CARMA /// 2021

A CARMA SECTOR REPORT

ISLAMIC BANKING REPORT

CARMA
Delivering what matters

REPORT SCOPE

OBJECTIVES

This report examines the media exposure of Islamic Banks across traditional media outlets and social media platforms during Q1 2021 to understand how they are perceived by the media and public. It aims to answer the following questions:

- What were the most discussed topics and themes in relation to the Islamic banks studied?
- What were the key features of the banks' media visibility and how did they differ on traditional media and social media?
- How did the monitored Islamic banks rank in terms of favorability? How were they positioned on media?

RESEARCH METHODOLOGY

ANALYSIS FRAMEWORK & REPORT SCOPE

This report is based on results gathered from January 1 to March 31, 2021. The twenty banks included in this report were chosen based on the total value of their assets as reported by the Asian Banker in its Islamic Bank 2020 report.

The report presents an overview of the 20 banks and provides a deep-dive analysis into the media coverage of the top 5 most favorably positioned Islamic Banks in MENA and Asia according to CARMA's Favorability Rating.

MEDIA TYPES

- Traditional Media: Coverage was generated from Tier 1 online media outlets.
- Social Media: Data was gathered from the banks' official Facebook and Twitter accounts, as well as from all direct and indirect mentions of the banks from social media users.

RELEVANCY CRITERIA

- Traditional Media (Online): Articles that mention a bank and discuss corporate issues, financial performance or financial products/services, as well as relevant industry news, that include mentions of the banks and would impact the Islamic Banking sector.
- Social Media: All posts published on the banks' owned Twitter and Facebook pages, and public comments and replies on their brands, entities, products, services, events, offers and promotions.

TOTAL TRADITIONAL MEDIA ARTICLES

A total of 1,500 articles from online media outlets with specific mentions of these banks were analyzed.

TOTAL SOCIAL MEDIA MENTIONS

A total of 3,022 relevant posts from Twitter and Facebook, 1,840 Twitter unique mentions, 14,883 retweets, 1,182 Facebook unique mentions and 279 shares were analyzed.

TIMEFRAME

The report covers January 1 - March 31, 2021.

LANGUAGES & MEDIA TYPES

Traditional Media: Websites
Social Media: Twitter and Facebook
Languages: English, Arabic, Bengali, Malay, Indonesian and Chinese.

MARKETS

MENA & Asia

METRICS

Volume, Reach, Share of Voice, Coverage Trends, Top Countries, Language Breakdown, Media Vehicle Breakdown, Sentiment Analysis, Theme & Topic Analysis.

BANKS UNDER STUDY

MENA	ASIA
Al Rajhi Bank	Maybank Islamic
Dubai Islamic Bank	Bank Rakyat
Kuwait Finance House	CIMB Islamic Bank
Qatar Islamic Bank	RHB Islamic Bank
Abu Dhabi Islamic Bank	Bank Islam Malaysia
Alinma Bank	Public Islamic Bank
Masraf Al Rayan	Islamic Bank Bangladesh
Al Baraka Banking Group	AmBank Islamic
Bank Al Bilad	MBSB Bank
Bank AlJazira	Hong Leong Islamic Bank

EXECUTIVE SUMMARY

Kuwait Finance House (KFH) and Bank Rakyat were the most favorably positioned Islamic Banks in MENA and Asia respectively.

In MENA, KFH was ranked the most favorable Islamic Bank, attributed to their AI service integration and fintech capabilities dominating both traditional and social media coverage. Abu Dhabi Islamic Bank (ADIB) and Al Rajhi Bank followed in the favorability ranking as the second and third respectively in this region.

In Asia, Bank Rakyat had the highest favorability. It was strongly positioned on topics related to financing, digitalization, and CSR, and evolving their customer-oriented strategy. Bank Islam Malaysia and Maybank Islamic were ranked the second and third favorable Islamic Banks in Asia.

Corporate, financial and banking services news drove coverage and conversations across MENA and Asia.

Islamic Banks were generally positioned more prominently in traditional media outlets than social media, with the exception of Al Rajhi Bank which had high volumes in both media categories. However, when it came to Corporate Social Responsibility (CSR) and Digitalization matters - two key trends during the COVID-19 pandemic period - the banks used social media to actively communicate with their audience.

Overall coverage on traditional media was positive, but public sentiment on social was mixed.

Neutral and positive coverages on traditional media were mainly driven by announcements on digitalization efforts and financial-related news. On social media, issues around software glitches and app malfunctions accounted for the most negativity, while positive mentions were on new digital offerings by the banks.

KEY FINDINGS - MENA

KEY OBSERVATIONS

Three major topics were highlighted in traditional media for the banks: Corporate news, Financial results, and Banking Services.

Articles discussed joint ventures and COVID-19 relief in terms of funding, CSR, as well as digital innovation.

Favorable coverage displayed the banks' financial results and corporate issues entailing growth, the issuing of Sukuk bonds, and initiatives taken to empower banks and communities alike.

KFH, ADIB and Al Rajhi were the most favorable banks as retail lending, COVID-19 assistance, disclosure of financial results, and digitalization positioned the banks positively.

The most favorable article discussed KFH's four "Home" strategy and how the bank maintained its distinguished position amid the pandemic through the initiatives to stabilize home credit ratings.

Social media mentions mainly discussed financial and corporate topics regarding loans, bank accounts, money transfers, sponsorships, and partnerships.

The commentary was mainly neutral in sentiment as users inquired about loans and discussed loan offers, partnerships, sponsorships, mergers and acquisitions, recruitment opportunities, and CSR efforts.

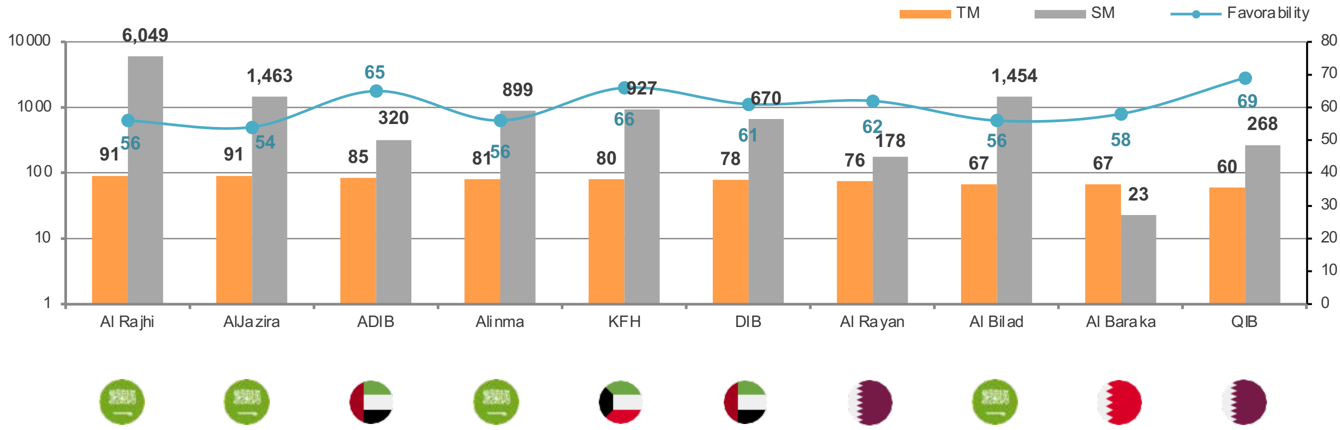
KFH's high positive engagement earned them praise for their CSR efforts to the indebted. Users in the MENA region were pleased with the banks' instant money transfer services and sustainability efforts.

The highest engaging mention was by a user sharing an article announcing Bank AlJazira's offer on instant transfer service with Bank of Khartoum.

