC has always persisted in solving difficulties for the customers of the special groups by providing services that are as considerate and humanized as possible.

Case: Serving the old people participating in "Xin Nong Bao" (new rural social endowment insurance) in the mentality of children

By the end of 2014, it has issued 71.96 million of cards to the old people participating in "Xin Nong Bao" (new rural social endowment insurance) and cumulatively paid 10.686 million yuan of pension.

Special customers, e.g. the old, the sick and the disabled, have special financial needs. Only by adjusting the system and changing the mode is it possible to warm their hearts. ABC has always persisted in solving difficulties for the customers of the special groups by providing services that are as considerate and humanized as possible.

Case: Serving the old people participating in "Xin Nong Bao" (new rural social endowment insurance) in the mentality of children

By the end of 2014, it has issued 71.96 million of cards to the old people participating in "Xin Nong Bao" (new rural social endowment insurance) and cumulatively paid 10.686 million yuan of pension.

Special customers, e.g. the old, the sick and the disabled, have special financial needs. Only by adjusting the system and changing the mode is it possible to warm their hearts. ABC has always persisted in solving difficulties for the customers of the special groups by providing services that are as considerate and humanized as possible.

Case: Serving the old people participating in "Xin Nong Bao" (new rural social endowment insurance) in the mentality of children

By the end of 2014, it has issued 71.96 million of cards to the old people participating in "Xin Nong Bao" (new rural social endowment insurance) and cumulatively paid 10.686 million yuan of pension.

Special customers, e.g. the old, the sick and the disabled, have special financial needs. Only by adjusting the system and changing the mode is it possible to warm their hearts. ABC has always persisted in solving difficulties for the customers of the special groups by providing services that are as considerate and humanized as possible.
Accelerating the construction of the modern operation system

In 2014, in keeping with the reform theme of “macro operation, macro back office”, ABC steadily pushed forward provincial-level concentration, further tapped basic management, continuously enhanced concentrated operation capability of the back-office, accelerated reform of key projects, strongly optimized counter flow, constantly improved the capability for payment settlement and business clearing, further consolidated the operation management foundation of the whole bank for reform, development and operation transformation.

In the year, the daily turnover of the bank’s core production system increased by 21% from last year, with a peak daily turnover that reached 297 million transactions.

The branch have further enhanced business operation and processing efficiency by optimizing workflow and improving back-office business handling speed.

Tianjin Branch: Integrating and optimizing credit process.

Tianjin Branch started with the classified access process to implement the combined submission of multiple matters to approval for customer classification and credit matters. For the branches that concurrently hold the power of examination and approval for fixed asset loans, customer classification and project access, the approval of a fixed asset loan by a branch is deemed as the approval of project access and the customer is deemed as the customer to be supported. This has reduced operation efficiency by creating “three centers”, “three types of talents” and “three teams” and taking the measure of focusing on management, process, contingent and examination. Through the acceleration, the queuing time for the authorization of a fixed asset loan by a branch has been reduced from 20 seconds to around 3 seconds and the success rate of authorization has stabilized at above 95%. Besides, the operation efficiency of the outlets has also improved noticeably and the average time consumption of all links related to outbound remittance business of the outlets has been reduced from 1 hour to 15 minutes, while that of account business from 1 hour and 20 minutes to 40 minutes.

In 2014, Hainan Branch went all out to reduce the burden of its outlets, stimulated their vigor and boosted the enhancement of their efficiency by creating “three centers”, “three types of talents” and “three teams” and taking the measure of focusing on management, process, contingent and examination. Through the acceleration, the queuing time for the authorization of a fixed asset loan by a branch has been reduced from 20 seconds to around 3 seconds and the success rate of authorization has stabilized at above 95%. Besides, the operation efficiency of the outlets has also improved noticeably and the average time consumption of all links related to outbound remittance business of the outlets has been reduced from 1 hour to 15 minutes, while that of account business from 1 hour and 20 minutes to 40 minutes.

Guangdong Foshan Branch strongly propels the concentrated operations of back-office business. On the one hand, it strengthens the building of a concentrated operation center, means it with professionals of high business quality and a strong sense of responsibility, improves management, strengthens supervision and further enhances operation quality. On the other hand, it regularly sends business backlines to the outlets for investigation and making targeted implementation plans, concentrates the back-office business of the largest business volume and highest consumption of time in the outlets to the center and erects a concentrated operation module that features the acceptance of business in the front office and the collaboration of multiple people in different places. The concentrated operation of business in the back office has reduced the work pressure of the tellers of the outlets, enhanced the efficiency of the counter business of the front office and greatly improved business processing efficiency in the back office.

Guangdong Foshan Branch: Concentrated operations of back office

On August 21, 2014, the Data Center of ABC successfully held a business-level disaster recovery drill for its information system. The drill consisted of 5 stages: response to event, early-warning preparation, system recovery, business authentication, summary and rollback, and successfully recovered 9 types of core businesses, including public applications, internal accounting, treasury cash, off-balance sheet, bankbook, bankruptcy, customer information, sister bank, cash management. The success rate of business authentication was 100% for 542 business outlets under 36 level-1 branches across the country.

Promoting the construction of the disaster recovery system

Disaster recovery system is a vital defense line that protects business continuity of financial institutions and an important measure that safeguards the security of their information and network. In 2014, ABC furthered the construction of its disaster recovery system and improved disaster recovery management mechanism; carried out security education and training by holding 34,800 sessions of security education and training, 349,000 employees, formulated The Emergency Plan Guidance Template, which includes the drills designed to dispose of 12 emergencies, such as explosion and fire. In the year, ABC carried out 28,500 drills of all plans, which involved the participation of some 341,000 people.

On August 21, 2014, the Data Center of ABC successfully held a business-level disaster recovery drill for its information system. The drill consisted of 5 stages: response to event, early-warning preparation, system recovery, business authentication, summary and rollback, and successfully recovered 9 types of core businesses, including public applications, internal accounting, treasury cash, off-balance sheet, bankbook, bankruptcy, customer information, sister bank, cash management. The success rate of business authentication was 100% for 542 business outlets under 36 level-1 branches across the country.

Promoting the construction of the disaster recovery system

Disaster recovery system is a vital defense line that protects business continuity of financial institutions and an important measure that safeguards the security of their information and network. In 2014, ABC furthered the construction of its disaster recovery system and improved disaster recovery management mechanism; carried out security education and training by holding 34,800 sessions of security education and training, 349,000 employees, formulated The Emergency Plan Guidance Template, which includes the drills designed to dispose of 12 emergencies, such as explosion and fire. In the year, ABC carried out 28,500 drills of all plans, which involved the participation of some 341,000 people.
Enhancing anti-money laundering management

ABC explored the reform of the anti-money laundering work mode, intensified the effectiveness of the monitoring of suspicious transactions, enhanced technological support capability for anti-money laundering, strongly carried out anti-money laundering publicity and training, assisted judicial departments in making anti-money laundering and anti-terrorist financing investigations, thus playing an important role in safeguarding social stability and national security. In 2014, ABC maintained a professional anti-money laundering contingent of 37,730 people (on both full-time and part-time basis) and assisted in 4,489.4 million anti-money laundering investigations.

In 2014, Hunan Zhangjiajie Branch organized the activity of anti-money laundering publicity month under the themes of "Prevent money laundering, maintain financial security" and "2014—Protect yourself, stay away from money laundering", which effectively enhanced the public awareness about anti-money laundering and risk prevention, further advancing the anti-money laundering efforts. During the activity, over 12,000 copies of materials were distributed and the number of people receiving onsite consulting topped 5,000.

Case: Continuously advancing anti-money laundering initiatives

Since it started business, New York Branch has strictly abide by all the provisions of domestic and overseas regulatory authorities, continuously strengthened the building of its own system and personnel training, adopted a "zero tolerance" attitude toward compliance risks. In 2014, the branch built and commissioned the anti-money laundering automatic monitoring system and customer due diligence system, basically realizing the automatic processing of the daily tasks related to anti-money laundering, including customer due diligence, anti-money laundering risk rating, and real-time filtration of OFAC sanction list. Meanwhile, the branch used cases where the regulatory authority took enforcement against and imposed fines on foreign banks to provide the employees of the whole bank with annual training in compliance with anti-money laundering provisions and strengthen its compliance culture. In the joint inspection by New York Federal Reserve Bank and New York Department of Financial Services, New York Branch received the comment of overall “Satisfactory” for the second time, leading its Chinese counterparts in the local place.

Case: Continuously advancing anti-money laundering management

Strengthening anti-corruption drive

The anti-corruption drive concerns the survival and development of ABC itself. In 2014, ABC persisted in both reform/development and the anti-corruption drive in strict compliance with the relevant requirements and deployment of the CPC Central Committee and in light of its own reality, vigorously promoted the building of the system for punishment and prevention of corruption and solidly advanced all efforts in the regard, achieving positive results.

To further strengthen the ranks of disciplinary inspection, Hubei Branch issued The Opinions on Setting Up Part-time Disciplinary Inspectors of Grassroots Outlet in early 2014 to establish the system of part-time disciplinary inspectors, making it clear the inspector shall generally be the director or deputy director of an outlet. These part-time disciplinary inspectors are responsible for the specific fulfillment of relevant tasks, e.g. reinforcement of incorruptness, case prevention and control, special treatment of cases, building of a safe and sound ABC. Their performance will be examined at year end by the outlets. By the end of 2014, all the 922 outlets under Hubei Branch had appointed such inspectors.

Case: Setting up part-time disciplinary inspectors of outlets

Case: Continuously advancing anti-money laundering initiatives

Customer’s thank-you letter

Case: Continuously advancing anti-money laundering management
Building an anti-information fraud system

To fulfill its social responsibility, maintain the safety of customer’s funds and effectively curb the occurrence of telecommunication fraud cases, ABC guided business outlets under its jurisdiction in conducting publicity about preventing telecommunication fraud to enhance customers’ ability to recognize and identify telecommunication fraud. In 2014, the counters of the whole bank blocked 9,321 external fraud incidents that involved nearly 2.6 billion yuan of funds.

In 2014, ABC organized the development of the judicial inquiry system (JIS). Compared with data inquiry systems that run independently among ABC branches, JIS features more precise design and stronger capability of ensuring compliance inquiry and customer’s information security. Additionally, the system has integrated the information on the ABC cards in respect of their opening and transaction details from the different channels and territories of the Bank. It can display the counterparties of intra-bank or inter-bank account transfer and names of POS consumption merchants to provide instant output of inquiry results, thereby basically meeting requirements of judicial authorities for “inquiring about the whole bank in a province”.

In merely 45 working days of trial operation, the system already assisted 246 judicial authorities across the country in completing the inquiries about 4,576 case-involved card numbers or ID cards and generated about 2.1 million of information feedbacks, providing huge convenience for judicial authorities in case handling and winning their praises.

In 2014, Shenzhen Branch further strengthened the fight against anti-information fraud, took multiple measures to build an anti-information fraud system, stepped up cooperation with the Internet Monitoring Branch of the Public Security Bureau of the city, printed foldouts for anti-information fraud publicity and distributed them to the business outlets for customers to take away and read; urged the sub-branches to dispatch guards to business outlets and require business hall staff to intensify the interruption of information fraud; provided fast inspection and freezing of the funds in bank accounts according to the agreement for joint prevention.

By the end of 2014, the sub-branches reported 31 telecommunication frauds to the protection information system and avoided monetary loss reaching RMB 518,500 yuan. The branch assisted public security entities in freezing 1,160 accounts with 22.8 million yuan of funds involved in telecommunication fraud.

Case: Maintaining the security of network information

At the public experience exhibition of the first National Network Security Publicity Week, the booth of ABC was composed of the exhibition area, learning area and interaction area.

The exhibition area served to show the major achievements made by ABC in recent years in protecting the safety of customers'/funds and information as well as maintaining the stability of financial services.

The learning area served to introduce knowledge about financial security risks including the most common fraud, Trojans and Phishing sites, and the needs for customers to develop a good habit when using online banking for payment, bankcard for card-swiping consumption and other financial services.

The interaction area had simulation equipment that gave the audience a direct experience of the process whereby Trojan softwares were used to steal account passwords in the absence of security measures for online banking.

