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## SESB's purpose beyond profit

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WHAT propels SESB's existence beyond mere profitability? While financial success undoubtedly plays a role, our purpose extends far deeper than the pursuit of profit, a sentiment shared by countless enterprises worldwide I believe.

A thought-provoking quote I recently encountered states, "Saying that the purpose of a company is to make money is like saying that the purpose of being alive is to breathe."

This analogy resonates deeply because, while crucial, breathing represents just one aspect of existence, not its entirety.

In my view, a business's success hinges on its interactions with the external environment be it regulators, prospective customers, employees, activists, or legislators.

All decisions, from the top down to the bottom up, must consider the ripple consequences of their actions if we want our firm to grow and prosper.

External interaction is integrated into every aspect of our everyday operations, not merely added on.

This is a fundamental ethos at Sabah Electricity Sdn Bhd (SESB). Beyond our primary duty of providing dependable power, we really believe in the critical role that local engagement plays.

This commitment is evident in the wide range of CSR projects and activities we carry out, all of which are meant to have an actual impact on the lives of those we empower.

Ultimately, our mission is to uplift the underprivileged, extending support through various avenues such as school programs, local community



initiatives, and beyond. Our commitment to Corporate Social Responsibility (CSR) is deeply rooted in four fundamental pillars: Education, Community Development, Sports Advancement, and Environmental Conservation.

I firmly believe that while businesses may not shoulder the sole responsibility for social change, they undeniably play a pivotal role in bringing it to fruition.

Businesses are the agents of change; their endeavours and efforts bring about actual shifts which leave an impact on communities and society as a whole.

The impact of these CSR initiatives is palpable, apparent in the transformed lives and empowered communities they touch.

My conviction in this belief has only deepened through first-hand involvement in numerous CSR projects facilitated by our company over the past year.

A recipient of our Mesra Rakyat Assistance initiative (BMR) has a tale that really speaks to me.

It is extremely touching to see how her life has improved after securing a respectable house, particularly after battling the hardship of renting above shoplots.

Equally close to my heart is our initiative during the World Earth Day cel-

ebration in Tuaran, where we planted around 21,000 seedlings throughout the district.

It's incredible to witness the tangible impact we can have on our environment when we come together with purpose.

Moreover, during the holy month of Ramadan and continuing through Aidilfitri, our outreach efforts have been extensive.

We've made concerted efforts to connect with various communities, particularly those facing hardships so that we can offer care and support to those who most need it.

Without a doubt, SESB is aware of the challenges ahead in meeting a multitude of customer requests. The people's voices are not lost on us, instead, we are sensitive to their wants and aspirations.

SESB must function within an environment that places a high priority on ethical behaviour, environmental stewardship, and social responsibility.

These values need to direct our choices and deeds, guaranteeing that our efforts benefit society as a whole.

I am pleased to see that we are able demonstrate that SESB is much more than a business focused on making money.

Our brand embodies a deeper commitment to societal impact and sustainable growth, going beyond just the pursuit of financial rewards.

Though money still serves as an important incentive, profitability is not the only thing that keeps us viable and improving.

We understand that true success lies in the positive impact we create, both within our organisation and in the broader community.