MENA BANKS RANKED BY FAVORABILITY

1. Kuwait Finance House
2. Abu Dhabi Islamic Bank
3. Al Rajhi Bank
4. Alinma Bank
5. Bank AlJazira
6. Qatar Islamic Bank
7. Masraf Al Rayan
8. Dubai Islamic Bank
9. Al Baraka Banking
10. Bank Al Bilad

MENA BANKS RANKED BY VOLUME



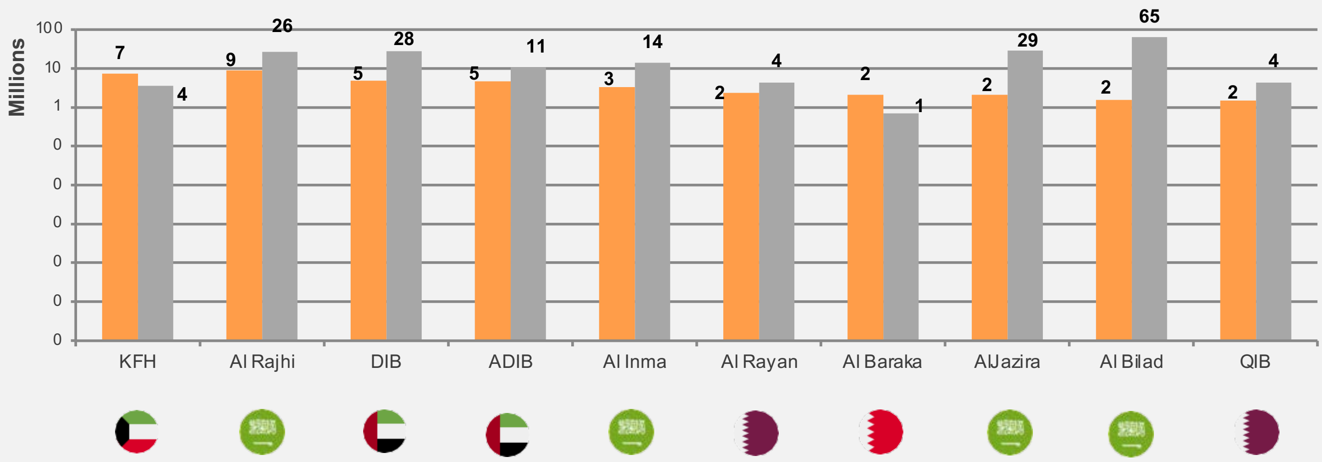
KEY FINDINGS - MENA

REACH

9M AL RAJHI recorded the highest TM reach count

65M AL BILAD recorded the highest SM reach count

REACH



DIGITAL SERVICES

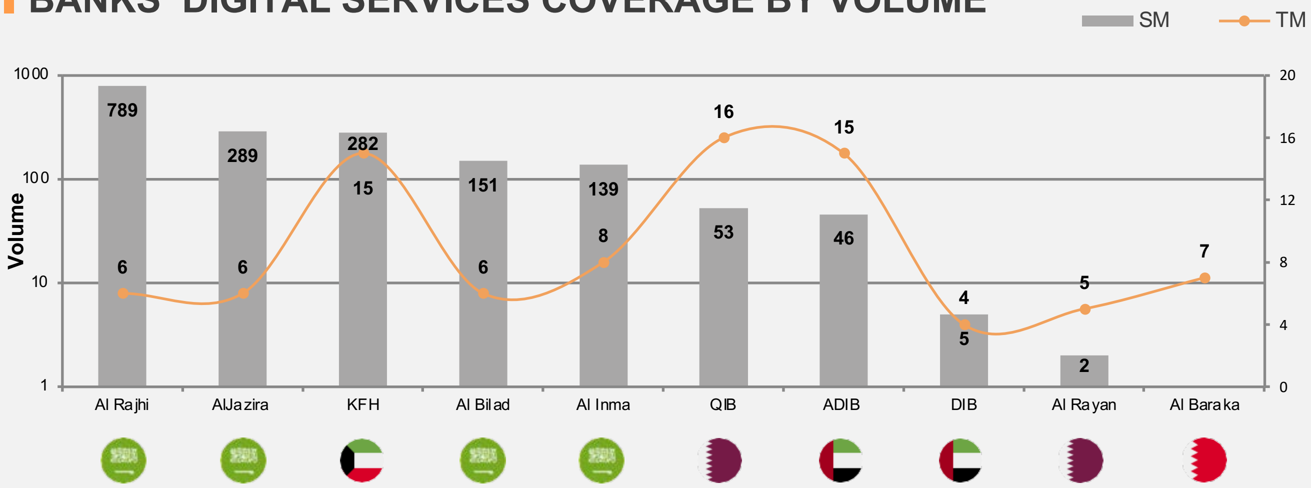
TRADITIONAL MEDIA

Throughout the pandemic, digital services were prioritized, as banks were reported to have enhanced their digital footprint offering multiple solutions. KFH, ADIB, and QIB were stated to have taken the lead to integrate solutions into their strategies, considering AI abilities and the importance of FinTech. Personal finance through portals and transfer systems were introduced, easing financial activities amidst the COVID-19 pandemic.

SOCIAL MEDIA

Digital banking accounted for 14% of the total coverage in the MENA region. Users were pleased with the banks' instant transfer features on their digital devices, along with the initiatives taken to expand their services online amidst COVID-19.

BANKS' DIGITAL SERVICES COVERAGE BY VOLUME



CARMA
Delivering what matters

KEY FINDINGS - MENA

CEO VISIBILITY*

ARSALAAN AHMED
AL RAJHI CEO
VISIBILITY: **14**

"Al Rajhi Bank KSA hopes to provide renewed leadership to successfully implement its strategy and tap on market opportunities to grow its Islamic banking business in Malaysia." (MSN Malaysia)

ABDULHAKEEM AL KHAYYAT
KFH Bhd CEO
VISIBILITY: **11**

"KFH-Bahrain's achievement of this prestigious award motivates us to strive towards attaining more excellence, as well as maintaining the superb quality of electronic payment transactions." (News Of Bahrain)

ABDULLAH BIN ALI AL-KHALIFA
ALINMA CEO
VISIBILITY: **8**

CEO of Alinma Bank pointed out that this agreement with the "Guests of the Most Merciful Program" is one of the most important pillars of the "Guests of Rahman" programs. (Sauress)

NAYEF AL-MANSAND
ALJAZIRA Cap.
CEO VISIBILITY: **7**

Chairman of the Board of Directors of Al-Jazira Capital Mohammed Al-Haqbani said "We are pleased that Naif Al-Misnad has joined Al-Jazira Company." (Sauress)

BASSEL GAMAL
QATAR ISLAMIC
CEO VISIBILITY: **4**

"We are pleased to be recognized by The Digital Banker Magazine for the innovative banking solutions we offer to our corporate customers. (The Peninsula Qatar)

ADEL MUSTAFAWI
AL RAYAN CEO
VISIBILITY: **2**

"The results are good and achieving them was a great challenge. Masraf Al Rayan maintained its credit rating, its position amongst banks in Qatar, and maintained its financial indicators ratios; achieving the lead in terms of operational efficiency and a low ratio of bad debts." (Qatar Tribune)

DR. ADNAN CHILWAN
DIB CEO
VISIBILITY: **2**

"This is evident from the prudent approach to risk management and allocations taken to create safety buffers and ensure the bank's protection against any risks from this." (Saudi 24 News)

MAZEN MANNA
AL BARAKA CEO
VISIBILITY: **2**

"The group has taken the initiative to develop a comprehensive strategy that does not focus on preserving the strength of its financial conditions during the pandemic." (Saudi 24 News)

***Visibility: Total count of articles mentions on Traditional Media coverage.**

KEY FINDINGS - ASIA

KEY OBSERVATION

CSR, Corporate news, Banking Services, and Financial operations were the most discussed topics in traditional media. Pandemic relief strategies and joint ventures increased digital banking utilities and online payments.

Proactive assistance of communities through flood disasters and COVID-19 pushed favorable CSR initiatives, financing, and SME funding, resulting in an overall positive media positioning. Negative articles discussed customer complaints and cyberattacks.

The most favorable article discussed Bank Rakyat's fund allocation to the "YBR" foundation in order to help students and ease households' burdens caused by the pandemic.

Social media mentions discussed CSR, Financial and General news. Users mainly criticized the issues and delays caused by the malfunction of digital services.