Meanwhile, for customers who could not come to the scene to take part in the Publicity Week activity, ABC organized its 37 branches across the country to conduct publicity through their outlets as required by the People’s Bank of China and issued over 1 million publicity manuals to customers.
Taking delight in public welfare

Committed to becoming a harmonious bank promoting social progress

——Agricultural Bank of China

Taking delight in public welfare

Data · Stories

30 “Mothers’ Health Express” delivering both love and health

As a member of the society, ABC never forgets to repay the society, lend a hand of hope to the groups that need help the most and works for the sharing of its own development results with the entire society. In 2014, ABC continued to do its bit in supporting the reconstruction of the areas affected by disasters as it had always done and kept working on its own public welfare programs, which are named “Mother’s parcel” and “Mothers’ health expresses”. ABC’s effort continues to benefit more crowds and contribute to the construction of a harmonious society.

In 2014, ABC again joined hands with China Women Development Foundation and donated 3.6 million yuan toward the purchase of 30 “Mothers’ Health Express”, which were delivered to Nanjing, Shanghai, Guamanian and Huber to provide local women with medical services, including physical examination, treatment of diseases and health care for pregnant and lying-in women.

As mobile medical vehicles, the Health Express rely on the hospitals and medical workers of the recipient areas to provide services. In 2014, the 30 vehicles supported by ABC went to the above four provinces to provide medical services in response to their needs, gaining favorable comments from the locals wherever they went.

By the end of 2014, the hospitals implementing this project had cumulatively trained 2,735 grassroots medical personnel, gave free medical consultation to 11,592 people, provided health check for 32,902 people, assisted 2,017 people in poor conditions, transferred 1,886 pregnant or lying-in women and issued 1420.87 million yuan worth of free drugs, benefiting 100,000 women. At the end of the year, ABC won the 2013-2014 “Model Award”, the highest honor of the “Award of Charity Work for Chinese Women”.

In 2014, ABC again joined hands with China Women Development Foundation and donated 3.6 million yuan toward the purchase of 30 “Mothers’ Health Express”, which were delivered to Nanjing, Shanghai, Guamanian and Huber to provide local women with medical services, including physical examination, treatment of diseases and health care for pregnant and lying-in women.

As mobile medical vehicles, the Health Express rely on the hospitals and medical workers of the recipient areas to provide services. In 2014, the 30 vehicles supported by ABC went to the above four provinces to provide medical services in response to their needs, gaining favorable comments from the locals wherever they went.

By the end of 2014, the hospitals implementing this project had cumulatively trained 2,735 grassroots medical personnel, gave free medical consultation to 11,592 people, provided health check for 32,902 people, assisted 2,017 people in poor conditions, transferred 1,886 pregnant or lying-in women and issued 1420.87 million yuan worth of free drugs, benefiting 100,000 women. At the end of the year, ABC won the 2013-2014 “Model Award”, the highest honor of the “Award of Charity Work for Chinese Women”.

Concerns of Stakeholders

Does charity mean donations only?

Donation is a part rather than the whole of charity. The report made at the 18th CPC National Congress calls for “improving the social assistance system and supporting the development of charities”. ABC holds that doing charity is by no means as simple as just taking a tiny portion of annual profit and donating it. Instead, the undertaking must find its way into the core value system and business mode of the enterprise so as to go far.

Over the years, ABC has given full play to the advantages of its diversified product portfolio, a service network covering urban and rural areas and advanced technology in financial infrastructure to provide charities with quality services.

ABC bears the cost of the financial products and services on its own initiative to build up the image of a large State-owned commercial bank that is responsible to the society and repays the society in a persistent manner.

“We villagers have a lot of house chores to do and need to look after the kids at home. We really cannot spare time to receive a checkup in the hospital of the town. Now, everything is fine. The hospital has a ‘Mothers’ Health Express’, which can be driven by the doctors to our homes for the checkup. That’s really a tangible benefit for us in the rural areas.”

—— A service recipient from the rural area
Disaster relief and assistance in reconstruction

ABC strives to be a vanguard of disaster relief and assistance in reconstruction. In 2014, to ensure the continuation of the financial services for the areas affected by disasters, e.g. Ludian in Yunnan Province, ABC quickly activated the emergency disaster relief mechanism, opened a “green passage” through the counters of the outlets and e-service channels and reached the earthquake area at the first opportunity to set up a “mobile bank”. ABC opened up a “green passage” to fast track loan approval and delivery for post-disaster reconstruction and provide full support for the residents in the areas to carry out production for self-rescue and housing reconstruction. In addition, ABC established a long-term mechanism of providing financial assistance for the areas affected by disasters.

On August 3, 2014, a 6.5 magnitude earthquake hit Ludian County, Yunnan Province. Yunnan Branch managed to sent its employees to carry the business equipment manually to Longtoushan Town, the frontline of post-disaster rescue, after overcoming the difficulties of blocked roads and intermittent aftershocks on the day immediately after the event. Despite the breakdown of telecommunication services, Longtoushan mobile bank finally started business on August 5 at 15:00 after repeated tests involving cooperation between multiple parties. The mobile bank is the first such bank set up by the financial institutions of Yunnan in the earthquake area and is a vanguard of meeting the financial service demand of the locals.

During its presence in the disaster area, the mobile bank handled 420 deposit transactions involving over 27.8 million yuan, over 700 withdrawal transactions involving over 3.6 million yuan, over 90 account transfer transactions involving 1.3 million yuan, over 20 credit card repayment transactions involving 170,000 yuan, over 400 inquiries, over 1,300 customer consultations, over 150 new bankcard issuance and 27 955 service initiation. Acting as the “Hui Naing program” payment points, the mobile bank conducted over 70 transactions.

On August 13, 2014, a 7.0 magnitude Ludian earthquake hit Lushan County, Sichuan Province. Lushan Branch actively took part in the “new home” and “warm winter” programs for reconstruction of rural housing in the area. By the means of “devide and delegate”, ABC formed joint groups together with the civil servants of the townships to provide “one-stop” services for the farmers in their housing reconstruction. Providing that the documentations are complete, it would take only 2 hours to issue a loan, thus ensuring the sufficient supply of the loan. By the end of 2014, Lushan Branch had issued 74.2 million yuan of the loan to 1,429 households.

Gansu Branch introduced the special innovative product of “rural residential benefit home loans for farmers in the earthquake area” to fully meet the financing demand for house reconstruction in the earthquake area of Min County.

The product was customized for the 93,000 victims there. The limit of the loan is generally from 10,000 to 15,000 yuan and the upper limit of a single household is either 50% of the total investment in the house construction or 50% of household income during the loan terms, whichever is less. The maximum term of the loan is 5 years and can be extended upon expiration in case of repayment difficulty. The loan charges standard borrowing rate and is insured by state-owned loan insurance company under joint guarantee arrangement. By the end of 2014, the project loan amounts to 65.6 million yuan and reaches 1,183 households in the affected area.

In April 2014, a strong earthquake of magnitude 7.0 slammed Lushan. After over a year of recuperation, the area is showing scenes of a general prosperity. In the process, Sichuan Y’An Branch provided strong support for its recovery.

On July 18, 2014, a force 17 super typhoon “Rammasun” swept across Hainan Province. The strong wind encountered once in tens of years brought with it substantial rainfall and raged through the whole island. Faced with the disaster, ABC immediately took part in the local relief efforts and reconstruction by donating 5 million yuan, urgently increasing the credit limit by 1.005 billion yuan to support the local enterprises in their production for self-rescue and opening a green passage to examine and approve the loans for post-disaster reconstruction so as to fast track loan application acceptance, approval and delivery, thereby providing funding support for the victims.

Case: Mobile bank: Vanguard of financial assistance

Case: Project specific loans: Supporting the residents of disaster areas in home reconstruction

Case: 500 million yuan: Assisting the post-disaster reconstruction in Hainan
Repaying society has been a consistent reflection of ABC’s responsibility. In 2014, ABC continued to push the implementation of The Guide of the Agricultural Bank of China to Public Welfare Projects and carried out volunteer activities under the themes of caring for special groups, advocating social civilization and environmental protection by using young volunteers as backbone strength. ABC donated 34.5 million yuan to public welfare in the year, with focus on supporting the public welfare project “Mothers’ Health Express” and “Mother’s Parcels” to contribute its bit to the improvement of social well-being.

On December 1, 2014, ABC released the ABC-CCF (China Charity Federation) Co-branded Card named “Showing Love through Pieces of Paper” and became the exclusive financial service provider of the product.

Sponsored by CCF, the project calls on the society to raise funds by donating used paper. The fund would go to treatment for children from poor families who are suffering from congenital cardiovascular disease and leukemias and toward the setup of “Emergency Aid” fund. For the purpose of the project, ABC introduced personal and corporate co-branded cards, with which the card holders can donate the proceeds from selling used paper.

Besides, the cards are connected with the information platform of the project so that the donors can promptly access the information on the use of the funds by the benefactors. It ensures that the whole process is transparent and in turn helped promote public participation.

To cater for the tens of millions of Chinese undergraduates, ABC and the First Financial Daily jointly launched the public welfare activity entitled “Aid your growth - undergraduate fostering program 2014”. This public welfare platform was created in 2011. It is to become a beacon-like platform of public welfare for helping the young. Through indefatigable efforts, it has attracted over 14,000 undergraduates from some 200 institutions of higher learning throughout the country.

In 2014, three sub-programs were introduced under the program: Classroom of future Chinese economic leaders, economic survey on Chinese university students and “New Discovery”, a micro documentaries contest among Chinese university students.
If the middle school students in the poverty-stricken western regions can master modern financial knowledge that is highly integrated with the modern social life before they step into the society to start work and independent life, that will not only effectively spread financial knowledge through the family bond and influence the financial decisions made by their parents, but also enhance their capability and confidence in future economic activities.

Starting from 2012, ABC donated 2.25 million yuan to Chinese Financial Education Development Foundation to support it in launching the project of “Spreading Financial Knowledge in Rural Middle Schools” and providing training in basic financial knowledge for rural middle school students in the national-level impoverished counties in central and western regions. In 2014, the project had been promoted to 44 rural middle schools in 11 counties of 6 provinces in central and western regions; 17,261 students had been trained; a course package entitled “Financial Knowledge Accompanying My Growth—Popular Reader of Financial Knowledge for Rural Middle School Students” was composed, winning the title “National Outstanding Science Popularization Works of 2014” awarded by the Ministry of Science and Technology.

On the International Volunteer Day falling on December 5, 2014, 20 young volunteers of ABC went to Juncheng Town Middle School in Tang County, Hebei Province to the “5-1s” voluntary service activity. In the form of “1 class, 1 activity, 1 batch of donations, 1 focus of help, 1 revolutionary education”, the activity upholds the volunteer spirit of “dedication, mutual help, filiality, progress” and is well received by the teachers and students of the school.

Tang County is an old base of the Revolution and a national-level poor county. Limited by local economic conditions, Juncheng Town Middle School is relatively backward in basic teaching facilities and the per capita teaching resources of students. On the trip, the young volunteers of ABC went into the classrooms and held the class meetings under the theme “Hometown in my heart” to awaken the students’ love for families, the school and the society.

The volunteers also donated money and goods to the school, including 777 gym suits bearing the logos of ABC and the school, 288 sets stationery and sporting goods, 20 sets of amplification devices. Additionally, the volunteers also formed a “hand-in-hand help” group with three students from poor families, donated 3,000 yuan as education funds and promised to provide each of them with 2,000 yuan of living cost subsidies each year at the stage of compulsory education.

2014 is the third consecutive year when Guangdong Branch organized the charity activity of VIP customers entitled “Lending a helping hand to pupils”. In the activity, the families of VIP customers went to visit some impoverished areas to experience the poor-rich gap through the communications between the families in the two places so that urban children can learn the tenacity and simplicity of rural kids, while the rural kids can witness the future hope and face up to life in a staunch and positive manner.

Donated books, stationery and sports equipment to help the school improve its teaching conditions and enrich its teaching means.

Organized the families of VIP customers to visit the families of very poor pupils to experience their living state on the spot and send their care and sympathy.

