

## **Intellect**

As a premier finance company with a storied six-decade legacy, our unparalleled success is rooted in our wealth of intellectual capital. Our expert knowledge coupled with steadfast commitment to unparalleled customer service, unwavering trust and a brand image that resides at the forefront of our customers' minds have cultivated an indelible bond with our clientele over the years. With a team comprising most veteran and proficient experts in the field, we boast a collective wealth of knowledge and experience that sets us apart. Our commitment to excellence is evidenced by the caliber of our staff, each member equipped with a wealth of industry-specific expertise acquired over years of hands-on experience and continuous professional development.

As pioneers in the industry, we take pride in being recognized as a reputable financial specialist and a reliable partner, shaping the identity of the MI brand and consistently meeting the expectations of our stakeholders throughout our remarkable journey, with our unwavering commitment to evolution and adaptation. In the face of ever-changing landscapes and market dynamics, we have proactively embraced new technologies and methodologies, integrating cutting-edge systems to fortify our operations and streamline processes. Through strategic investments in automation, we have not only enhanced efficiency, but also elevated the quality and consistency of our deliverables. Our unwavering dedication to innovation is driven by a singular goal: to exceed customer expectations and ensure unparalleled satisfaction in every interaction.

## Performance Highlights



## Expectation/Impact Assessment



In conducting our materiality assessment for the financial year 2023/24, sustainable governance committee undertook a comprehensive analysis of the impacts on various stakeholders, including customers, suppliers, the environment, and society at large. This diligent examination revealed pivotal insights into areas where our actions yield significant value and influence. Our commitment towards delivering unparalleled service has fostered increased trustworthiness among our customers. By implementing strategies focused on bolstering customer service responsiveness, product reliability and elevating satisfaction levels, we have solidified our reputation as a trusted partner in the industry. The reinforcement of customer trust not only strengthens brand loyalty but also cultivates enduring relationships that drive sustained business growth. MI's engagement with a well-established brand has enabled us to forge deeper connections within the social landscape. By aligning our values with those of our esteemed brand partners, we amplify our impact and resonance within communities. Our relentless pursuit of innovation, particularly in system developments, has led to significant strides in environmental stewardship.

By leveraging cutting-edge technologies and adopting sustainable practices, we have optimized our resource usage and achieved remarkable reductions in waste generation across our operations. This commitment to environmental responsibility not only mitigates our ecological footprint but also positions MI as a leader in sustainable business practices, driving industry-wide transformation. Through our materiality assessment, we have attracted a plethora of technology-driven suppliers who share our vision for innovation and excellence. By fostering collaborative partnerships with forward-thinking suppliers, we enhance our capacity for technological advancement and product innovation, enabling us to remain at the forefront of industry trends and customer expectations.

## **Empowering a committed Team**

We remained steadfast in fortifying our core competencies as a competitive edge in pursuit of our visionary goals. Hence we persisted in empowering our team in nurturing talents and enriching their knowledge and skill sets across all organizational tiers, through continuous learning and development initiatives. Our extensive training initiatives encompassed a wide range of competencies crucial for thriving in the ever-evolving business landscape. From honing technical

expertise to nurturing soft skills, these programs offered invaluable avenues for growth and development, ensuring our team members are well-equipped for success.

At the heart of our training endeavors lay the crucial role played by our seasoned management team. Their guidance and mentorship served as a cornerstone, offering invaluable insights and wisdom to our budding talents. This collaborative approach not only accelerated development of emerging talent but also fostered a culture of knowledge sharing and continuous improvement across the organization. By empowering our team through targeted training initiatives, mentorship, and support from experienced leaders, MI remains composed to unlocking the full potential of our workforce, driving innovation, excellence and sustainable growth in the years ahead.

## **Mastering Leadership**

Our approach to developing top management skills transcended traditional boundaries, encompassing a holistic array of competencies essential for effective leadership in the modern era. From strategic thinking and decision-making to emotional intelligence and cross-cultural communication, our comprehensive training programs addressed the multifaceted demands placed on top managers in today's globalized business environment. Whilst using industry experts as mentors, we effectively monitored employee progress by employing universally recognized methodologies like 'Mentimeter' and the 'EBI' approach. These tools provided valuable insights and streamlined our efforts in ensuring program success and alignment with organizational objectives.