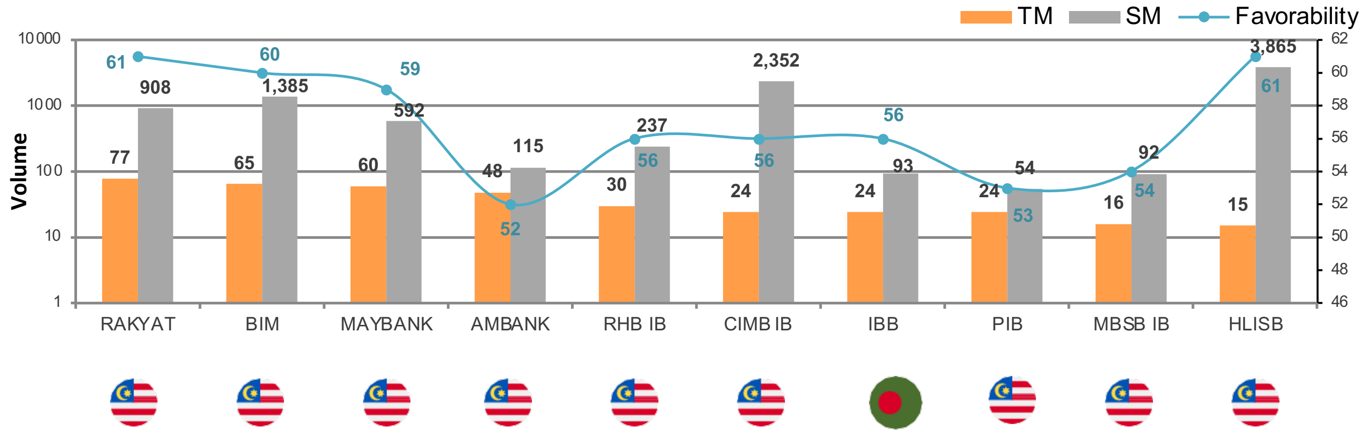
Users discussed the banks' CSR efforts amid COVID-19 and flood disasters. AmBank Islamic and MBSB Islamic coverage was negative due to technological issues and poor service quality.

Hong Leong Islamic received positive commentary due to their service quality. Neelofa's successful MoU signing with Bank Islam Malaysia also generated positive responses.

ASIA BANKS RANKED BY FAVORABILITY

1. Bank Rakyat
2. Bank Islam Malaysia
3. Maybank Islamic
4. RHB Islamic Bank
5. AmBank Islamic
6. Islamic Bank Bangladesh
7. CIMB Islamic Bank
8. Public Islamic Bank
9. MBSB Islamic Bank
10. Hong Leong Islamic

ASIA BANKS RANKED BY VOLUME



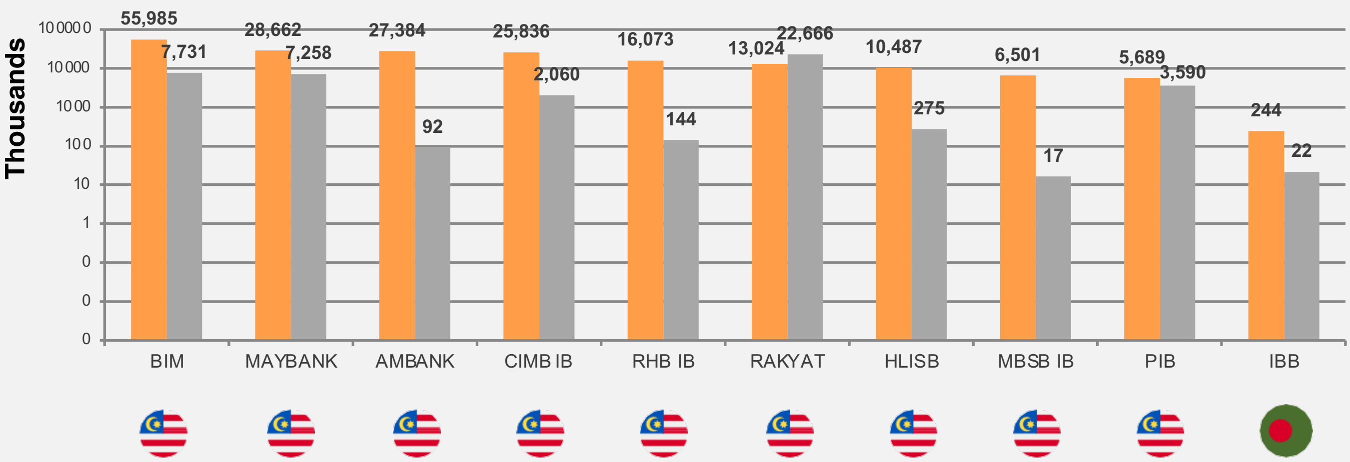
KEY FINDINGS - ASIA

REACH

56M BIM recorded the highest TM reach

23M BANK RAKYAT recorded the highest SM reach

REACH



DIGITAL SERVICES

TRADITIONAL MEDIA

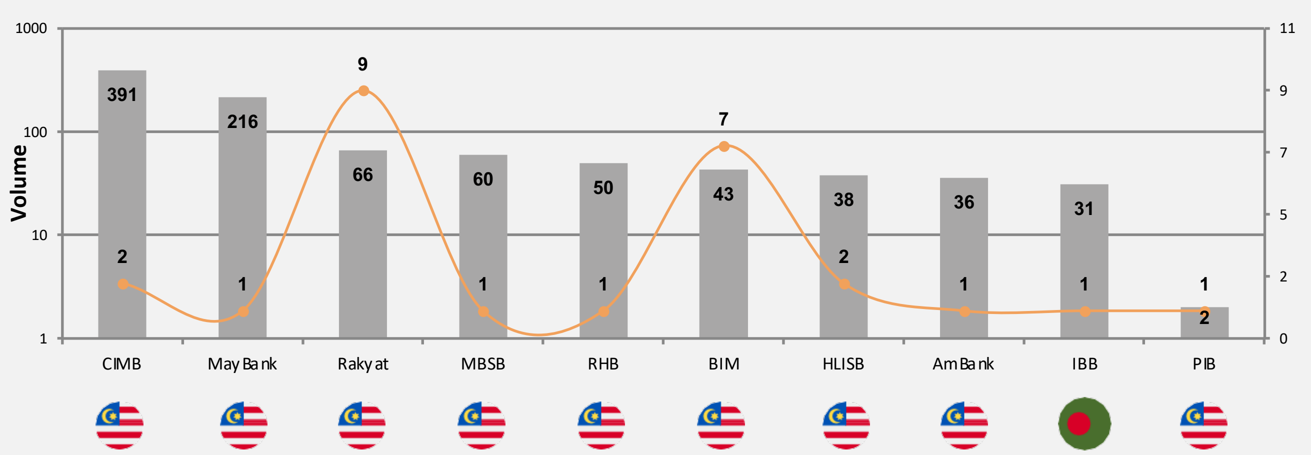
Bank Rakyat and Bank Islam aimed to finance SMEs, as they attracted new customers through QR2E and "NOOR" application, extending the community's access to Shariah-compliant products. HLISB innovated by onboarding all its services to a digital platform, attaining an IRBA excellence award as a result. All major Islamic banks in the region facilitated customer payments through QR codes.

SOCIAL MEDIA

Users discussed Digital banking slightly more in the Asia market (16% of the total coverage).

CIMB and Maybank received a lot of negative commentary as customers faced technical issues with mobile applications and the online banking system, leading to unsuccessful money transfer transactions and online payments.