Initiatives

Paying visits and expressing solicitude

Organizing interaction and exchanges

Improving teaching conditions

Donating a helping hand to pupils: charity activity of VIP customers

Case: 2.25 million yuan: Supporting “Kins Project” for spreading financial knowledge in rural middle schools

Case: “5-1s” activity helping students

Case: “Red Candle”: illuminating village-level primary school with love and care

Shanhe Central School in Shanyin County, Shuozhou, Shanxi Province is the only village-level primary school existing in the county and bears the task of providing general education for the children in the surrounding 14 administrative villages, with over 230 pupils enrolled. With the expansion of its scale, the school has encountered many difficulties, including severe shortage of funds, crowded dormitories and insufficient classrooms. Daily operation becomes increasingly difficult.

After learning about the situation, Shanxi Shuozhou Branch reached out to the school, sent its young volunteers to hold the “Red Candle” pair-up assistance activity and donated some 20,000 yuan worth of goods, effectively solving the living difficulties of the pupils and giving the school the confidence and strength for development.

Case: Lending a helping hand to pupils: charity activity of VIP customers

Shanxi Shuozhou Branch reached out to the school, sent its young volunteers to hold the “Red Candle” pair-up assistance activity and donated some 20,000 yuan worth of goods, effectively solving the living difficulties of the pupils and giving the school the confidence and strength for development.

Case: “Red Candle”: illuminating village-level primary school with love and care

2014 is the third consecutive year when Guangdong Branch organized the charity activity of VIP customers entitled “Lending a helping hand to pupils”. In the activity, the families of VIP customers went to visit some impoverished areas to experience the poor-rich gap through the communications between the families in the two places so that urban children can learn the tenacity and simplicity of rural kids, while the rural kids can witness the future hope and face up to life in a staunch and positive manner.

Donated books, stationery and sports equipment to help the school improve its teaching conditions and enrich its teaching means.

Organized the families of VIP customers to visit the families of very poor pupils to experience their living state on the spot and send their care and sympathy.

Initiatives

Paying visits and expressing solicitude

Organizing interaction and exchanges

Improving teaching conditions

Donating a helping hand to pupils: charity activity of VIP customers

Case: 2.25 million yuan: Supporting “Kins Project” for spreading financial knowledge in rural middle schools

Case: “5-1s” activity helping students

Case: “Red Candle”: illuminating village-level primary school with love and care

Shanxi Shuozhou Branch reached out to the school, sent its young volunteers to hold the “Red Candle” pair-up assistance activity and donated some 20,000 yuan worth of goods, effectively solving the living difficulties of the pupils and giving the school the confidence and strength for development.

Case: Lending a helping hand to pupils: charity activity of VIP customers

Shanxi Shuozhou Branch reached out to the school, sent its young volunteers to hold the “Red Candle” pair-up assistance activity and donated some 20,000 yuan worth of goods, effectively solving the living difficulties of the pupils and giving the school the confidence and strength for development.

Case: “Red Candle”: illuminating village-level primary school with love and care

2014 is the third consecutive year when Guangdong Branch organized the charity activity of VIP customers entitled “Lending a helping hand to pupils”. In the activity, the families of VIP customers went to visit some impoverished areas to experience the poor-rich gap through the communications between the families in the two places so that urban children can learn the tenacity and simplicity of rural kids, while the rural kids can witness the future hope and face up to life in a staunch and positive manner.

Donated books, stationery and sports equipment to help the school improve its teaching conditions and enrich its teaching means.

Organized the families of VIP customers to visit the families of very poor pupils to experience their living state on the spot and send their care and sympathy.
Parents are encouraged to take their children to the urban planting camp to gain the knowledge about plants and environmental protection and plant the greens themselves. This is a helpful experience of educating children to cherish green life and environment.

Case: "Persuasions about civilized traffic": Volunteers in action

Guangdong Heyuan Branch has persisted for long in holding the volunteer service of “persuasions about civilized traffic in urban areas”. In the activity, the volunteers held signs bearing reminders like “Civilized traffic, part with bad habits” and “Civilized travel can ensure safety” to direct traffic, explain basic traffic knowledge to passersby and persuade jaywalkers.

Since the activity was held for the first time in 2013, the volunteers of the branch guided the stream of more than 15,000 people.

Case: "Love - you + me + him": Students aiding program in Ejina Banner

Since it set up a volunteer team in 2011, Hong Kong Branch joined the famous charity groups of Hong Kong and carried out a series of volunteer service activities, such as “Student aiding volunteer project” and “Holiday charity visit”.

In 2014, Hong Kong Branch made donations to the “Love - you + me + him — students aiding program in Ejina Banner” sponsored by the Youth Committee of Hong Kong Association of Chinese Enterprises. The program raised a total of RMB 700,000 yuan and donated school supplies, e.g. learning machines, schoolbags and stationary, and stipend for nearly 120 pupils of poor families in the Mongolian School and Wanquan Primary School of Ejina Banner. Hong Kong Branch donated HKD 50,000, the largest amount in all the donating enterprises.

Case: “Same dream, same home”: Xinjiang Teenager Summer Camp Activity

In August 2014, ABC successfully held a Xinjiang teenager summer camp activity entitled “Same dream, same home”, which aims to help the teenagers from Xinjiang to learn about the economy and culture of the capital, enhance their love for the motherland, increase the friendship between the teenagers of the two places and strengthen national fusion and unity.

The summer camp lasted 5 days. 46 teenagers and teachers from Hetian, Xinjiang climbed the Great Wall and visited the Forbidden City, the Summer Palace and the Winter Palace accompanied by volunteers from ABC to experience the glories of the Chinese civilization. They watched the flag-raising ceremony at Tian’anmen Square and had a close look at the Monument to the People’s Heroes to recall the revolutionary martyrs and inspire their patriotism. They also visited China Science and Technology Museum and the Capital Museum to explore the mysteries of science and sow the hopes and dreams about national rejuvenation.

Case: Brand of responsibility: "Go Green ABC"

In 2014, Shenzhen Branch continued to deepen the “Go Green ABC” CSR brand and carried out a series of environmental protection activities under the theme of “Urban Farmers”. The public can sign up through the official WeChat account of the branch. The activities include “parent-child planting camp”, “balcony planting contest” and “trip of harvest”. The activities covered the whole year, highlighted the “green” style and pass on the ideas of “LOHAS”, public welfare and low carbon.
Helping employees succeed

ABC deems every employee as the most precious resource. All along, ABC has upheld the HR development strategy “people-oriented and talent-based bank.” The bank protected the legitimate rights and interests of employees, provided intensified vocational education and training, actively built a multiple channel career passage, improved the multi-dimensional performance evaluation mechanism, paid attention to humane care and the physical and mental health of employees. The policies has effectively enhanced the employee’s sense of mission, sense of responsibility, sense of achievement and sense of identity.

In Qinghai Province, many employees have their homes in Xining, while they themselves work in faraway counties. For the employees whose workplace is relatively close to home, they can return home once every 2~3 months to stay for 7~8 days; for those whose workplace is far away, however, they can return home only once every half a year or even once a year. The two issues of housing and distance have been nagging the employees in Qinghai and, to an extent, have dampened their work enthusiasm.

To improve the living conditions of the employees in high and cold pasturing areas and solve the accommodation issue of the employees working on a cross-regional basis, in 2014, ABC invested 33.52 million yuan building staff temporary housing (intended to meet the need for temporary housing of the employees having no housing in the workplace) for 12 county-level sub-branches under Qinghai Branch in Huangnan Prefecture, Guoluo Prefecture and Yushu Prefecture, which have an elevation of 3,500m or above. The units were built according to a uniform standard and 18 of them were built for every county-level sub-branch. Total cost amount to 2.9 million yuan. The residents layout for management and clerical employees is the same. Each suite is 45m² and contains 1 kitchen, 1 lavatory and 1 sitting room, with fully furnished facilities. Employees need only to pay the utility bills, property maintainance and heating fees to move in with their belongings. Their dependents can also live here while visiting the employees. Each building of the temporary housing is also equipped with an oxygen bar, fitness equipment, small canteen and small bathroom. By the end of 2014, 216 units had been built, with a total building area of 12,000m². Except those of Chengduo County Sub-branch in Chengduo County, Yushu Prefecture that have not yet been completed, the units of all the other 11 county-level sub-branches have passed the final acceptance check and the employees have all moved in.

Concerns of Stakeholders

How to increase the “happiness index” of employees?

In reality, bank employees are not as happy as they are rumored to be in the society. They often have to bear the pressure from family, performance evaluation and society. Therefore, one of our top priorities is to use our best efforts to enable our employees to lead an easygoing and happy life. This is essential for ABC, which has 500,000 employees.

The “6 practical means for humanistic care” program is one of the measures taken by ABC to increase the “happiness indexes” of its employees. The 6 means are striving to reduce the burden and pressure of grassroots employees, providing further preferences in salary for the grassroots, carrying out the “home building activity” project, setting up ABC loving heart fund, promoting the career development of the employees and attending to the physical and mental health of grassroot employees. The above measures have effectively enhanced the happiness index of employees.

Employees are our precious wealth and also the power of our business development. We believe that the type of employees we hire decides the type of our bank. Only when the employees have vigor and a bright prospect will an entire enterprise have hope.

ABC deems every employee as the most precious resource. All along, ABC has upheld the HR development strategy “people-oriented and talent-based bank.” The bank protected the legitimate rights and interests of employees, provided intensified vocational education and training, actively built a multiple channel career passage, improved the multi-dimensional performance evaluation mechanism, paid attention to humane care and the physical and mental health of employees. The policies has effectively enhanced the employee’s sense of mission, sense of responsibility, sense of achievement and sense of identity.
Career development

Enhancing the comprehensive quality of employees

ABC has three major streams of career paths, which are management, professional and technical skills. Guided by the goals of fostering “4 contingents” and “10 types of talents,” ABC has set different focus of training subjects according to the various skill set demand of business development and line of work. The training programs relies on the platform of the Agricultural Bank of China University and its E-college to provide the employees with categorized and layered professional training, enhances the employees’ skills and efficiency at work. To serve its internationalization strategy, ABC improved the foreign language talent database and expatriate reserve talent database in 2014 to speed up the selection and fostering of international talents.

Case: County level young elite development project

To improve the quality and structure of county-level talent contingents that serve “Sannong,” ABC started in 2013 to select around 2,000 outstanding employees who were recruited from campus or were former college-graduate village officials from county-level sub-branches each year for special training. The goal is to train around 6,000 young backbone members by 2015 who love the “Sannong” undertaking, take root in the counties and are urgently needed to serve “Sannong.” This is the first such project of ABC and also the first major project of the financial industry that focus on training county-level young elite. It has created a “fast lane” for aspiring youths to grow in counties and provided a stage for them to display their capability. Hence it is strategically significant in building county-level work force that serve “Sannong.”

By the end of 2014, more than 4,000 young talents had been selected into the talent database. For the first batch of 2,000 selected young elite, their growth has begun to show an initial success: 68 have been promoted to the position of deputy president (including president assistant) of county sub-branch; 161 have entered the list of potential leadership of county sub-branch; 312 have been appointed as outlet director.

Case: Implementing the enhancement training project for excellent talents

In 2014, Hebei Zhangjiakou Branch implemented the enhancement training project for excellent talents and held a refresher class of advanced degree courses for equivalent educational level. In the year, it held three sessions of such training and 1 subject survey activity. The content of training included the professional quality, Internet finance and sinology --- history of the Chinese culture etc. In the activity, 344 research reports were received.

Case: “Dream tutors” helping new employees get oriented

To accelerate the training of newly recruited university graduates and help the new employees adapt themselves to job needs and get merged into their teams as soon as possible, Qingdao Bei’er Sub-branch implemented the “Management System of Induction Tutors for Newly Recruited University Graduates” and selected the employees with a high theoretical quality and professional skills to act as their induction tutors for “on-on-one” coaching.

Case: Wuhan Training College: Conducting training in the comprehensive quality of employees

In 2014, Wuhan Training College conducted the training in the comprehensive quality of employees and regards it as an important part of staff performance evaluation to spur the employees to continuously update their knowledge base, enhance the overall quality of the workforce, boost its own transformation and development, and assist in the building of the Agricultural Bank of China University.