## Top Management Training Details

Training Name	Participants
BASL Seminars	Mrs. Jayanka Kahawevitharana
	Mr. Dinesh Prabhath
Corporate Governance Rules	Mr. Ramidu Costa
	Mrs. Sonali Pethiyagoda
New Amendments to the Notaries Ordinance	Mrs. Jayanka Kahawevitharana
Online awareness program on assessment and propriety of KRP training	Mrs. Sonali Pethiyagoda
	Mr. Ramidu Costa
Performance Management Refresher Training 2023	Mr. Hirantha Bandara
	Mr. Tharanga Peiris
	Mr. Lahiru Dayananda
	Mrs. Jayanka Kahawevitharana
Sence Craft	Mr. Priyantha Athukorala
Strategy Day	Mr. Dharshana Senarath
	Mr. Lahiru Dayananda
	Mr. Tharanga Peiris
	Mrs. Roshini Induruwage
	Mrs. Jayanka Kahawevitharana
	Mr. Shehan Cooray
	Mr. Hirantha Bandara
	Mr. Devadunne Anthony
	Mr. Chandana Nanayakkara
	Mr. Laksanda Gunwardena
	Mr. Priyantha Athukorala
Infinity	Mr. Prasad Indika
	Mr. Hirantha Bandara

	Mr. Tharanga Peiris
<b>Performance Management Refresher Training 2024</b>	Mr. Prasad Indika
	Mr. Dinesh Prabhath
<b>Good Governance: Rights &amp; Obligations of an Independent Director and new CSE listing requirements</b>	Mr. Dinuka Perera
	Mr. Anil Dias
	Ms. Deepthie Wickramasuriya
	Mr. Kanchana Pieris
<b>New Corporate Governance Rules</b>	Mr. Anil Dias
	Mr. Kanchana Pieris
	Mr. Dinuka Perera

**Navigating the Innovation Process**

We firmly uphold that innovation is the bedrock of advancement, underscoring our commitment to fostering a culture that embraces novel ideas and methodologies. In today's rapidly evolving business context, staying abreast of emerging technologies is imperative for gaining a competitive edge in the market. Hence we remained committed in integrating new technologies into our operations to drive efficiency and productivity of our operations as means of bootstring revenue and optimizing on costs towards profitability growth. Recognizing the importance of effective knowledge dissemination in fostering a culture of innovation, we deployed a top-down approach to ensure that valuable insights and expertise are shared across all levels of the organization. Through comprehensive training programs such as, workshops, and knowledge-sharing initiatives, we empowered our teams to stay informed and inspired. Moreover, our Business Process Reengineering team, played a pivotal role in identifying areas for improvement and implementing innovative solutions. This collaborative strategy ignited a wave of collective innovation, bolstering MI's competitive edge in the market and driving us closer to our strategic goals.