BANKS' DIGITAL SERVICES COVERAGE BY VOLUME



CARMA Delivering what matters

KEY FINDINGS - ASIA

CEO VISIBILITY*

DATUK SYED HASSAN

BANK RAKYAT CEO VISIBILITY: **12**

"Bank Rakyat's involvement in Bank Rakyat Bangsar Station in the long run will further expand its customer base and help strengthen its brand and reach new markets among the station's users." (*Sinar Harian*)

MOHD MUZZAM MOHAMED

BIMB CEO VISIBILITY: **10**

"This effort also indirectly reflects that Islamic banking institutions have always practiced the concept of wealth sharing and that the Islamic social finance instruments such as sadaqah, and zakat (*The Malaysian Reserve*)

MOHAMED MERICAN

MAYBANK CEO VISIBILITY: **9**

"Maybank Islamic is committed to provide shariah-compliant financial solutions that meet the needs of customers and create a positive impact to the community." (*Mothership (SG)*)

ADISSADAIKIN ALI

RHB ISLAMIC CEO VISIBILITY: **7**

"The new system of Islamic trade commodity is the first of its kind in the Malaysian market allowing for a detailed trade exchange that involves both acquisitions and sales." (*MalayMail*)

DATUK MOHD TAHIR

AMBANK CEO VISIBILITY: **5**

"The campaign, which runs from Jan 1 to Aug 31, 2021, is also part of the bank's efforts to reward its loyal customers who have remained with the bank even after a difficult 2020." (*The Malaysian Reserve*)

MOHAMMED MOULA

IBB CEO VISIBILITY: **5**

"Bangladesh has elevated among the developing countries under the dynamic leadership of the government. Islami Bank has been making continuous contribution to the economic progress of the country through entrepreneurial development." (*The Independent (Bd)*)

DATUK ABDUL AHMAD

CIMB CEO VISIBILITY: **3**

"CIMB is deeply rooted in the local communities that we operate in, and we are committed to playing our part by providing financial assistance and payment relief to those who have been impacted by the flooding." (*The Star Online*)

DATUK AHMED ZAINI

MBSB CEO VISIBILITY: **2**

"There were some fundamental developments in the group's wholly - owned banking subsidiaries, keeping the Trade Finance Portfolio strong by contributing RM1.10 billion during the quarter." (*Sinar Harian*)

***Visibility: Total count of articles mentions on Traditional Media coverage.**

CARMA
Delivering what matters

2.

TOP FIVE ISLAMIC BANKS IN MENA

CARMA
Delivering what matters

KUWAIT FINANCE HOUSE

TRADITIONAL MEDIA

FAVORABILITY SCORE 66

Most favourable coverage included:

- News about KFH solidification of its financial position through strategic implementation despite the COVID-19 crisis.
- KFH achieved D148.4M in profits in 2020, a 40% decrease compared to 2019, yet financial indicators remained positive as cost to income ratio decreased from 51.3% to 37.2%.
- Launched campaigns attracted customers through exclusive financing, banking benefits, and digital services.

Least favourable coverage included:

- KFH's contribution to Kuwait's stock exchange decline and customer complaints.
- Kuwait Finance rejected a request by the Petroleum Corporation to reschedule an installment retained earnings.

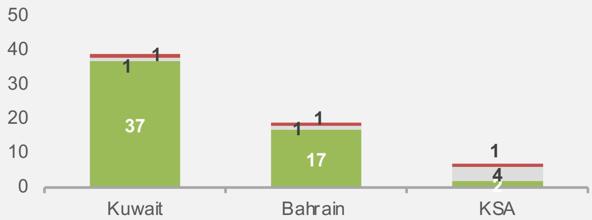
TOP MEDIA COVERED TOPICS

Corporate (28%): Net financing income sees growth as operating expenses decreased due to KFH's strategy.

Financial (23%): News about KFH Bahrain relaunch of shariah complaint financing campaign, partnering with Eskan Bank /Ministry of Housing.

Banking Services (17%): News about an instant foreign money transfer service circulates as Abdulwahab Al-Rashoud discusses artificial intelligence and Fintech services.

TOP COUNTRIES BY VOLUME

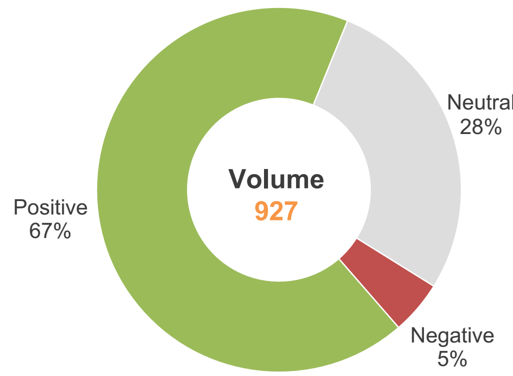


SOCIAL MEDIA

SOCIAL ENGAGEMENT

Twitter	1,309 LIKES	776 RETWEETS	0 COMMENTS
Facebook	2 LIKES	0 SHARES	10 COMMENTS

SENTIMENT BREAKDOWN



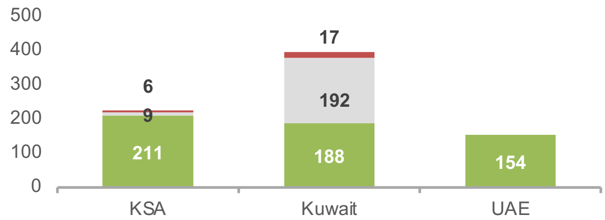
TOP MEDIA COVERED TOPICS

CSR (39%): Praises for supporting the indebted. The bank was perceived as an exemplary model for its Kuwaiti counterparts to follow suit.

Financial (38%): Ripple and KFH launched instant remittances to Turkey to provide blockchain solutions for global payments in the Middle East.

HR (13%): Requests to reduce the number of working hours for safety amid COVID-19. Others engaged with KFH's poll question on taking the vaccine.

TOP COUNTRIES BY VOLUME



Negative Neutral Positive

ABU DHABI ISLAMIC BANK

ADIB مصرف أبوظبي الإسلامي

TRADITIONAL MEDIA

FAVORABILITY SCORE 65

Most favorable coverage included:

- ADIB Egypt amended article six for banks as authorized capital increases to EGP7bn. Cost management was prioritized, making up for the net profit loss during 2020.
- ADIB recovered valiantly in H2, improving on a sustainable 2020 financial year & pandemic response.
- ADIB underwent expansion by establishing organizations for micro and consumer financing.

Least favorable coverage included:

- ADIB, among multiple UAE banks, contributed to the 2020 stock price dip.
- ADIB's annual profits dropped by 38.4%.

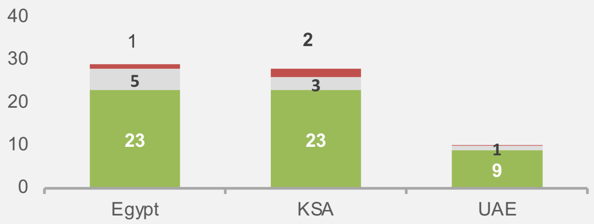
TOP MEDIA COVERED TOPICS

Financial (28%): ADIB maintains a strong capital base as its equity and dividend adjustment increased. Used car loans financed through Murabaha.

Corporate (23%): Data Analysis Center launched benchmarking performance as ADIB Egypt achieves a successful year.

Banking Services (17%): ADIB & ADIB Egypt win multiple financial and digital innovation awards as new certificates were launched to invest in the health care sector.

TOP COUNTRIES BY VOLUME



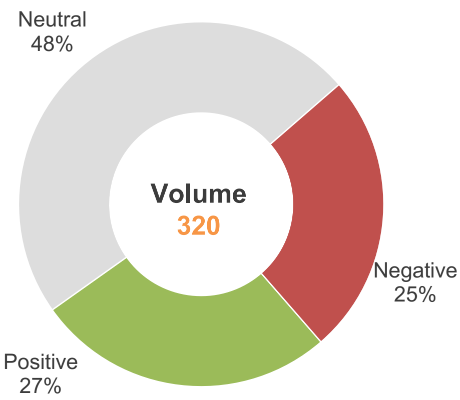
SOCIAL MEDIA

SOCIAL ENGAGEMENT

413 LIKES | 168 RETWEETS | 0 COMMENTS

5 LIKES | 0 SHARES | 0 COMMENTS

SENTIMENT BREAKDOWN



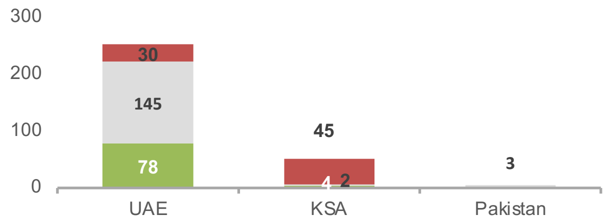
TOP MEDIA COVERED TOPICS

Corporate (41%): News about the bank's sponsorship and participation in "Mangroves through my eyes" photography competition.