In June of the year, the college held a 5-day face-to-face training class involving courses on the comprehensive quality of employees. The training included more than 10 courses involving 5 components, such as integrity and resistance against corruption, staff performance management etc. The trainees attended the online studies and training through the E-college and were encouraged to take into account their work reality in selecting the course subjects among training education theory, theories on modern economy and finance, operation and management of commercial banks, risk management, marketing and “Sannong” business.
Opening up career development passage

ABC attaches great importance to the career development of employees, continuously optimizes career paths management and provides a broad career passage for the promotion, flow, multi-dimensional development and dynamic adjustment of employees, makes available a wide stage for the career development of employees to achieve the mutual growth of both the employees and the enterprise.

In recent years, Shanxi Jinzhong Branch has continuously strengthened the care for young employees to create a platform for them to grow. Specifically, it carried out career guidance activities for the young employees and held regular youth symposiums to find out about the mental state of the young employees and guide them in establishing a positive and healthy state of mind; provided a variety of activities involving young employees, e.g., “Aspired youth, let your dream fly” debate competition; the essay soliciting activity entitled “Meet your future self”, the micro-blog contest of “Looking for the young model beside you”, to encourage the youths to take ownership of their jobs, look forward to the future, foresee their own future and become young models with “virtue, love, aspiration and responsibility”.

In 2014, Henan Xinxiang Branch innovatively took the service flow of the catering industry to its product training design. The training procedure including steps such as “menu planning”, “selection of chef”, “meal delivery service” and “after-meal comment”. The branch used training tours as carriers, including “sub-branch director explaining cases, departmental head getting on the rostrum, business experts passing on experience”. While giving “menu” training a profound connotation, it sent a “feast” to the grassroots outlets to fully meet their training needs and assist in the marketing of new products.

Shandong Branch used four activities, including “Youth Navigation”, “Youth Growth”, “Youth Making Contributions” and “Youth Fulfilling Dreams”, as carriers to push forward the “Dreams Setting Sail” project of young employees.
Caring for employees

Reflecting its care for the success, life, physical and mental health of employees, ABC provides them with annual medical examination, holds lectures on health knowledge, distributes health-related e-journals to help them prevent occupational diseases, paying special care to female employees by holding lectures on feminine health issues.

In 2014, Hebei Langfang Branch introduced the “EAP Employee Help Plan” that meets the purpose of training and the needs of new employees for all-round psychological counseling, including solution to pre-job anxiety and stress, psychological confusion settlement, and self-confidence improvement. The purpose is for the new employees to learn about how to trust and communicate with each other and how to handle contradictions through teamwork. The program provided guidance to employees to explore their own strengths and weaknesses, and plan their career path. The whole process of counseling was guided by the counselor to focus on the experience of the trainees. Team activity was extended to the level of psychology to gain experience in practice and reap harvest in experiencing. The counseling received satisfactory results. The trainees generally stated that their self-confidence and team awareness had increased obviously and their direction of growth had become clearer.

In 2014, Hebei Langfang Branch introduced the “EAP Employee Help Plan” that meets the purpose of training and the needs of new employees for all-round psychological counseling, including solution to pre-job anxiety and stress, psychological confusion settlement, and self-confidence improvement. The purpose is for the new employees to learn about how to trust and communicate with each other and how to handle contradictions through teamwork. The program provided guidance to employees to explore their own strengths and weaknesses, and plan their career path. The whole process of counseling was guided by the counselor to focus on the experience of the trainees. Team activity was extended to the level of psychology to gain experience in practice and reap harvest in experiencing. The counseling received satisfactory results. The trainees generally stated that their self-confidence and team awareness had increased obviously and their direction of growth had become clearer.

Guangdong Branch cares for the quality enhancement of female employees and uses various routes to boost their growth and encourage them to take an active part in certified academic education programs and professional and technical charter examinations. By the end of 2014, Guangdong Branch appointed 1,088 females to the positions above deputy section chief, accounting for 34% of the total, and had 74 female civilization demonstration posts.

To promptly solve the difficulties encountered by female employees, the branch perfected the files of female employees in poor condition, held lectures on the physical and mental health of females, purchased Ankang insurance, hospitalization supplementary medical insurance and maternity insurance for them to enhance their medical security.

In 2014, the branch in various places took initiatives of caring for employees and focused on the building of “Staff Home” as the breakthrough of people’s livelihood projects, thus really increasing the happiness indexes of the employees and received their high praises.

Shanghai Branch set up the “6-must system”, i.e. must bless an employee on his/her birthday; must congratulate an employee getting married; must visit a child-bearing employee; must call on a hospitalized employee; must express sympathy to a bereaved employee; must take part in the labor dispute involving any employee. The branch promoted the infrastructure construction of “staff home” and built 61 small canteens, 230 small restrooms and 114 activity rooms.

Ningxia Branch allocated 1.71 million yuan of subsidies for preferential installation of facilities in the canteens and staff dormitories of the outlets in remote townships; the lunch facilities of the outlets in urban areas of the county level, the staff dormitories and canteen facilities of county-level sub-branches.

Xinjiang Bo’erqali Branch invested 1.1 million of construction funds for the comprehensive transformation of the “staff home” of 4 sub-branches and 1 rural outlet within the jurisdiction. The project involves 1,750m2 of renovation, and construction of the exhibition of corporate culture, realizing the full coverage of staff home construction.

Chongqing Qijiang Branch complete the construction of the staff homes of the business offices under level-2 Dongxi, Datong and Ganshui Sub-branches, repaired and improved the staff canteens, bathrooms and activity rooms for the employees in remote mountainous areas. Meanwhile, the branch purchased facilities and equipment, e.g. furniture, air conditioners and gas ranges, which improved the life quality of the employees of the outlets in rural areas, created a comfortable work environment for them and enhanced their sense of belonging.
Helping employees

In 2014, ABC continuously improved the long-term mechanism of helping employees in need of support, carried out the activity of visiting such employees and increased the aid offered to them. In the year, the institutions of ABC at all levels altogether helped 34,750 employees.

Shi Chuanchang is an ordinary employee of Guanyang County Sub-branch under Guangxi Guilin Branch. In November 2013, his daughter was diagnosed with acute lymphocytic leukemia. By May 2014, she had received 5 courses of treatment, costing over 340,000 yuan. Fortunately, through the hospital, a match was found in China Bone Marrow Bank for a bone marrow transplant operation. But, the operation would incur a huge medical bill of at least 500,000 yuan, which was a tremendous pressure on the family.

After learning about the incident, Guangxi Branch immediately activated the green passage to draw 50,000 yuan as aid fund out of its “Beneficent Fund” and issued a donation proposal in its headquarters to mobilize all the employees to lend a hand and help him tide over the difficulty. In merely days of time, 529 employees of the headquarters of Guangxi Branch donated 109,900 yuan; the employees of the headquarters of Guilin Branch donated 23,400 yuan; the employees of the affiliates donated 147,310 yuan. Altogether, Guangxi Branch raised over 300,000 yuan, which was given to Shi Chuanchang, providing financial support in time and bringing his family enormous warmth and hope.

Xinjiang Branch pays high attention to the 2014 “Autumn Student Aid” activity and has made it one of the work focuses of the trade union this year. The branch made timely deployment, carried out extensive investigation into the schooling of the children of the financially challenged employees in all sub-branches and decided on the specific standard for financial aid according to the financial status of the families of destitute employees reported by the sub-branches as well as the actual tuitions of their children and the different degrees of difficulty of each family. In the activity, 51,000 yuan was given to 32 children of the employees of 11 level-2 sub-branches within the jurisdiction to ensure their enrollment in school and enable their university dreams.

Cultural activities

ABC holds a variety of recreational and sports activities, such as cooking contest, reading clubs, PEN club, storytelling and sports competition, to create an optimistic and positive corporate culture, thus further enriching the cultural life of the employees and strengthening their cohesion and centripetal force.

New York Branch is the only operation body set up by ABC in America and employs both local Americans and recruits from China. The two culture interacts closely at the workplace.

To enable the Chinese employees to learn and merge into the local culture and the local employees to know more about the traditional Chinese customs, the branch organizes activities on major holidays of both countries in order to promote the communications and exchanges between the employees and enhance team morale. During the Christmas holidays, the branch decorated the offices according to Western tradition to create a local festive atmosphere; during the Spring Festival, the branch organized a small evening party, where the local employees played guitar and sang songs, while the Chinese employees performed crosstalk, contributing to a lively scene; during the Mid-Autumn Festival, the branch organized all the employees to go on an outing, admire the moon and taste mooncakes.

On May 17, 2014, Shanghai Branch held the cross-country orienteering activity of youths entitled “dashing ahead in happiness.” Sixty young employees from the 18 business units and the headquarters of the branch formed 12 teams, which completed the impetuous activity, including relay of environmental protection idea, barbecues and park orienteering competition.

The whole event went on brilliantly. Each of the 12 teams showed its skill, with the young members vying for the championship with their wisdom, physical performance and team collaboration.
Role models leading the way

Culture is the soul. In the 60 plus years, a large number of advanced models have arisen in ABC, which are the largest in number and well worthy of the title in the financial industry, providing strong spiritual power for the sustainable development of ABC.

What these advanced models reflect is the "good family style" that ABC has inherited through the 60 years and a pot of delicious "cultural soup". We should strongly promote the "I kao Cau" spirit of selfless contribution, the "Er Lan" spirit of having no sacrifice, the "Wang Xi" spirit of serving "Sannong" and the "Suzhou ABC" spirit of vying for the first forever.

A blueprint

Ever since its establishment, Suzhou Branch has had 8 executive presidents. Looking back at all the years of steady development of the branch, we keenly feel that the key to maintain such a good momentum is to "follow one blueprint through to the end": meaning that whether under a favorable or unfavorable circumstance, whether in a period of economic prosperity or a period of economic downturn, whether in a period of rapid development or in a period of transition and adjustment, the branch always acts in accordance with the laws of governing a first-class modern commercial bank, adapts itself to market changes, the needs of customers and economic transformation. The branch always works hard and pioneers one generation after another: the branch never changed gear just because of a change in its management.

The blueprint is to unswervingly persist in the guideline of "development, transformation, better quality, higher efficiency" so as to turn Suzhou Branch into a real bank. In different historical stages, Suzhou Branch set up different goals, including creating a "peaceful, vigorous and charming ABC", becoming "the largest, strongest and best" regional leading bank; becoming a bank that is "a regional leader, benchmark of the sector and top class in China"; becoming a "benchmark of first-class branches, a leading bank of transformational development and a model of happy ABC". Although the environment is changing and the teams are changing, the goal of "becoming a first-class bank" that lies at the innermost core and was set in the period of the shift toward commercialization has never changed and our pursuit of "a top place in the financial sector of the city, the first place among the ABC outlets of the whole province and an advanced position among the ABC institutions of the whole country" has never changed.

Firstly, we base ourselves on the core business to become first-rate. We adhere to the essence of running a bank, always regard deposits as the cornerstone of a bank and credit as its pathfinder, use international settlement as the head of forex business, hold fast to the primary business of a bank.

Secondly, we rely on operating efficiency to become first-rate. We have always persisted in the value creation idea and continuously pushed forward the "8 projects" of value management.

Thirdly, we intensify internal management to become first-rate. Suzhou Branch now has 5 level-2 branches, 6 level-1 sub-branches, 284 outlets, 45 units which reached the head office requirements for operational management, in terms of system, calculation and account books, accounting for 20.4% of the total and ranking 1st within the sector of the whole country, with 100% of its loan credit reaching the standard in terms of standardisation, normalisation and systematisation.

Fourthly, we focus on contributions within ABC to become first-rate. In 2009, Jiaozuo Branch required Suzhou to take up two thirds of the core business in the province. Right now, Suzhou Branch has achieved one third of the business contributions, and has ranked the first place for five consecutive years in the direct branch and provincial branch category in the Bank’s rating and assessment process.