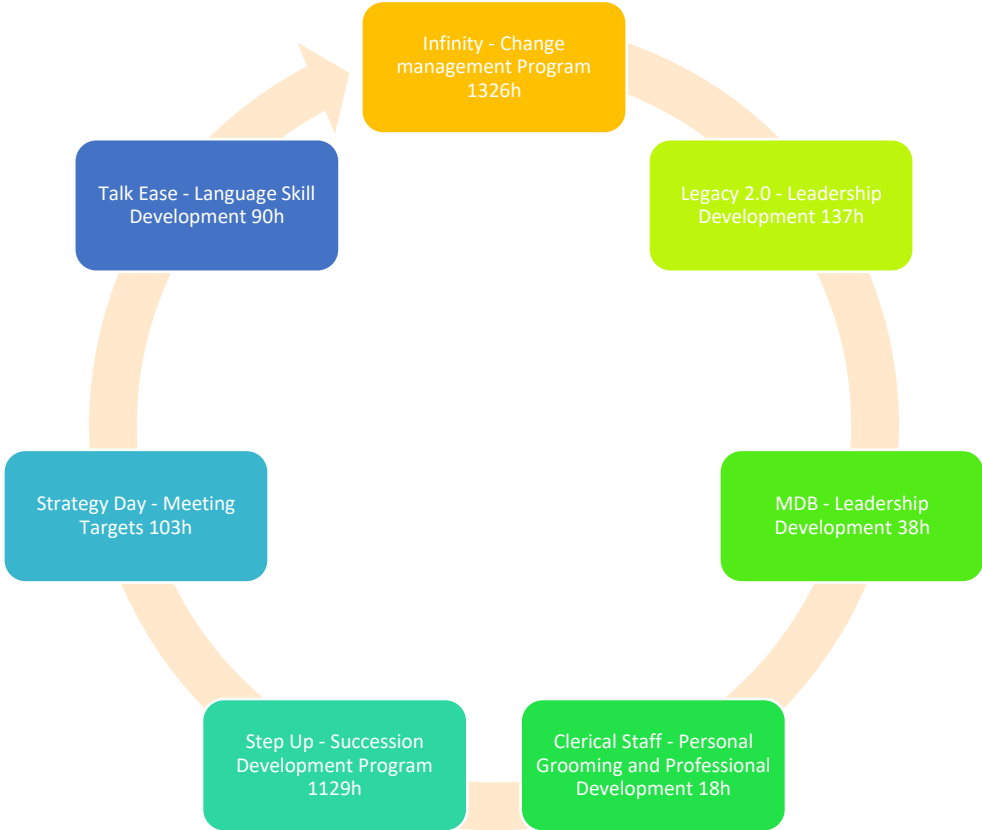
## **Proactive Approaches to Recruitment and Retention**

Our commitment to excellence transcends beyond products and services; it revolves around our most valuable asset – our people. We have taken a proactive approach to talent acquisition and retention, striving to attract and nurture the finest individuals in the field. Our recruitment endeavors have centered on pinpointing and integrating highly skilled professionals who not only boast the necessary expertise but also resonate with our core values and principles. Through meticulous recruitment strategies and stringent selection procedures, we have welcomed aboard 426 outstanding individuals, each enriching our organization with diverse perspectives and innovative insights.

We have established a transparent and values-driven performance management system to evaluate employees based on a range of criteria and key performance indicators (KPIs), acknowledging their accomplishments, innovative concepts, and contributions to value creation. This approach not only recognizes individual achievements but also fosters a culture of performance excellence, further motivating and reinforcing our commitment to driving results. We take pride in announcing that 742 of our employees have been formally appraised this year in recognition of their outstanding performance. These appraisals serve as a testament to our commitment to nurturing talent and fostering a culture of growth and achievement, inspiring our team members to continually strive for excellence and surpass their performance goals.

As we look back on the successes of the past year, it's clear that our proactive strategies in recruitment and retention have played a pivotal role in nurturing a dynamic and high-performing culture. Moving forward, our commitment to investing in our people remains unwavering and will continue to creating an environment that nurtures their potential and fosters a culture where talent can flourish.

# Employee Soft Skills Development





# Distinctive Culture at MI

We fostered a holistic and inclusive employee culture that channels the collective energies of mind, body, and soul towards impactful action, enhancing employee morale, satisfaction, and overall productivity. Our unique culture stances as a basis of our identity, reflecting our values, principles, and collective attitudes. With a legacy spanning over 60 years, our culture is deeply rooted in a tradition of excellence, integrity, and support. Embedded within our cultural fabric is a robust corporate governance framework that guides our management in adopting industry best practices. This ensures that our culture remains adaptive and responsive to the changing needs of our stakeholders while upholding the highest standards of ethical conduct and accountability. Irrespective of position or length of service, every member of the MI family resonates with and contributes to our shared cultural tapestry. This widespread acceptance not only fosters camaraderie and collaboration but also fuels our collective drive towards shared goals and objectives.

## Our Value System



## **Our Brand**

Based on a stellar corporate history spanning six decades, MI upholds a vibrant and customer-centric brand, consistently positioned as a ‘top of the mind’ for financial solutions provider for people of all backgrounds and income levels. Our brand reputation is reinforced by principles of good governance, resolute leadership, adherence to industry best practices, unwavering financial stability, robust liquidity, and formidable capital strength. These pillars have not only sustained but also nurture stakeholder trust and loyalty across the spectrum of financial services and fields the company is already operating in.