Financial Services (27%): Complaints about the poor service quality and unsupportive staff.

Technology (11%): Compliments about ADIB's digital learning on financial topics.

TOP COUNTRIES BY VOLUME



Negative Neutral Positive

CARMA Delivering what matters

AL RAJHI BANK

مصرف الراجحي
Al Rajhi Bank

TRADITIONAL MEDIA

FAVORABILITY SCORE 56

Most favourable coverage included:

- Saudi banks recorded a dip of 22.9% in net profits while Al Rajhi achieves a 4.3% increase compared to 2019.
- Strategic implementation of leadership practiced as "Arsalaan Ahmed" was appointed new CEO for its Malaysian branch.
- Al Rajhi introduced a new Payment's system allowing institutions and individuals to transfer funds instantly.

Least favourable coverage included:

- Al Rajhi practiced a risk-off mood involving petrochemical stocks, increasing the GCC market loss.

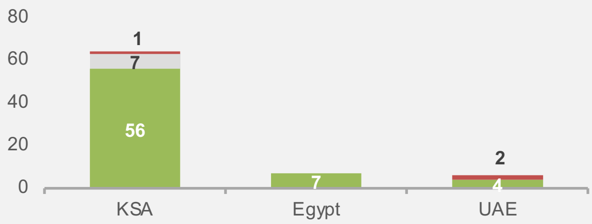
TOP MEDIA COVERED TOPICS

Corporate (47%): Al Rajhi remained the world's largest Islamic bank, with total assets reaching USD 111Bn.

Banking Services (30%): Al Rajhi supports the Saudi Central Bank's instant payment system increasing ease of use.

Financial (10%): Assets soared yearly as Al Rajhi records SAR468.83 billion ($125.02bn), while shares rose by 5% at 96 riyals, a record high since 2006.

TOP COUNTRIES BY VOLUME



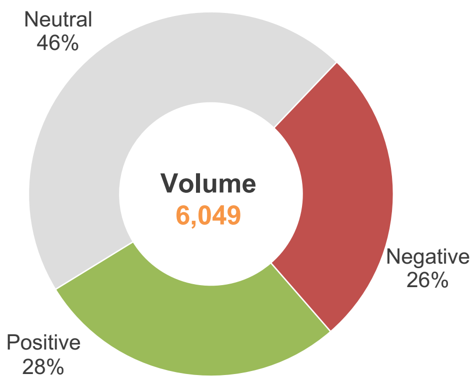
SOCIAL MEDIA

SOCIAL ENGAGEMENT

Twitter: 10,858 LIKES | 5,790 RETWEETS | 0 COMMENTS

Facebook: 430 LIKES | 12 SHARES | 130 COMMENTS

SENTIMENT BREAKDOWN



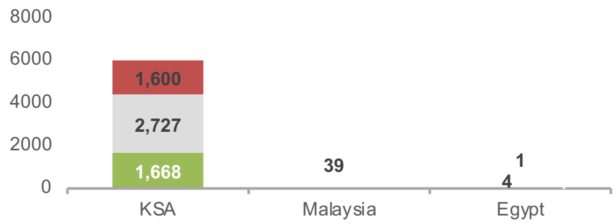
TOP MEDIA COVERED TOPICS

Financial (60%): Bank's loan offers in Q1 2021, complaints about its housing loan issues, and warnings of a fraudulent email from the bank.

Corporate (19%): Announcements of winners of The Saudi Cup sponsored by Al Rajhi Bank.

CSR (10%): Posts about housing contributions and support to needy families in KSA.

TOP COUNTRIES BY VOLUME



■ Negative ■ Neutral ■ Positive

CARMA
Delivering what matters

ALINMA BANK

مصرف الإنماء alinma bank

TRADITIONAL MEDIA

FAVORABILITY SCORE 56

Most favorable coverage included:

- Alinma aided in financing Hajj and Umrah pilgrims partnering with "Doyof of The Rahman".
- Sponsorship agreement with Doyof Al Rahman Program as Alinma sponsored Holy Mosques Architecture Exhibition.
- Alinma Tokio Marine Co.Board members singed a bancassurance deal with Alinma bank.

Least favorable coverage included:

- Outlets discussed Alinma's net profit loss along with the entire Saudi market decline amidst the COVID-19 pandemic

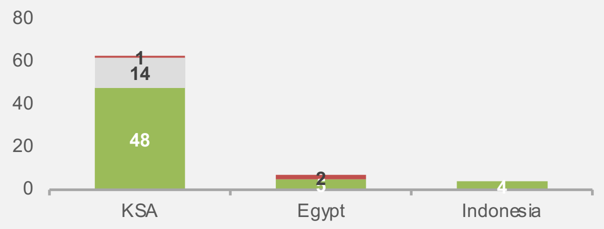
TOP MEDIA COVERED TOPICS

Banking Services (40%): Digital diversification practiced as Alinma allows home account registration while backing KSA's "SARIE".

Corporate (28%): Increased capital shares in 2021 as Alinma recovers from a strong yet loss-full 2020 financial year.

Financial (11%): SAR 596 million riyals distributed in dividends as assets rise, shares fluctuate, and provisions vastly increase. Alinma financed "Raha Al Safi" flour mills.

TOP COUNTRIES BY VOLUME

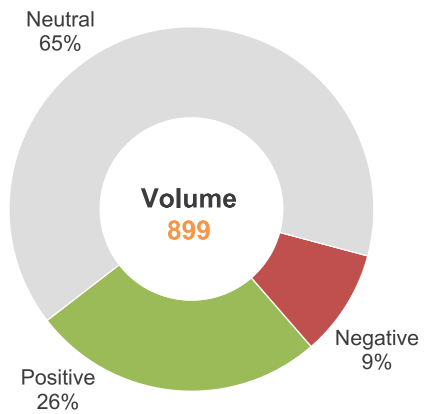


SOCIAL MEDIA

SOCIAL ENGAGEMENT

1,687 LIKES	733 RETWEETS	0 COMMENTS
1 LIKES	0 SHARES	33 COMMENTS

SENTIMENT BREAKDOWN



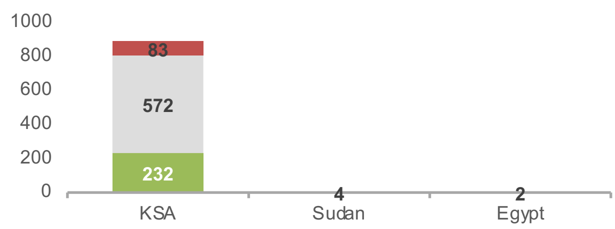
TOP MEDIA COVERED TOPICS

Financial (64%): Admiration posts for Alinma Bank's outstanding service quality and staff and request for a branch in Al Namas.

Corporate (19%): Facts about the bank's establishment in 2006 and news on its real estate awards and strategic partnerships.

Management/Ops (6%): News about Alinma Bank visiting Monshaat for internet banking and cybersecurity.

TOP COUNTRIES BY VOLUME



Negative Neutral Positive

CARMA Delivering what matters

BANK ALJAZIRA

بنك الجزيرة
BANK ALJAZIRA

TRADITIONAL MEDIA

FAVORABILITY SCORE 54

Most favorable coverage included:

- AlJazira financed the Saudi aircraft fleet and King Abdullah Economic City's residential products as Nayef bin Abdul Karim CEO of AlJazira aimed to increase customer demand.
- AlJazira was honored with the Corporate governance index award, and Nayef bin Abdul Kareem was appointed as an executive board member.
- Instant payment system supported as AlJazira's assets rise by 6.4% in 2020.

Least favorable coverage included:

- Outlets discussed AlJazira's current asset standing amidst the banks 2020 profit drop.