Fifthly, we make efforts to build our branding to become first-rate. The Bank has successively won a series of national honors, including the National May 1 Labor Award, National May 1 Labor Award for Finance, National Model Unit for Internal Auditing, and National Peace-prize for Corporate Culture-Building in Finance Industry.
“You have persisted for a dozen of years in supporting the development of local enterprises and the getting-rich efforts of thousands of farmers. That’s really uncommon. You issued loans of more than 200 million yuan, with none of it going bad. You won recognition and loans granted to the former negative record-free farmers. It’s uneasy to have such a strong sense of responsibility. You have made great contributions to the development of ABC and the local economy. Everyone should learn from you.”

— Xi Jinping

Case: Role model: Mr. Wang Xi

The heaps of diaries on people’s conditions, the copies of loan receipts and the cases of shaking off poverty and becoming better off truly record how an ordinary employee did practical and good things for farmer and used his actual deeds to implement the mission of financial support for “Sanning”. He is Wang Xi, former deputy director and credit officer with Aiyuan Town Office, Siyang County Sub-branch, Suqian city, Jiangsu Province.

In May 1996, Wang Xi was transferred to the present position from Zhamgjiazi Business Office. On the first day he anxiously inquired about the relevant conditions of Aiyuan Town without spending time setting out on his own luggage. When he was told that this is a provincial-level impoverished town, he felt heavy-hearted and became deeply aware of the heavy responsibility for poverty alleviation.

On the second day, he brought some food, got on an old bicycle and went to villages, farmer households, fields and chicken farms… for extensive contact with the farmers to gain firsthand information. The thick diaries record the facts of those poor farmers who excel in farm work, are thrifty, but have no funds. In merely 3 plus months, his footsteps had covered every part of Aiyuan Town.

The farmers here uphold an outstanding philosophy: No matter how poor they may be, they are willing to borrow money. A considerable number of farmers believe that it is a shame to borrow money from a bank. A family that has borrowed money from a bank would have difficulty in finding wife for their son. To address such old idea, Wang Xi visited villages to publicize the Party’s policy of enriching the people and modern financial ideas: bank loans are not social assistance payment and only those who are capable and can implement successful management can borrow money. A plan makes money with his own money, while a clever man makes money with borrowed money.

Zhang Youliang, a farmer in Songjiang Village, Aiyuan Town, has an agile mind and once ventured in Xinjiang carrying only a small axe when he was young. He has seen the world and wanted very much to do something, but he lacked funds and deeply felt that he had no scope for displaying his abilities. After learning about the situation, Wang Xi concluded that, if the household could grow up under financial support, it would certainly grow the development of other farmers and play the role of a paradigm. Therefore, through a stranger, Wang Xi went up to Zhang Youliang and made clear what he had come for, giving Zhang a happy surprise. Zhang made a detailed report on his development plan. Wang Xi believed that the plan would work and have a promising market prospect. He immediately returned to study the case with the other leaders and provided Zhang with a loan of 60,000 yuan on the second day. Then, Wang Xi not only lent a hand in contacting customers, but also assisted in planning comprehensive service projects, including bathrooms, hotel and marketplace. In merely 3 years of time, Zhang Youliang had grown into a large self-employed operator with nearly 600,000 yuan of assets, creating some 400,000 yuan of annual output value. He never forgot the reminder of Wang Xi about helping others in getting better off jointly and employed 15 impoverished farmers in his furniture plant. Besides, he often gives free bathing tickets to families of revolutionary martyrs and servicemen as well as the old people enjoying the Five Guarantees and donated 4,000 yuan to the primary school of the town as party of his repayment of the society. In early 2001, he contracted for 110 mu of land, where he planted 2,300 Italian poplars and interplanted cotton and rice. He also raises lambs in tens of pounds. His business is getting larger and larger, more and more brisk.

Under the leadership of Zhang Youliang, many farmers in Aiyuan Town who want to get better off became enlightened and started to find ways of making money. Wang Xi found out about the financial needs of the local farmers on the one hand and, on the other hand, spread financial knowledge so that they really can leverage modern financial means to become rich.

On January 30, 1999, a reporter from The Financial Times of Britain specially went to Longyan to interview Rao Caifu. He revealed that he was writing a Biography of Rao Caifu of 300,000 (which was later renamed “Contemporary “God of Wealth”). Talking about the deeds of Rao Caifu, he noted: “……I think this is one of our spiritual atomic explosions.” The basis for his recommendations for Rao is as follows: In March 1998, the Party Committee of Xinluo District, Longyan gave an inspection tour of the financial sector, the financial sector, the Party Committee and acting governor of Fujian Province specially came to the provincial branch to hear the report. When they came to the rostrum, with their hands held together all the way.

The Notice on Carrying Out the Activity of Learning from Comrade Rao Caifu
Since he joined ABC in 1985, he has been on a position of serving “Sanrong” for 10 years and run around on the lose plateau or in the valley of north Shaanxi despite the scorching heat in summer or the still cold in winter. He regards farmers as his dear ones and the performance of services for “Sanrong” as his responsibility. Engaged in the hardest jobs and bearing hardships with no complaints, slackness or repentance, he has devoted his youth and heart to the farmers in mountainous villages and would never stop his steps.

He is Liu Wenping, manager of Sanrong Business Department, Baota Sub-branch, ABC Shaanxi Provincial Branch. Over the years, he has immersed himself to the rural finance of the old liberated areas and served the farmers there, winning people’s respect and praise as well as a number of honorary titles, e.g. the Advanced Worker of the Sub-branch, Outstanding Party Member of Yan’an Branch, Advanced Individual of Sanrong Service and 10 Touching ABC People of Shaanxi Provincial Branch.

“In building the socialist new rural areas and getting better off through industrial development, what the farmers lack the most is funds. It’s my biggest wish to meet the needs of farmers and help them solve their funding difficulty.” This is what Liu Wenping says often. His busy figure is seen everywhere on the lose plateau of north Shaanxi: in the valley, fields, courtyards, pigsties or sheep pens of farmer households.

Since 2009, he has led the members of the Sanrong service team in visiting 11 towns and 9 townships of Baota District, Yan’an, including 3 offices, 20 communities, 17 neighborhood committees and 617 administrative villages, to issue Hui Nong cards and petty loans for the development of agricultural industrialization. Cumulatively, they have issued 50,563 Hui Nong cards and some 33 million yuan of petty loans, without the loans going bad, which supported the farmers in developing greenhouse cultivation, breeding, distinctive industries like mountain apples, building 1,540 vegetable greenhouses, 300 cultivation farms and 11 birdparks, expanding the growing of mountain apples by nearly 200,000 mu and increasing their per capita income by 1,300 yuan.

Farmers’ difficulty in obtaining loans is the difficulty of obtaining guarantee. In the light of reality, Liu Wenping introduced multiple forms of guarantee, including the joint guarantee of farmer households, guarantee offered by civil servants, “Five Olds” (old secretary, old village head, old official, old Party member, old villager) guarantee, “company + farmer household” guarantee, “association + farmer household” guarantee, “cooperative + farmer household” guarantee, “Party and government organs + assistant administrator + farmer household” guarantee, effectively solving farmers’ difficulty in obtaining loans and finding liaison with them.

Renjiayan Village in Baota District is a national civilized village and a specialized village of mountain apples, which is now the pillar industry whereby the farmers increase their income. To develop their industry, the farmers are in urgent need of the support of credit fund. But the trouble is that they are in shortage of effective mortgage. After making deep-going studies, Liu Wenping took the approach of rating the credit of the farmer households and provided petty loan support for the 93 households rated as trustworthy households, solving the funding difficulty of the fruit growers. Secretary Liu Baisheng of the Party branch of the village said: “Our village could not have possibly become a national civilized village without the support of Liu Wenping. Since we began to introduce apple planting, he has provided us with fund support and never stopped in so doing for more than 20 years. It’s thanks to his support that the villages can grow fruits, drive cars and lead a happy life in new houses.”

Liu Wenping often bustles around in rural areas. He is highly familiar with the conditions of the farmers within the jurisdiction, including the exact number of pigs, cows/sheep, greenhouses and area of mountain orchard of specific households. He often says: “To make success of rural financial service, it is necessary to know the rural conditions well. Otherwise, you will have nowhere to start with.” He often goes out early and back home late despite the hardships. Sometimes, he can stay in the rural areas for 1~2 months to visit the villages and households. Over the years, the rural financial service team he leads has been effectually called the "mobile bank of the farmers on the lose plateau” by the local farmers.

Rural finance faces bad environment. The difficulty of farmers in withdrawing money is very common in rural areas and also an obstacle against rural financial service. Baota District of Yan’an that Liu Wenping is responsible for is located in the hinterland of the lose plateau that features conscious high mountains and deep valleys and a big temperature difference; the temperature may range as high as 35°C in summer and fall to as low as 28°C below zero. The district has a total population of 442,000, including an agricultural population of 220,000, in scattered residences of inconvenient traffic.

For the scions rooted on the wish, he tramped over mountains and through ravines, braved the wind and dew, endured the torment of hunger and worked hard to broaden the channels of rural financial service by focusing on Hui Nong Card and e-banking devices. In farmers’ homes, rural convenient service, telecommunication charging points, village committees and the homes of village officials, he set up “Hui Nong Tong” equipments and electronic devices in 416 service stations to implement cards into homes, machines into villages and money into accounts, achieving the full coverage of ABC service channels. In the rural areas, he established a “4+1+1” new rural financial electronic network and payment settlement service channels based on Hui Nong service stations so that rural payment and settlement environment has been improved noticeably and farmers can have access to modern financial services, e.g. account inquiry, remittance, account transfer, purchase settlement and self-service repayment, and enjoy “Xin Nong Bao” (new rural social endowment insurance), “Xin Nong Hui” (new rural medical insurance) and farmer-benefiting subsidies.

Liu Wenping visits every “Hui Nong Tong” service station at least once in a month or 2~3 times for a station with large business volume to deliver consumable regularly, e.g. printing paper, maintain the “Hui Nong Tong” equipment and check its usage. Whenever a failure occurs, he is always just a phone call away for timely repair. He enjoys doing this. As he put it, every service station is the extension of the ABC outlets and the head of every farmer household shop is the off-staff “employee” of ABC that representing the image of ABC; this is something that cannot be handled carelessly. Instead, everyone should take it seriously and strengthen management to enhance service quality.

In the 10 years of standing fast and contribution, he has worked assiduously, attentively and selflessly in tough jobs. Through the selfless contributions he made, he has linked up his own life closely with the happiness of the farmers and vividly annotated a touching story of a grassroots employee of ABC who devotes himself wholeheartedly to work.
# Table of Key Performance

## Economic Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total assets / RMB100 million</td>
<td>145,621.82</td>
<td>159,741.92</td>
<td>164,433.42</td>
</tr>
<tr>
<td>Total loans and advances / RMB100 million</td>
<td>88,986.67</td>
<td>12,240.13</td>
<td>64,333.89</td>
</tr>
<tr>
<td>Non-performing loan ratio / %</td>
<td>1.33</td>
<td>1.32</td>
<td>1.54</td>
</tr>
<tr>
<td>Capital adequacy ratio / %</td>
<td>12.61</td>
<td>11.86</td>
<td>12.82</td>
</tr>
<tr>
<td>Net profit / RMB100 million</td>
<td>1,451.31</td>
<td>1,795.18</td>
<td>1,608.37</td>
</tr>
<tr>
<td>Return on average total assets / %</td>
<td>1.16</td>
<td>1.19</td>
<td>1.18</td>
</tr>
<tr>
<td>Return on weighted equity / %</td>
<td>10.57</td>
<td>10.61</td>
<td>10.326.19</td>
</tr>
<tr>
<td>Tax / RMB100 million</td>
<td>965.12</td>
<td>864.53</td>
<td>844.37</td>
</tr>
<tr>
<td>Shareholder’s equity / RMB100 million</td>
<td>-1,651.37</td>
<td>-1,662.19</td>
<td>-1,510.54</td>
</tr>
<tr>
<td>Shareholder’s dividends / RMB100 million</td>
<td>554.89</td>
<td>587.88</td>
<td>1,168.02</td>
</tr>
<tr>
<td>Social contribution value per share / yuan</td>
<td>2.02</td>
<td>1.83</td>
<td>1.68</td>
</tr>
</tbody>
</table>

