



**Corporate Social Responsibility
(CSR)**



What is CSR?



- Corporate management approach that applies **sustainability values** in business to **promote social welfare** within a company and society.
- Non-financial reporting provides non-financial information such as corporate responsibility on environment, economic, and social performances.



Reduce
carbon footprint



Volunteering
in the
Community



Examples of CSR

Charitable
giving



Labour
policies
improved



Benefits of Implementing CSR towards Business



- Interactions with stakeholders, strengthen relationships with stakeholders and improve confidence to the Company
- Attract investors to invest
- Enhance business review on Company's overall performances
- Improve Company's reputation, brand awareness and brand recognition
- Improve profitability and business growth

Drawbacks of Implementing CSR towards Business



- Operational costs rise for the continued profitability and sustainability
- Additional bureaucracy challenges

Why CSR Need to be Assured or Audited?

There is **no regulation** that requires non-financial reports to be assured, and so, investors and other stakeholders may want to employ a voluntary third-party assurance to ensure the **credibility and reliability** of those information reported.

Voluntary independent assurance encourages companies to **improve their management and accounting information systems** to produce and disclose more reliable and accurate sustainability information and **strengthen companies' commitment to sustainability**.



Conclusion

Who cares about these companies?

→ **Shareholders & Stakeholders**



Contact Us



Like & Follow our Facebook page for more information!



Contact us today!
We are pleased to help!

■ Kuala Lumpur (HQ) 吉隆坡

Tel : 03 - 7981 1799
Fax : 03 - 7980 4796
Email : kuala-lumpur@ecovis.com.my

■ Johor Office 柔佛

Tel : 07 - 562 9000
Fax : 07 - 562 9090
Email : johor@ecovis.com.my

■ Penang Office 檳城

Tel : 04-226 7210
Fax : 04-226 2212
Email : penang@ecovis.com.my

■ Sabah Office 沙巴

Tel : 088 - 231 790
Fax : 088 - 266 842
Email : sabah@ecovis.com.my

The information contained in the article is for guidance only and is not exhaustive. The information is provided gratuitously and without liability. Ecovis Malaysia shall not be liable for any loss or damage caused by the usage of or reliance on the information and guidance provided in this article and other information provided by Ecovis Malaysia and its websites. Professional advice and assistance must always be obtained before you act on any of the guidance provided. Please refer to the respective source of information, legislation and the regulatory authorities for authoritative guidance.