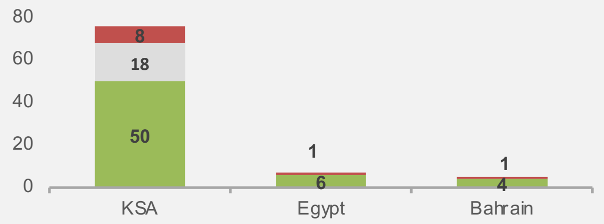
TOP MEDIA COVERED TOPICS

Corporate (44%): AlJazira aided Saudi airlines in financing and launched training courses for governmental and professional sectors.

Financial (25%): As operating expenses increase, AlJazira recorded the lowest level of assets amongst Saudi banks, along with a 96% profit drop.

Banking Services (19%): News about AlJazira supporting the central bank's payment system, and aiding Amiantit loan settlement. Other news discussed the ranking of Saudi bank assets.

TOP COUNTRIES BY VOLUME



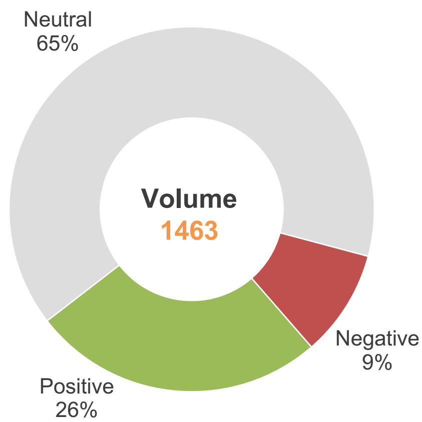
SOCIAL MEDIA

SOCIAL ENGAGEMENT

Twitter: 3,071 LIKES | 1,045 RETWEETS | 0 COMMENTS

Facebook: 2,435 LIKES | 241 SHARES | 832 COMMENTS

SENTIMENT BREAKDOWN



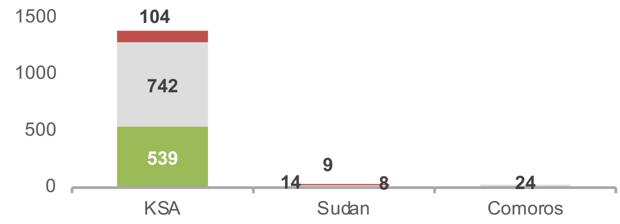
TOP MEDIA COVERED TOPICS

Financial (62%): Praises for the bank's service quality and announcements of its new instant money transfer service with Bank of Khartoum.

HR (23%): Job boards shared internships and job vacancies at the bank.

Corporate (7%): News about the largest financing deal between Al Rajhi, SABB, ANB, Samba, Bank AlJazira, Bank Al Bilad, HSBC and Saudi Airlines.

TOP COUNTRIES BY VOLUME



Negative Neutral Positive

CARMA
Delivering what matters

3.

TOP FIVE ISLAMIC BANKS IN ASIA

BANK RAKYAT

TRADITIONAL MEDIA

FAVORABILITY SCORE 61

Most favorable coverage included:

- Rakyat allocated funds aiding students through the "YBR" campaign while micro-financing enterprises.
- Rakyat launched "QR2E" to enable entrepreneurship, while Moratorium was made available for flood victims.
- Rakyat launched its customer loyalty rewards along with the People's Program campaign, aiming to increase liquidity amidst COVID-19.

Least favorable coverage included:

- Rakyat was highlighted in a scandal that involved claims of racial discrimination and race-based policies.

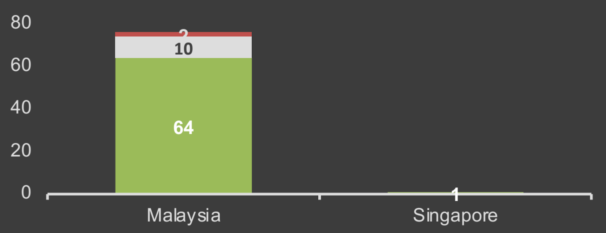
TOP MEDIA COVERED TOPICS

Corporate (35%): Chairman Haji Datuk Jaafar, envisioned a progressive Islamic bank identity, supporting entrepreneurs, schools, and families.

Banking Services (17%): Rakyat funded Medac's sport industry and offered a moratorium of debts for flood victims. QR2E program cultivated entrepreneurship, benefiting the 2025 digitalization blueprint.

Financial (16%): Rakyat initialized the People's Program in support of B40 entrepreneurs. SMEC financing was achieved.

TOP COUNTRIES BY VOLUME



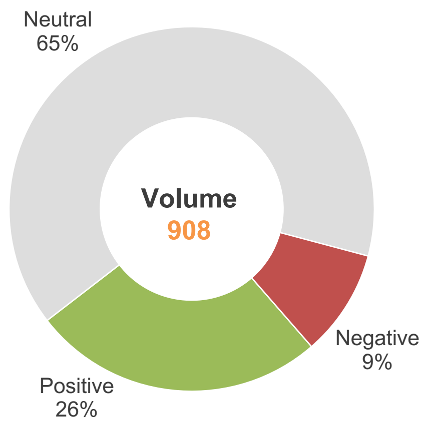
SOCIAL MEDIA

SOCIAL ENGAGEMENT

981 LIKES | 755 RETWEETS | 0 COMMENTS

0 LIKES | 0 SHARES | 0 COMMENTS

SENTIMENT BREAKDOWN



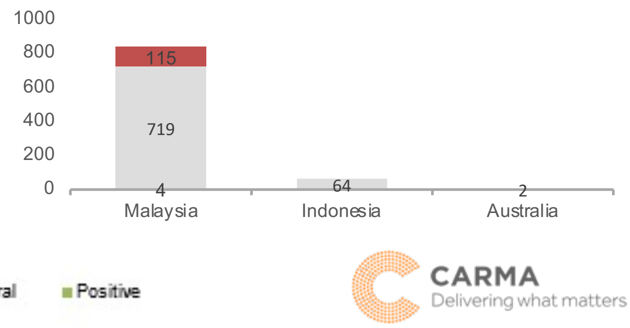
TOP MEDIA COVERED TOPICS

Corporate (31%): Announcements made about the bank assisting low-income Malaysians to grow their businesses amid the pandemic.

CSR (26%): Donations contributed to families and individuals affected by the pandemic and the flood disaster.

HR (26%): Mentions about different job vacancies at the bank.

TOP COUNTRIES BY VOLUME



CARMA Delivering what matters

BANK ISLAM MALAYSIA

TRADITIONAL MEDIA

FAVORABILITY SCORE 60

Most favorable coverage included:

- BIMB assisted in financing payments through the moratorium program as CEO Mohd Muazzam Mohamed allocated contributions from Sadaqa House.
- Mobile registration services for opening accounts eased customer efforts, as BIMB introduced "TheNoor" app.
- BIMB's restructuring exercise improved transparency, giving investors entry to lucrative takaful projects.

Least favorable coverage included:

- Coverage discussed BIMB 's DuitNow's instant payment support alongside BNM's relief fund.

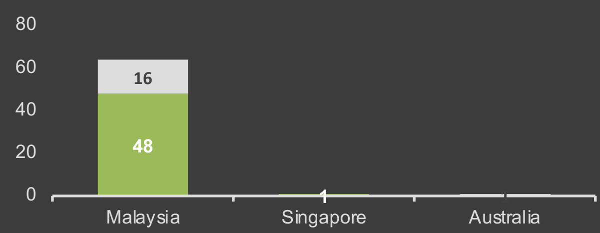
TOP MEDIA COVERED TOPICS

Corporate (27%): Moratorium initiative actioned while relief fund is financed. Mohd Abdul Rashid discussed herd immunity.

Banking Services (24%): BIMB increases transparency through restructuring. "TheNoor" app draws new customers.

CSR (20%): BIMB funded various humanitarian initiatives while supporting home teaching during the pandemic.