## Social Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total county area loans and advances / RMB100 million</td>
<td>26,916.46</td>
<td>23,480.34</td>
<td>20,492.17</td>
</tr>
<tr>
<td>Balance of farmer loans / RMB100 million</td>
<td>8,544.53</td>
<td>10,877</td>
<td>8,000</td>
</tr>
<tr>
<td>Number of county-level agencies</td>
<td>12,715</td>
<td>12,899</td>
<td>12,669</td>
</tr>
<tr>
<td>Total Hui Nong Cards issued / 10,000</td>
<td>13,612</td>
<td>13,914</td>
<td>13,782</td>
</tr>
<tr>
<td>Number of farmer households benefiting from Hui Nong Cards / 10,000</td>
<td>9,000</td>
<td>9,000</td>
<td>9,000</td>
</tr>
<tr>
<td>Number of Hui Nong Tong Service Outlets / 10,000</td>
<td>64.9</td>
<td>51.8</td>
<td>51.8</td>
</tr>
<tr>
<td>Proportion of administrative villages covered by Hui Nong Tong electronic devices / %</td>
<td>75.2</td>
<td>68.3</td>
<td>63.9</td>
</tr>
<tr>
<td>Balance of loans to small and micro businesses / RMB100 million</td>
<td>8,000</td>
<td>8,153.81</td>
<td>8,544.53</td>
</tr>
<tr>
<td>Total loans and advances to western regions / RMB100 million</td>
<td>10,999.58</td>
<td>18,099.20</td>
<td>14,028.77</td>
</tr>
<tr>
<td>Total loans and advances to ethnic minority areas / RMB100 million</td>
<td>5,266.11</td>
<td>11,019.56</td>
<td>9,842.65</td>
</tr>
<tr>
<td>Employee trainings / 10,000 person/times</td>
<td>223.3</td>
<td>264</td>
<td>23,472</td>
</tr>
<tr>
<td>Number of domestic branches</td>
<td>23,612</td>
<td>22,647</td>
<td>23,612</td>
</tr>
<tr>
<td>Number of county branches</td>
<td>12,612</td>
<td>12,547</td>
<td>12,612</td>
</tr>
<tr>
<td>Number of Hui Nong Tong Service Outlets / 10,000</td>
<td>64.9</td>
<td>51.8</td>
<td>51.8</td>
</tr>
</tbody>
</table>
### Table of Key Performance Indicators

#### Environmental Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balance of loans for environmental protection, projects / RMB 100 million yuan</strong></td>
<td>134</td>
<td>201</td>
<td>268</td>
</tr>
<tr>
<td><strong>Total of recycled and reused water / RMB 100 million yuan</strong></td>
<td>345.96</td>
<td>595.35</td>
<td>636.69</td>
</tr>
<tr>
<td>**Percentage of recycled and reused water / **</td>
<td>34%</td>
<td>31%</td>
<td>23.97%</td>
</tr>
</tbody>
</table>

**Notes:**
- **Balance of loans for environmental protection, projects / RMB 100 million yuan** includes loans for construction of rural water facilities, environmental protection projects, and other loans for environmental protection and energy conservation.
- **Total of recycled and reused water / RMB 100 million yuan** is the total volume of water recycled and reused in the reporting year.
- **Percentage of recycled and reused water /** is calculated as the percentage of water recycled and reused to the total volume of water used in the reporting year.

---

### Balance of Loans

<table>
<thead>
<tr>
<th>Category</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balance of loans for affordable housing projects / RMB 100 million yuan</strong></td>
<td>270.58</td>
<td>270.58</td>
<td>270.58</td>
</tr>
<tr>
<td><strong>Balance of loans of village &amp; township banks (VTBs) / RMB 100 million yuan</strong></td>
<td>174.28</td>
<td>174.28</td>
<td>174.28</td>
</tr>
</tbody>
</table>

---

### Number of Employees

<table>
<thead>
<tr>
<th>Category</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total number of employees</strong></td>
<td>461,100</td>
<td>478,980</td>
<td>504,033</td>
</tr>
<tr>
<td><strong>Number of employees working overseas</strong></td>
<td>212,498</td>
<td>218,573</td>
<td>220,484</td>
</tr>
<tr>
<td><strong>Number of county-level employees</strong></td>
<td>212,498</td>
<td>218,573</td>
<td>220,484</td>
</tr>
</tbody>
</table>

---

### Female Employees

<table>
<thead>
<tr>
<th>Category</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Proportion of female employees / %</strong></td>
<td>44.4</td>
<td>44.4</td>
<td>43.92</td>
</tr>
<tr>
<td><strong>Proportion of ethnic minority employees / %</strong></td>
<td>43.3</td>
<td>8.2</td>
<td>8.89</td>
</tr>
</tbody>
</table>

---

### Water Consumption

<table>
<thead>
<tr>
<th>Category</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Per person water consumption in offices / m³/person</strong></td>
<td>8.2</td>
<td>7.82</td>
<td>7.17</td>
</tr>
<tr>
<td><strong>Per person power consumption in offices / kwh/person</strong></td>
<td>67.8</td>
<td>67.8</td>
<td>63.65</td>
</tr>
<tr>
<td><strong>Per person gas consumption in offices / m³/person</strong></td>
<td>72.56</td>
<td>72.56</td>
<td>57.49</td>
</tr>
</tbody>
</table>

---

### Electronic Channel Transactions

<table>
<thead>
<tr>
<th>Category</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Electronic channel transactions as proportion of total transactions / %</strong></td>
<td>67.8</td>
<td>76.54</td>
<td>72.56</td>
</tr>
</tbody>
</table>
Editor’s Notes

Tide players are always the first to know when the river becomes warm in spring.
This is an age of onrush and even more an age that needs persistence.
Results have once again proven that the agricultural genes do not in the least impair the modern finance essence of ABC.
The down-to-earth style does not hinder its forward-looking strategic deployment.
A good harvest is due to tireless ploughing and weeding.
The rise of ABC is due to the support given by all.
ABC is doing solid work on the land where dreams can come true.
ABC is realizing its own dreams in its own way.
4 Appendixes

140 Main Honors and Awards
144 Independent Assurance Report
148 GRI4.0 Index of DRI Indicators
155 Reader Feedback Form
156 Notes on the Report
Main Honors and Awards

Outstanding Member of the Year of China General Chamber of Commerce USA

“Top 50” and “Best Employer of National Banking Industry” in the 11th Selection of Best Employers by Undergraduates

Global Systemically Important Banks of 2014

Best Practice Award for IT Management in 2014

Best Managed Banking and Finance Institution in Asia

Website of Listed Companies Most Welcomed by Investors

Award for Outstanding Contributions to the Compilation and Examination of the Teaching Material “Green Credit” and Award for Professional Contributions to the Compilation and Examination of the Teaching Material “Green Credit”

Silver Price of “Vision Awards” for 2013 Annual Report

Best Corporate Governance Award — Platinum Award

Award for Banks of Best Earnings Performance in 2014

Advance Unit of Legal Risk Management of China’s Banking Industry in 2013

2014 Award for Outstanding Contributions to Civilized and Standardized Services of China’s Banking Industry

Golden Wealth Management—Private Bank of Greatest Potentials in 2013

Second Prize of The People’s Bank of China for Scientific and Technological Development of Banks in 2013

21st Century Business Herald Beijing Rongzhi CSR Research Institute

Credit Reference Center, The People’s Bank of China

2013 Outstanding Institution of Data Quality in Corporate Credit Reference System

“Secure Express” serial products and “Enterprising” serial products

Media Research Center of Xinhua News Agency, Xinhua Daily Telegraph Agency, Economic Information Daily and Reference News

Xinhuanet.com

2014 Award for Best Creditability of Corporate Social Responsibility in China

Award for Best E-banking

Financial Service Institution for Overseas Studies of Highest Satisfaction

Agricultural Bank of China 2014 Corporate Social Responsibility Report

Appendix

Agricultural Bank of China 2014 Corporate Social Responsibility Report

Appendix

Agricultural Bank of China 2014 Corporate Social Responsibility Report

Appendix

Agricultural Bank of China 2014 Corporate Social Responsibility Report
**Award for Best E-banking**
Award for Best User Experience
Award for Highest Customer Satisfaction

**Award for Comprehensive Banking Services Satisfactory for Consumers**
Award for Noble Metal Business Satisfactory for Consumers

**Excellent Unit of Top-level Design and Grassroots Practice of Corporate Culture**

**State Council Leading Group for Development of Underdeveloped Regions**
Advanced Collective of Designated Poverty Alleviation of Central State Organs

**China Securities Journal, “CSJ Jinniu”**
Golden Bull Award for WMP of Banking Industry in 2013 (Guaranteed Earnings)
Golden Bull Award for WMP of Banking Industry in 2013 (Net Value)

**Securities Times**
Award for “Golden Wealth Management” Best WMP of Banks in 2013
Award for “Golden Wealth Management” Best RMB WMP in 2013
Award for “Golden Wealth Management” Excellent Wealth Management Brand in 2013

**People’s Daily**
The product “Loans Secured by Mortgaged Right to the Contracted Management of Rural Land” winning 1st place in the National Innovation and Efficiency Contest of Financial Youths

**China Financial Education and Development Foundation**
1st Prize for Papers, 3rd Prize for Teaching Materials and 3rd Prize for Papers of Excellent Research Results of Financial Education in 2014

**Organizing Committee of Information Security Skill Competition**
2nd Prize for Group 1 of Banks in “Zhongzheng Cup” Security Management and Maintenance Contest of 2014 Information Security Skill Competition
Independent Assurance Report

To the Board of Directors of Agricultural Bank of China Limited

We have been engaged by the Board of Directors of Agricultural Bank of China Limited (the “Bank”) to perform a limited assurance engagement on the selected key data as at 31 December 2014 and for the year then ended as defined below in the 2014 Corporate Social Responsibility Report (“the CSR Report”).

We have also been engaged to gain an understanding of the Bank’s application of the G4 Sustainability Reporting Guidelines pertaining to the principles of stakeholder inclusiveness and materiality.

The Board of Directors’ responsibilities

The Board of Directors are responsible for the preparation and presentation of the key data in accordance with the basis of report and the definition of key data of 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 data and making estimates that are reasonable in the circumstances.1

In addition, the Board of Directors is responsible for the Bank’s adherence to the G4 Sustainability Reporting Guidelines and its principles.

Practitioner’s responsibilities

Our responsibility is to express a conclusion on the selected key data 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.

We conducted our work on the selected key data 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 data 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 data of the Bank’s CSR Report that is covered by this report is as follows:

- Balance of farmer loans
- Number of county-level branch outlets
- Total number of Hui Nong Cards issued
- Total amount of donation
- Total number of employees
- Total number of county-level employees
- Proportion of female employees
- Proportion of ethnic minority employees
- Total number of employee trainings
- Total number of domestic branch outlets
- Water consumption per capita in office
- Electricity consumption per capita in office
- Gas consumption per capita in office

In a limited assurance engagement 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 data prepared in accordance with the basis of reporting.

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 was not for the purpose of expressing an opinion on the effectiveness of the Bank’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 data 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.

Supplementary observations

We have also gained an understanding of the Bank’s application of the G4 Sustainability Reporting Guidelines pertaining to the principles of stakeholder inclusiveness and materiality by gaining inquiries and holding interviews with management representing the different functions in the Bank involved in the preparation of the CSR Report. Our work was restricted to gaining an understanding of the Bank’s application of the principles of stakeholder inclusiveness and materiality of the G4 Sustainability Reporting Guidelines. Hence, we do not express any assurance opinion as to whether the Bank has adhered to the principles of G4 Sustainability Reporting Guidelines.

We have the following observations:

Stakeholder inclusiveness

The Bank has a social responsibility goal of “being a responsible bank” and fulfil its responsibilities in the field of “Sannong”, real economy, alleviating poverty, people’s livelihood, environment, services, public welfare, employees and other areas. In this respect, the Bank has established a social responsibility management framework. The Bank has identified its key stakeholders and established various communication channels to understand their expectations and needs as the basis for determining the key topics to be included in its CSR Report. We suggest that the Bank may consider further improving the criteria, process and procedures of communication mechanisms so that the Bank could further identify and analyse stakeholder expectations and disclose its response accordingly.