By consolidating all our product offerings under the 'MI' umbrella and epitomizing them with the tagline 'Service that extends beyond,' we have seamlessly integrated our brand identity throughout every facet of our organization. This concerted effort positions 'MI' as the premier brand of choice across every stage of our business journey, reinforcing our commitment to extending unparalleled service and value to our customers.

Furthermore, we have augmented our brand visibility through expansion of our branch network widespread adoption of new technologies, and social media platforms, alongside ongoing product and branch promotions via radio and press advertisements, all while optimizing our promotional budget. Along our business trajectory, our core values, human-centered leadership, customer-centric business strategies, and community-oriented initiatives have continued to elevate MI's corporate brand image. During the year we made a strategic investment of Rs. 17.6 million towards further developing our brand, ensuring that it remains vibrant in the minds of consumers.

Under the umbrella of the MI brand, we forged enduring relationships by actively engaging in community support through a range of social initiatives. These efforts not only allowed us to stand out but also served to distinguish the MI brand amidst the myriad challenges encountered over the past few decades.

## **Process Automation and Digital Transformation**

In our pursuit of operational excellence, we have placed a paramount emphasis on leveraging technological advancements to meet and exceed customer expectations. Throughout our operational journey, we have honed our focus on process automation and digital transformation initiatives to enhance our internal systems and seamlessly furnish to evolving customer needs. Dominant to our tactic has been the continuous refinement and updating of existing systems, ensuring they remain aligned with the dynamic demands of our clientele. Under the purview of our dedicated Digitalization Committee, in collaboration with our esteemed Process Re-engineering team, we meticulously monitored and evaluated our processes, identifying opportunities for automation wherever feasible. This concerted effort enabled us to streamline operations and enhance efficiency across various facets of our organization. Notably, our migration to the cutting-edge "Scienter" system stands as a testament to our commitment to embracing innovation and integrating advanced technologies into our functional frameworks. Through these endeavors, we remain steadfast in our mission to drive sustainable growth and deliver unparalleled value to our stakeholders in an increasingly digitized scenery.

## **Knowledge Integration Repository**

As an established financial institution renowned for its exceptional customer service, we consistently recognize the significance of continued harness of business intelligence towards effective business conduct, driven mainly by the expanding knowledge pool. We perceive business intelligence not solely as a mechanism for disseminating tacit knowledge across the organization, but also as a means of gathering and scrutinizing customer data, supplier sentiments, and, notably, fostering robust relationships with key stakeholders. Through our dedicated hotlines, fully-equipped call center, and extensive branch network, we actively solicit direct customer feedback, while also leveraging insights from our network of suppliers. Our engagement across digital and social media platforms serves as a crucial avenue for acquiring fresh business intelligence and enhancing our understanding of evolving customer preferences and market dynamics. Moreover, we strategically deploy our marketing personnel to pinpoint satisfaction gaps, analyze market behavior, assess competitor strategies, and delve into demographic trends, enabling us to adapt our operational strategies effectively.

## **Cyber Security and Business Continuity**

In 2023/24, our commitment to process automation and digital transformation persisted a key function as we diligently safeguarded our systems to fortify customer data privacy and ensure seamless business operations. Recognizing the paramount importance of protecting sensitive data, our software team undertook continuous upgrades to our firewall and proxy systems. Moreover, regular business awareness sessions were conducted to keep our workforce abreast of evolving security threats and best practices. Complementing these efforts, we maintained a robust Business Continuity Plan (BCP), designed to mitigate risks posed by disasters or malicious attacks, thereby ensuring uninterrupted service delivery. Embracing innovation, we managed cloud storage systems to enhance data management and resilience. Throughout the year, we proactively engaged our staff with 24 awareness sessions via email, empowering them to remain vigilant and proactive in safeguarding our digital ecosystem. These initiatives underscore our steadfast commitment to maintaining the highest standards of security, reliability, and efficiency in an ever-evolving digital landscape.

## Interrelated Capital Structures



# Future Aspirations