TOP COUNTRIES BY VOLUME



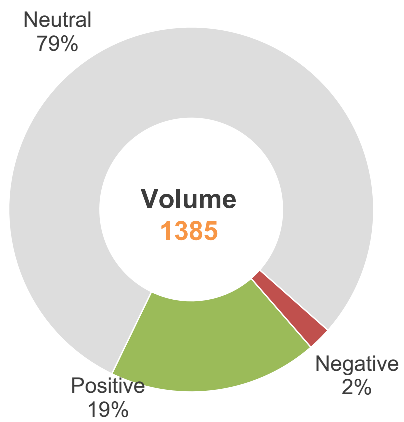
SOCIAL MEDIA

SOCIAL ENGAGEMENT

Twitter: 4,039 LIKES | 1,226 RETWEETS | 0 COMMENTS

Facebook: 176 LIKES | 0 SHARES | 120 COMMENTS

SENTIMENT BREAKDOWN



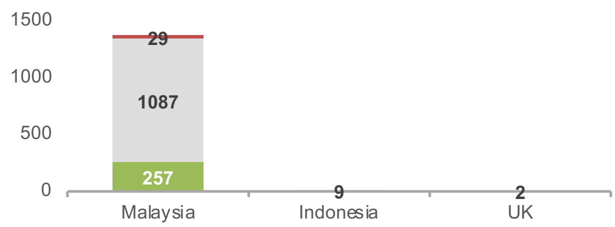
TOP MEDIA COVERED TOPICS

News (55%): Bank Islam offered a moratorium of up to 6 months to support flood victims.

General (18%): Successful MoU signing with the Noor App.

HR (12%): Mentions about different advertised job vacancies at the bank.

TOP COUNTRIES BY VOLUME



Negative Neutral Positive

CARMA Delivering what matters

05. METHODOLOGY
04. TOP 5 ISLAMIC BANKS IN ASIA
03. TOP 5 ISLAMIC BANKS IN MENA
02. EXECUTIVE SUMMARY
01. REPORT SCOPE

MAYBANK

TRADITIONAL MEDIA

FAVORABILITY SCORE 59

Most favorable coverage included:

- Maybank aided customers in cash flow while financing property projects with Tropicana and Skyworld.
- Maybank supported AKPK, and the Credit Counsels home loan initiatives to increase liquidity.
- Maybank was recognized as the first Islamic dealer to practice shariah-compliant financing for PIPP and Sapura Energy.

Least favorable coverage included:

- Outlets mentioned Maybank's stock price decrease and a customer's complaint about the condition of use regarding their Islamic credit cards.

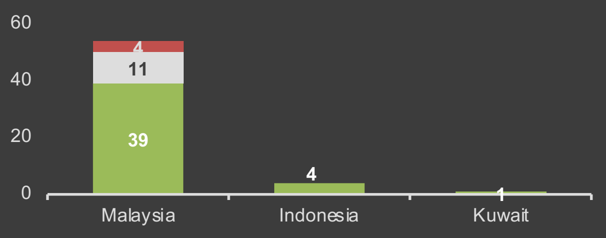
TOP MEDIA COVERED TOPICS

Corporate (28%): Maybank was recognized as one of Malaysia's primary bank dealers as they fund Tropicana, Skyworld, Mah Sing, and Sapura projects.

Management/Operations (18%): Maybank, among others, offered Fresh Commodity Murabaha Financing to PIPP, while supporting digital QR payments.

Banking Services (18%): Funding introduced to enterprises and homebuyers amidst a pandemic.

TOP COUNTRIES BY VOLUME



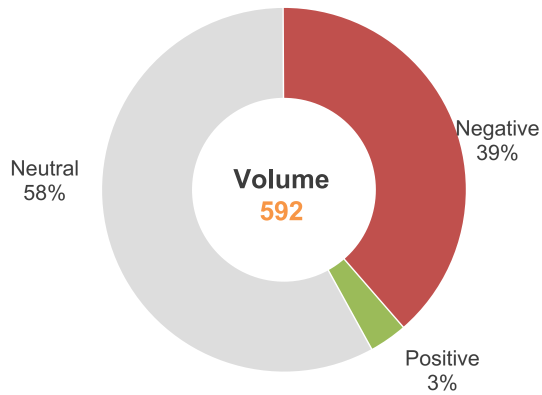
SOCIAL MEDIA

SOCIAL ENGAGEMENT

886 LIKES
314 RETWEETS
0 COMMENTS

16 LIKES
0 SHARES
11 COMMENTS

SENTIMENT BREAKDOWN



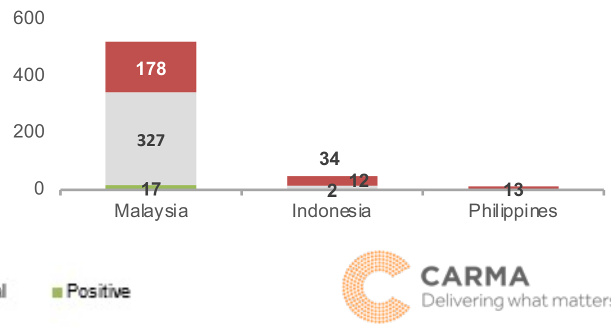
TOP MEDIA COVERED TOPICS

Financial (50%): Discussions on Maybank Islamic Gold Account and Public Gold and criticisms of poor service.

Technology (30%): Complaints about the delays and errors in the second batch of Bantuan Prihatin Nasional (BPN) deposits.

Corporate (9%): Suggestions of alternative and new branches amid the COVID-19 induced closures of some Maybank branches.

TOP COUNTRIES BY VOLUME



RHB ISLAMIC BANK BERHAD

RHB

TRADITIONAL MEDIA

FAVORABILITY SCORE 56

Most favorable coverage included:

- Adissadikin Ali, CEO of RHB, launched the Islamic trade commodity system.
- RHB supported MBA's repayment system "MCO2", aiding customers and enterprises in loan payments.
- RHB partnered with CIMB as a joint lead advisor and an arranger for the RM180 million Sukuk Wakalah issued to Eco World Development Group Bhd.

Least favorable coverage included:

- RHB increased lending to customers affected by the re-implementation of the Movement Control Order (PKP).
- RHB recognized among other banks in a retained dealer listing in Malaysia.

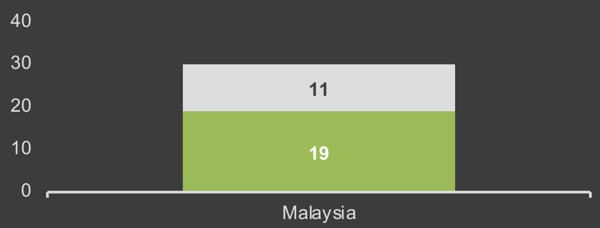
TOP MEDIA COVERED TOPICS

Banking Services (32%): RHB drove Shariah concept financing through Wakalah and Istijrar. RHB supported housing loans during COVID-19.

Corporate (30%): Loan payments eased as RHB's CEO, Datuk Adissadikin Ali, supported ABM's relief system.

Financial (18%): RHB financed Supra Energy debts and Petronas pipeline while advising and managing Eco World's issued Sukuk Wakalah.

TOP COUNTRIES BY VOLUME



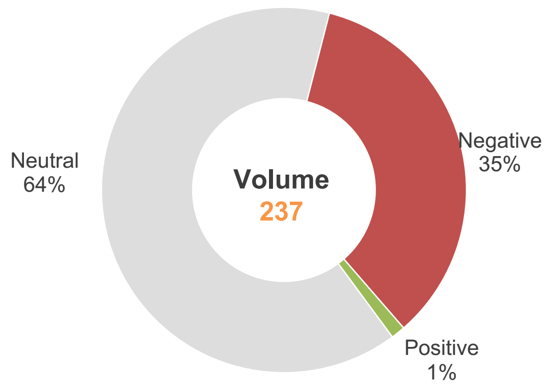
SOCIAL MEDIA

SOCIAL ENGAGEMENT

63 LIKES | 85 RETWEETS | 0 COMMENTS

0 LIKES | 0 SHARES | 0 COMMENTS

SENTIMENT BREAKDOWN



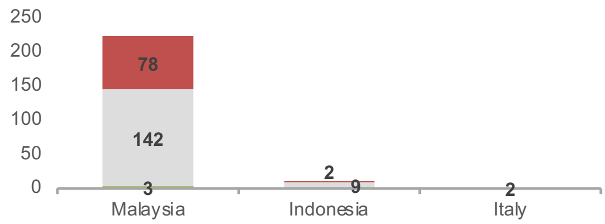
TOP MEDIA COVERED TOPICS

Financial (93%): News about Minister Datuk Seri Rina Harun reaching a debt settlement and complaints about staff's unresponsiveness.