Materiality

The Bank took into account its own development strategy to determine key topics to be included in its CSR Report through the stakeholder engagement. We suggest that the Bank may consider further improving the criteria, process and procedures of materiality assessment and aspect boundaries definition in accordance with the G4 Sustainability Reporting Guidelines in order to facilitate the identification, assessment and reporting of significant issues that are relevant to its CSR Report.

Approach, limitation and scope of work

Our work was performed at the Head Office of the Bank and its Beijing branch. Within the scope of our work we performed the following:

- Interviews with management and personnel in the Departments involved in providing information in relation to the selected key data for inclusion in the CSR Report;
- Analytical procedures;
- Examination, on a test basis, of documentary evidence relating to the selected key data on which we report;
- Recalculation; and
- Other procedures deemed necessary.

Our work was limited to the selected key data 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 was not for the purpose of expressing an opinion on the effectiveness of the Bank’s internal controls.

1. Agricultural Bank of China Limited is responsible for the website, and we do not accept liability for the contents of any changes that may have occurred on the website since we worked initially prepared the site for publication. We do not accept responsibility for any changes that may have occurred on the website since we worked initially prepared the site for publication.
The Key Data Compilation

Social Performance

Balance of farmer loans (100 million): the balances of petty loans for farmers, production and operation loans for rural persons, house building loans for the farmers in quake-hit areas, loans for farm machines, loans for farmers going abroad to work, loans for farmers purchasing or building houses, other “Three-farming”, personal loans and other loans for production and operations.

Number of county-level outlets: the number of county branches and licensed below-county outlets under the management of the 37 tier-1 branches in mainland. County branches are the branches located within the jurisdictions of “county” or equivalent administrative divisions that are determined by the national government, including county-level city, county, autonomous county, banner, autonomous county, banner, special district at county-level, and forestry district. Below-county outlets are the branches that are within the jurisdictions of below-county areas or equivalent administrative divisions, or administrative unit below county level, including town, township, sumu, ethnic township and ethnic sumu. The statistics includes all licensed county branches, including the ones licensed but not yet opened.

Total number of county-level outlets: the number of Kins Hui Nong Cards issued. Kins Hui Nong Card is a standard Union Pay debit card issued to farmers by the ABC. Apart from its functions of cash deposit/withdrawal, money transfer and settlement, consumption and wealth management, Kins Hui Nong Card also provides small loans and fiscal subsidiaries, coupled with certain free-of-charge benefits to card holders.

Total amount of donation (10,000RMB): amount of donations made for public welfare and other similar contributions. Donations for public welfare is made to the public welfare, as defined in the Law of the People’s Republic of China on Donations for Public Welfare, through public welfare organizations or governments at county-level or above.

Total number of employee trainings (10,000 person times): total water consumption at the headquarters in 2014 divided by the number of employees at the headquarters.

Proportion of female employees (%): proportion of ethnic minority employees is defined as the number of ethnic minority employees divided by the number of employees. The number of employees is defined as the number of employees who hold labour contracts within the group level, including those working in domestic and overseas branches, domestic subsidiaries and rural banks. The number of ethnic minority employees is defined as the number of ethnic minority employees who hold labour contracts within the group level.

Proportion of ethnic minority employees (%): defined as the number of employees attending in the face to face trainings for which the ABC sends formal notices. The scope includes the headquarters, 37 tier-1 branches and 3 training colleges.

Environmental Performance

Water consumption per capita in office (m3/person): total water consumption at the headquarters in 2014 divided by the number of employees at the headquarters.

Electricity consumption per capita in office (kw/h/person): total electricity consumption at the headquarters in 2014 divided by the number of employees at the headquarters.

Gas consumption per capita in office (m3/person): total gas consumption at the headquarters in 2014 divided by the number of employees at the headquarters.
### GRI4.0 Index of GRI Indicators

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>G4-1</td>
<td>Provide a statement from the most senior decision-maker of the organization. Used</td>
</tr>
<tr>
<td>G4-2</td>
<td>Provide a description of key impacts, risks, and opportunities. Used</td>
</tr>
<tr>
<td>G4-3</td>
<td>Report the primary brands, products, and services. Used</td>
</tr>
<tr>
<td>G4-4</td>
<td>Report the location of the organization's headquarters. Used</td>
</tr>
<tr>
<td>G4-5</td>
<td>Report the number of countries where the organization operates, and names of countries where either the organization has significant operations or that are specifically relevant to the sustainability topics covered in the report. Used</td>
</tr>
<tr>
<td>G4-6</td>
<td>Report the nature of ownership and legal form. Used</td>
</tr>
<tr>
<td>G4-7</td>
<td>Report the scale of the organization, including: Total number of employees; Total number of operations; Net sales (for private sector organizations) or net revenues (for public sector organizations); Total capitalization broken down in terms of debt and equity (for private sector organizations); Quantity of products or services provided. Used</td>
</tr>
<tr>
<td>G4-8</td>
<td>Report the markets served (including geographic breakdown, sectors served, and types of customers and beneficiaries). Used</td>
</tr>
<tr>
<td>G4-9</td>
<td>Report the total workforce by region and gender. Used</td>
</tr>
<tr>
<td>G4-10</td>
<td>Report the total number of employees by employment contract and gender. Used</td>
</tr>
<tr>
<td>G4-11</td>
<td>Report any significant variations in employment numbers. Used</td>
</tr>
<tr>
<td>G4-12</td>
<td>Describe the organization’s supply chain. Used</td>
</tr>
<tr>
<td>G4-13</td>
<td>Report the total workforce by employees and supervised workers and by gender. Used</td>
</tr>
<tr>
<td>G4-14</td>
<td>Report the total workforce by region and gender. Used</td>
</tr>
<tr>
<td>G4-15</td>
<td>Report whether a substantial portion of the organization’s work is performed by workers who are legally recognized as self-employed, or by individuals other than employees or supervised workers, including employees and supervised employees of contractors. Not used</td>
</tr>
<tr>
<td>G4-16</td>
<td>Report any significant changes from period to period reporting in the Scope and Aspect Boundaries. Used</td>
</tr>
<tr>
<td>G4-17</td>
<td>Report the nature of ownership and legal form. Used</td>
</tr>
<tr>
<td>G4-18</td>
<td>Explain the process for defining the report content and the Aspect Boundaries. Used</td>
</tr>
<tr>
<td>G4-19</td>
<td>List all the material Aspects identified in the processes for defining report content. Used</td>
</tr>
<tr>
<td>G4-20</td>
<td>For each material Aspect, report the Aspect Boundary within the organization. Used</td>
</tr>
<tr>
<td>G4-21</td>
<td>For each material Aspect, report the Aspect Boundary outside the organization. Used</td>
</tr>
<tr>
<td>G4-22</td>
<td>Report the effect of any restatements of information provided in previous reports, and the reasons for such restatements. Used</td>
</tr>
<tr>
<td>G4-23</td>
<td>Report any significant variations in employment numbers. Used</td>
</tr>
<tr>
<td>G4-24</td>
<td>Report the total number of permanent employees by employment type and gender. Used</td>
</tr>
<tr>
<td>G4-25</td>
<td>Report the total workforce by employees and supervised workers and by gender. Used</td>
</tr>
<tr>
<td>G4-26</td>
<td>Report the total workforce by region and gender. Used</td>
</tr>
<tr>
<td>G4-27</td>
<td>Report any significant variations in employment numbers. Used</td>
</tr>
<tr>
<td>G4-28</td>
<td>Report the total workforce by employees and supervised workers and by gender. Used</td>
</tr>
<tr>
<td>G4-29</td>
<td>Report any significant changes from period to period reporting in the Scope and Aspect Boundaries. Used</td>
</tr>
<tr>
<td>G4-30</td>
<td>Report the basis for identification and selection of stakeholders with whom to engage. Used</td>
</tr>
<tr>
<td>G4-31</td>
<td>Report the total workforce by employees and supervised workers and by gender. Used</td>
</tr>
<tr>
<td>G4-32</td>
<td>Report the process approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and an indication of whether any of the engagement was undertaken specifically as part of the report preparation process. Used</td>
</tr>
<tr>
<td>G4-33</td>
<td>Report the significant changes in the Scope and Aspect Boundaries that have been made through stakeholder engagement, and how the organization has responded to these key topics and concerns, including through its reporting. Report the stakeholder groups that raised each of the key topics and concerns. Used</td>
</tr>
<tr>
<td>G4-34</td>
<td>List all the material Aspects identified in the processes for defining report content. Used</td>
</tr>
<tr>
<td>G4-35</td>
<td>Explain how the organization has implemented the Reporting Principles for Defining Report Content. Used</td>
</tr>
<tr>
<td>G4-36</td>
<td>Report the date of most recent previous report (if any). Used</td>
</tr>
<tr>
<td>G4-37</td>
<td>Report the reference to the External Assurance Report, if the report has been externally assured. GRI recommends the use of external assurance but it is not a requirement to be ‘in accordance’ with the Guidelines. Used</td>
</tr>
<tr>
<td>G4-38</td>
<td>Report the organization’s approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and an indication of whether any of the engagement was undertaken specifically as part of the report preparation process. Used</td>
</tr>
<tr>
<td>G4-39</td>
<td>Report any significant variations in employment numbers. Used</td>
</tr>
<tr>
<td>G4-40</td>
<td>Report the total workforce by employees and supervised workers and by gender. Used</td>
</tr>
<tr>
<td>G4-41</td>
<td>Report any significant changes from period to period reporting in the Scope and Aspect Boundaries. Used</td>
</tr>
<tr>
<td>G4-42</td>
<td>Report the process approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and an indication of whether any of the engagement was undertaken specifically as part of the report preparation process. Used</td>
</tr>
<tr>
<td>G4-43</td>
<td>Report the significant changes in the Scope and Aspect Boundaries that have been made through stakeholder engagement, and how the organization has responded to these key topics and concerns, including through its reporting. Report the stakeholder groups that raised each of the key topics and concerns. Used</td>
</tr>
<tr>
<td>G4-44</td>
<td>Report any significant variations in employment numbers. Used</td>
</tr>
<tr>
<td>G4-45</td>
<td>Report the total workforce by employees and supervised workers and by gender. Used</td>
</tr>
<tr>
<td>G4-46</td>
<td>Report any significant changes from period to period reporting in the Scope and Aspect Boundaries. Used</td>
</tr>
<tr>
<td>G4-47</td>
<td>Report the process approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and an indication of whether any of the engagement was undertaken specifically as part of the report preparation process. Used</td>
</tr>
<tr>
<td>G4-48</td>
<td>Report the significant changes in the Scope and Aspect Boundaries that have been made through stakeholder engagement, and how the organization has responded to these key topics and concerns, including through its reporting. Report the stakeholder groups that raised each of the key topics and concerns. Used</td>
</tr>
<tr>
<td>G4-49</td>
<td>Report the date of most recent previous report (if any). Used</td>
</tr>
<tr>
<td>G4-50</td>
<td>Report the reference to the External Assurance Report, if the report has been externally assured. GRI recommends the use of external assurance but it is not a requirement to be ‘in accordance’ with the Guidelines. Used</td>
</tr>
</tbody>
</table>
1. Governance