CSR (2%): News about the bank's sustainable development initiative.

Corporate (2%): Inquiries about the bank's COVID-19 response and sanitization.

TOP COUNTRIES BY VOLUME



Negative Neutral Positive

CARMA Delivering what matters

AMBANK ISLAMIC

AmBank Islamic

TRADITIONAL MEDIA

FAVORABILITY SCORE 52

Most favorable coverage included:

- Ambank ran reward campaigns and offered home loans, which provided more value to customers, while aiding Supra energy in debt refinancing.
- Ambank joined Duitnow in the introduction of E-wallet payments.

Least favorable coverage included:

- Ambank ratings downgraded to AA3 as share prices dip.
- AMMB Holdings Bhd, and Ambank Islamic Bank Bhd court case that was appealed by Datuk Seri Najib Razak's.

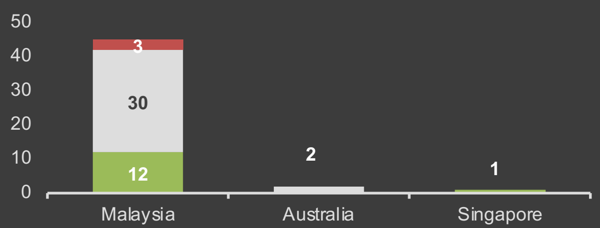
TOP MEDIA COVERED TOPICS

Banking Services (55%): QR payments supported enterprises and merchants alike. BNM lists Ambank among principal dealers and Malaysia's disaster relief fund.

Corporate (23%): Ambank subsidiaries ratings take a dip from AA2 to AA3, as senior Ambank officers sell shares.

Financial (13%): Sukuk Murabaha issued as Supra energy refinanced loans through Ambank and others.

TOP COUNTRIES BY VOLUME

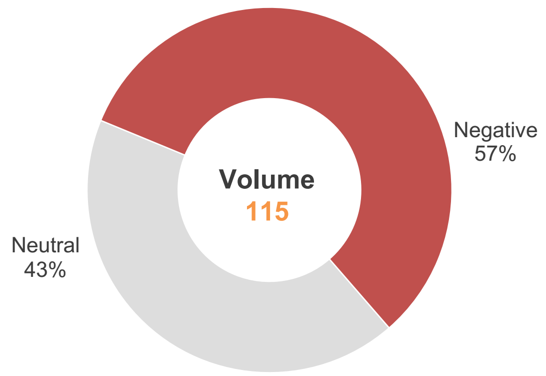


SOCIAL MEDIA

SOCIAL ENGAGEMENT

Twitter	4 LIKES	6 RETWEETS	0 COMMENTS
Facebook	0 LIKES	0 SHARES	10 COMMENTS

SENTIMENT BREAKDOWN



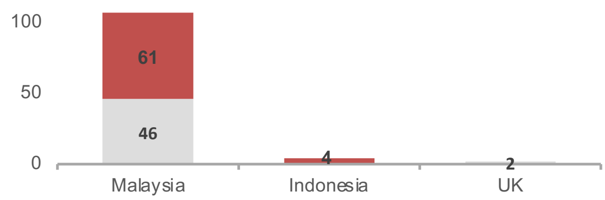
TOP MEDIA COVERED TOPICS

Financial (73%): Complaints about the slow service, unresponsive staff, and credit card issues.

Technology (13%): Inquiries about the BPN cash aid transfer and criticisms on the technological and payment gateway issues.

Corporate (9%): News about the bank partnerships for hybrid e-Wallet and campaign for cash reward.

TOP COUNTRIES BY VOLUME



Negative Neutral Positive

CARMA
Delivering what matters

01. REPORT SCOPE
02. EXECUTIVE SUMMARY
03. TOP 5 ISLAMIC BANKS IN MENA
04. TOP 5 ISLAMIC BANKS IN ASIA
05. METHODOLOGY

4.

METHODOLOGY

METHODOLOGY

CARMA FAVORABILITY RATING

This study was conducted using CARMA's media measurement and analysis methodology, including the CARMA FAVORABILITY Rating System.

The CARMA Favorability Rating System is based on a predetermined set of criteria designed to eliminate subjectivity. In gauging the favourability of an article, we consider the headline; length and placement of the story; accompanying photos; number and quality of sources; positive and negative messages; and the general tone of the article.

CARMA ratings run on a scale of 0 to 100, with 0 being the least favorable and 100 the most favorable. A rating of 50 designates neutral coverage.

PLACEMENT OF ARTICLE (MAXIMUM 20 POINTS)

The placement of an article has significant impact on its Favorability Rating. The size and location of an article, whether a company or topic appears in the headline, and whether a photo or other graphic is present are all factors that affect the depiction of the company or topic.

SOURCES AND MESSAGES IN ARTICLE (MAXIMUM 20 POINTS)

The depiction of the company may be shaped further by the body of an article. There are two quantifiable ways this may happen. One is by what sources in the story are saying about the company. The second is through positive or negative messages and characterizations about a company.

TONE OF ARTICLE (MAXIMUM 10)

The last factor to affect the Favorability Rating is tone. CARMA examines whether the journalist or media outlet interjected their opinions into the article and how those opinions reflected upon the company or topic.

- **(0-10) Disaster**
- **(10-20) Crisis**
- **(20-30) Cause for alarm**
- **(30-40) Significant problem**
- **(40-48) Problem**
- **(48-52) Neutral**
- **(52-60) Positive**
- **(60-70) Strongly positive**
- **(70-80) Highly positive**
- **(80-90) Outstandingly positive**
- **(90-100) Perfect**

SENTIMENT SCORING

This study was conducted using a sentiment scoring system for social media, based on the total percentage of positive, neutral and negative sentiment gathered from Facebook posts with comments and Twitter mentions about the brands. Sentiment is based on the overall tone of message analyzed through text, emojis and GIFS.

- **Negative**
- **Neutral**
- **Positive**

ABOUT CARMA

CARMA is a global provider of media intelligence solutions. Our media monitoring, analysis and database solutions are designed to deliver real insight and power informed decision making. With 37 years of knowledge and experience and a presence in over 48 countries, we have the capacity to deliver the most comprehensive global monitoring program across any media platform in any language.

Our global team of researchers and analysts sift through the noise to make sense of the data and deliver what matters.

CARMA's globally renowned methodology uses a balance of automation and curation to capture global media coverage and deliver deep insights, with sector-expertise, communications performance scoring, competitor intelligence, message resonance and C-level reporting.

We deploy the best technology world-wide, but we are not a software licensing company, we are a people first, client centric provider of quality media intelligence services, that help you measure your reputation and communications world-wide.

CARMA advocates the use of a Valid Metrics Framework, as advised by our industry body AMEC, to measure the success of your communications efforts, as opposed to AVE, which is a controversial metric to use in the communications evaluation sector. It is not in line with best-practice and has been globally derided as flawed. CARMA encourages our clients to move away from its use but acknowledges that to do so may not be easy. Please contact your account manager who will be pleased to advise and help you update your measurement program.

We can offer you monitoring and analysis in print, online, broadcast and social media in any country in any language – contact your Relationship Manager for more information. If you have any comments/requests or feedback regarding this report, please feel free to contact your Relationship Manager directly or client.success@carma.com

CONFIDENTIALITY

CARMA
Delivering what matters

ASIA
Singapore

MAINLAND EUROPE
Lisbon

UK
London

USA
Washington DC

UAE
Dubai

AFRICA
Morocco

carma.com

@CARMA

linkedin.com/company/carma