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Content</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>G4-34</td>
<td>Report the governance structure of the organization, including committees of the highest governance body.</td>
<td>Used</td>
</tr>
<tr>
<td>G4-35</td>
<td>Identify any committees responsible for decision-making on economic, environmental and social topics.</td>
<td>Used</td>
</tr>
<tr>
<td>G4-36</td>
<td>Report whether the organization has appointed an executive-level position with responsibility for economic, environmental and social topics.</td>
<td>Used</td>
</tr>
<tr>
<td>G4-37</td>
<td>Report processes for consultation between stakeholders and the highest governance body.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-38</td>
<td>Report the composition of the highest governance body and its committees.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-39</td>
<td>Report whether the Chair of the highest governance body is also an executive officer (and, if so, his or her function within the organization's management and the reasons for this arrangement).</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-40</td>
<td>Report processes for the highest governance body to ensure conflicts of interest are avoided and managed.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-41</td>
<td>Report whether the highest governance body's role in the development, approval, and updating of the organization's purpose, vision or mission statements, strategies, policies, and goals related to economic, environmental and social impacts.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-42</td>
<td>Report the processes for evaluation of the highest governance body's performance with respect to governance, economic, environmental and social topics.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-43</td>
<td>Report whether stakeholder consultation is used to support the highest governance body's identification and management of economic, environmental and social impacts.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-44</td>
<td>Report the basis for determining remuneration and whether such determination is independent or not, and the mechanisms (if any) used to address and resolve them.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-45</td>
<td>Report the remuneration policies for the highest governance body and senior executives.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-46</td>
<td>Report the highest governance body's role in reviewing the organization's risk management processes for economic, environmental and social topics.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-47</td>
<td>Report the highest governance body's role in the identification and management of economic, environmental and social impacts, risks, and opportunities.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-48</td>
<td>Report the feedback on the organization's sustainability strategy, including the results of any feedback processes to the highest governance body.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-49</td>
<td>Identify any committees responsible for economic, environmental and social topics.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-50</td>
<td>Identify any committees responsible for economic, environmental and social topics, and whether post holders report directly to the highest governance body.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-51</td>
<td>Report whether the organization has appointed an executive-level position with responsibility for economic, environmental and social topics, and whether post holders report directly to the highest governance body.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-52</td>
<td>Report the internal and external mechanisms for reporting concerns about unethical or unlawful behavior, and any initiatives to ensure the highest governance body's oversight of organizational integrity, such as helplines or advice lines.</td>
<td>Not used</td>
</tr>
</tbody>
</table>

2. Economic

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Content</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>G4-53</td>
<td>Report the composition of the highest governance body and its committees.</td>
<td>Used</td>
</tr>
<tr>
<td>G4-54</td>
<td>Report whether the Chair of the highest governance body is also an executive officer (and, if so, his or her function within the organization's management and the reasons for this arrangement).</td>
<td>Used</td>
</tr>
<tr>
<td>G4-55</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-56</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-57</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-58</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-59</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
</tbody>
</table>

3. Environmental

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Content</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>G4-60</td>
<td>Report the percentage of total annual compensation for all employees (excluding the highest-paid individual) in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-61</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-62</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-63</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-64</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-65</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-66</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-67</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-68</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-69</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-70</td>
<td>Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual to the ratio of significant operations to the median percentage increase in annual total compensation for all employees excluding the highest-paid individual in the same country.</td>
<td>Not used</td>
</tr>
<tr>
<td>Ranking</td>
<td>Content</td>
<td>Index</td>
</tr>
<tr>
<td>---------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>G4-EN16</td>
<td>Energy indirect greenhouse gas (GHG) emissions (Scope 2)</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-EN17</td>
<td>Other indirect greenhouse gas (GHG) emissions (Scope 2)</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-EN18</td>
<td>Greenhouse gas (GHG) emissions intensity</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-EN19</td>
<td>Reduction of greenhouse gas (GHG) emissions</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-EN20</td>
<td>Emissions of ozone-depleting substances (ODS)</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-EN21</td>
<td>NOx, SOx, and other significant air emissions</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-EN22</td>
<td>Total water discharge by quality and destination</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-EN23</td>
<td>Total weight of waste by type and disposal method</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-EN24</td>
<td>Total number and volume of significant spills</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-EN25</td>
<td>Waste discharged to sea, brackish, or inland waters, defined according to the terms of the Basel Convention, percentage and volume transported internationally by this method of waste disposal</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-EN26</td>
<td>Identity, size, protected status, and biodiversity value of water bodies and related habitats adversely affected by the organization or its supply chain</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-EN27</td>
<td>Extent of impact mitigation of environmental impacts of products and services</td>
<td>Used</td>
</tr>
<tr>
<td>G4-EN28</td>
<td>Percentage of products sold and their packaging materials that are reclaimed by category</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-EN29</td>
<td>Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-EN30</td>
<td>Significant environmental impacts of transporting products and other goods and materials for the organization’s operations, and transporting members of the workforce</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-EN31</td>
<td>Total environmental protection expenditures and investments by type</td>
<td>Used</td>
</tr>
<tr>
<td>G4-EN32</td>
<td>Percentage of new suppliers that were screened using environmental criteria</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-EN34</td>
<td>Number of grievances about environmental impacts filed, addressed, and resolved through formal grievance mechanisms</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-LA1</td>
<td>Total number and rates of new employee hires and employee turnover by age group, gender, and region</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-LA2</td>
<td>Benefits provided to full-time employees that are not provided to temporary or part-time employees, by significant locations of operation</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-LA3</td>
<td>Return to work and retention rates after parental leave, by gender</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-LA4</td>
<td>Number of employees who faced operational changes that did not improve the positions of temporary or part-time employees, by significant locations of operation</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-LA5</td>
<td>Percentage of total workforce represented in formal joint management-worker health and safety committees</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-LA6</td>
<td>Total number of deaths related to occupational diseases, fatalities, and absenteeism, and total number of workdays related to occupational diseases related fatalities, by region and by gender</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-LA7</td>
<td>Workers with high incidence or high-risk of disease related to their occupation</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR1</td>
<td>Total number of incidents of violations involving rights of indigenous peoples and actions taken</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR2</td>
<td>Total number of operations in which the right to exercise freedom of association and collective bargaining was violated or at significant risk, and measures taken to support these rights</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR3</td>
<td>Total number of incidents of discrimination and intimidation at work sites, by gender, and by employee category</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR4</td>
<td>Total hours of employee training on human rights policies or procedures concerning aspects of human rights that are relevant to operations, excluding the percentage of employees trained</td>
<td>Used</td>
</tr>
<tr>
<td>G4-HR5</td>
<td>Total number of incidents involving rights of indigenous peoples and actions taken, by country and by recipient or beneficiary</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR6</td>
<td>Total number of incidents involving rights of indigenous peoples and actions taken, by country and by recipient or beneficiary</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-HR7</td>
<td>Percentage of security personnel trained in the organization’s human rights policies or procedures that are relevant to operations, excluding the percentage of employees trained</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR8</td>
<td>Total number of incidents of violations involving rights of indigenous peoples and actions taken</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR9</td>
<td>Total number of operations in which the right to exercise freedom of association and collective bargaining was violated or at significant risk, and measures taken to support these rights</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR10</td>
<td>Total number of operations identified in which the right to exercise freedom of association and collective bargaining was violated or at significant risk, and measures taken to support these rights</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR11</td>
<td>Total number of incidents involving rights of indigenous peoples and actions taken, by country and by recipient or beneficiary</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR12</td>
<td>Total number of incidents of violations involving rights of indigenous peoples and actions taken</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR13</td>
<td>Total number of incidents involving rights of indigenous peoples and actions taken</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR14</td>
<td>Percentage of security personnel trained in the organization’s human rights policies or procedures that are relevant to operations, excluding the percentage of employees trained</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR15</td>
<td>Total number of operations in which the right to exercise freedom of association and collective bargaining was violated or at significant risk, and measures taken to support these rights</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-HR16</td>
<td>Total number of incidents involving rights of indigenous peoples and actions taken, by country and by recipient or beneficiary</td>
<td>Inapplicable</td>
</tr>
</tbody>
</table>

**Agricultural Bank of China 2014 Corporate Social Responsibility Report**

**Appendices**
<table>
<thead>
<tr>
<th>Ranking</th>
<th>Content</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>G4-SO8</td>
<td>Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-SO9</td>
<td>Percentage of new suppliers that were screened using criteria for impacts on society.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-SO10</td>
<td>Significant actual and potential negative impacts on society in the supply chain and actions taken.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-SO11</td>
<td>Number of grievances about impacts on society filed, addressed, and resolved through formal grievance mechanisms.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-PR1</td>
<td>Percentage of significant product and service categories for which health and safety impacts are assessed for improvement.</td>
<td>Used</td>
</tr>
<tr>
<td>G4-PR2</td>
<td>Total number of incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of products and services during their life cycle, by type of outcome.</td>
<td>Not used</td>
</tr>
<tr>
<td>G4-PR3</td>
<td>Type of product and service information required by the organization's procedures for product and service information and labeling, and percentage of significant product and service categories subject to such information requirements.</td>
<td>Used</td>
</tr>
<tr>
<td>G4-PR4</td>
<td>Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcome.</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-PR5</td>
<td>Results of surveys measuring customer satisfaction.</td>
<td>Used</td>
</tr>
<tr>
<td>G4-PR6</td>
<td>Sale of banned or disputed products.</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-PR7</td>
<td>Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by type of outcome.</td>
<td>Inapplicable</td>
</tr>
<tr>
<td>G4-PR8</td>
<td>Total number of substantiated complaints regarding breaches of customer privacy and loss of customer data.</td>
<td>Used</td>
</tr>
<tr>
<td>G4-PR9</td>
<td>Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.</td>
<td>Inapplicable</td>
</tr>
</tbody>
</table>

---

**Reader Feedback Form**

Thank you for reading our Corporate Social Responsibility Report 2014. To provide you and other stakeholders with even more valuable information and improve our ability to fulfill CSR, we sincerely welcome any opinions and suggestions you may offer on the report via:

Fax: 010-85107284  
Mail to: 69 Jianguomennei Street, Dongcheng District, Beijing  
Postcode: 100005  
Attention: Corporate Culture Department, the Agricultural Bank of China Limited

---

**Which of the following stakeholder types apply to you?**

- Government  
- Regulatory Authority  
- Shareholder and Investor  
- Customer  
- Employee  
- Supplier and Partner  
- Community  
- Environmental Science  
- Other

---

**Do you think the Report has fully satisfied your expectations for the Agricultural Bank of China?**

- Yes  
- No. Which of your expectations do you think is not reflected in this Report?

---

**Do you think the Agricultural Bank of China has responded to your expectations well?**

- Yes  
- No. Which of your expectations do you think has not been met well?

---

**Do you think the arrangement of content and layout design of the Report provide easy ready?**

- Very good  
- Good  
- Average  
- Below average

---

**What other opinions and suggestions do you have on our fulfillment of social responsibility and this Report?**
Notes on the Report

Scope
Scope of time covered: This is an annual report that covers the period from January 1 to December 31, 2014. Part of the content is in excess of the above scope.

Scope of organization
The Report covers the head office, tier-1 (directly subordinate) branches within the territory, the training colleges, directly subordinate organizations and overseas organizations of the Agricultural Bank of China Limited (referred to as "ABC" and "Bank" herein).

Basis for compilation of the Report
This Report was prepared in accordance with the Sustainable Development Reporting Guidelines of the Global Reporting Initiative (GRI 4.0) and its Financial Service Sector Supplemental Guidelines, ISO26000 Social Responsibility Guidelines (2010); the Opinions on Strengthening Social Responsibilities of Banking Institutions issued by the China Banking Regulatory Commission (CBRC); the Guidelines on Corporate Social Responsibility of Banking Institutions of the China Banking Association (CBA); the Guidelines of the Shanghai Stock Exchange on Environmental Information Disclosure of Listed Companies and the Guidelines for the Preparation of Reports on Performance of Corporate Social Responsibilities of the Shanghai Stock Exchange; SEHK Environmental, Social and Governance Reporting Guide and other relevant opinions and guidelines.

Notes on data
Some financial data in this Report were originally included in the Bank’s annual financial statement for 2014 (which had been audited by PWC). Other data mainly originate from the statistics of the internal system and the affiliates of the Bank for 2014.

Assurance method
To ensure its truthfulness and reliability, this Report is submitted to PWC for limited assurance of the key data disclosed therein in accordance with the International Standard on Assurance Engagements 3000: Assurance Engagements other than Audits or Reviews of Historical Financial Information.

Publication
This Report is released both in hardcopy and electronic form. The latter is available at the Bank’s website (www.abchina.com). This Report is published both in Chinese and English. Should there be any discrepancy between the two versions, the Chinese version shall prevail.

Contact information: Corporate Culture
Department of Agricultural Bank of China Limited
Address: No. 69 Jianguomennei Avenue, Dongcheng District, Beijing 100005, PRC
Fax: 86-10-85108214
Welcome to the official website of Agricultural Bank of China