



Live more,
Bank less

DBS After Hours

For Shorty Impact Awards

DBS Bank

September 2025

Confidential: Results of Content Series

Stories that ladder up to our focus areas:

Providing Essential Needs



Fostering Inclusion



Supporting purpose-driven businesses



When we launched DBS After Hours in August 2023, we set out to achieve three goals and are proud to report that we've seen successes with the content series to communicate and inspire people to catalyse impact.

Entrench DBS as a trusted, purpose-driven organisation among the public by driving higher engagement and video views on our social impact-related content.

- Among the public (readers and audiences on social media), we saw a 7% increase in brand association of DBS being a purpose-driven organisation among the people surveyed compared to the previous quarter.
- Since its launch, the series achieved 386K total engagements. In 2025 alone, we achieved 205K engagements, double the engagements from 2024.
- Since its launch, the series has garnered 1.4M total video views. In 2025 alone, 394K video views, 9.5% year-on-year increase.
- Positive comments saw a 95.3% year-on-year increase.

Raise volunteering rates and create strong employee pride to work for a purpose-driven organisation.

- 96% of our employees shared they're proud to work for a purpose-driven organisation.
- Average of 1.2K reads on After Hours articles published on our Intranet platform.
- In 2024, employee volunteering hours reached a record high, increasing by over 30% from 2023.

After Hours: End-to-end distribution targeting internal & external stakeholders



LinkedIn



Facebook



Cinematic Docufilms

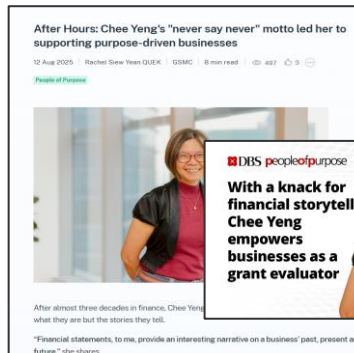


Debunking Volunteering Myths

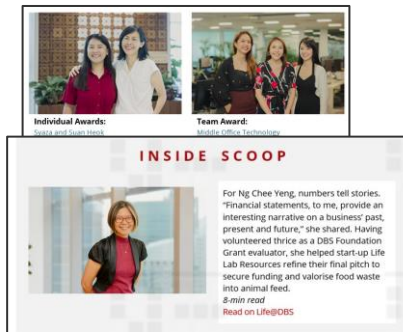


Singapore Media Coverage

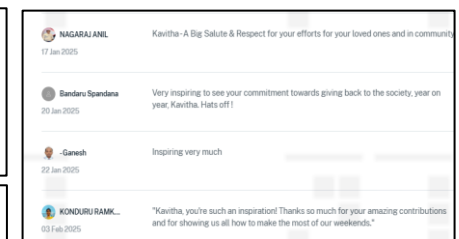
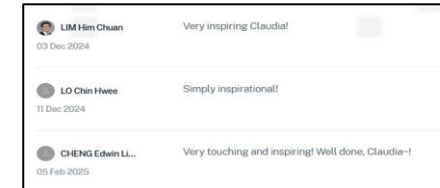
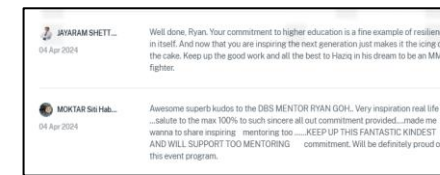
Internal Platforms



Regional Intranet
(~1.2K reads per article)



Monthly emailers



Employee engagement in articles

Purposeful employees creating impact beyond banking

After Hours' USP:

- **Third-person narrative** of the bank's impact beyond banking efforts in-action across Singapore.
- **Dual voice:** both the employee and beneficiary are featured in each story to demonstrate the impact of volunteering on people's lives.
- **In-tune with current issues:** Stories published add to conversations on social issues in Asia while staying true to the bank's impact beyond banking focus areas.
- **Integrated comms strategy:** Boost employee volunteerism while demonstrating PoP and DBS Foundation's role in achieving the goals set out in the bank's third sustainability pillar: impact beyond banking.

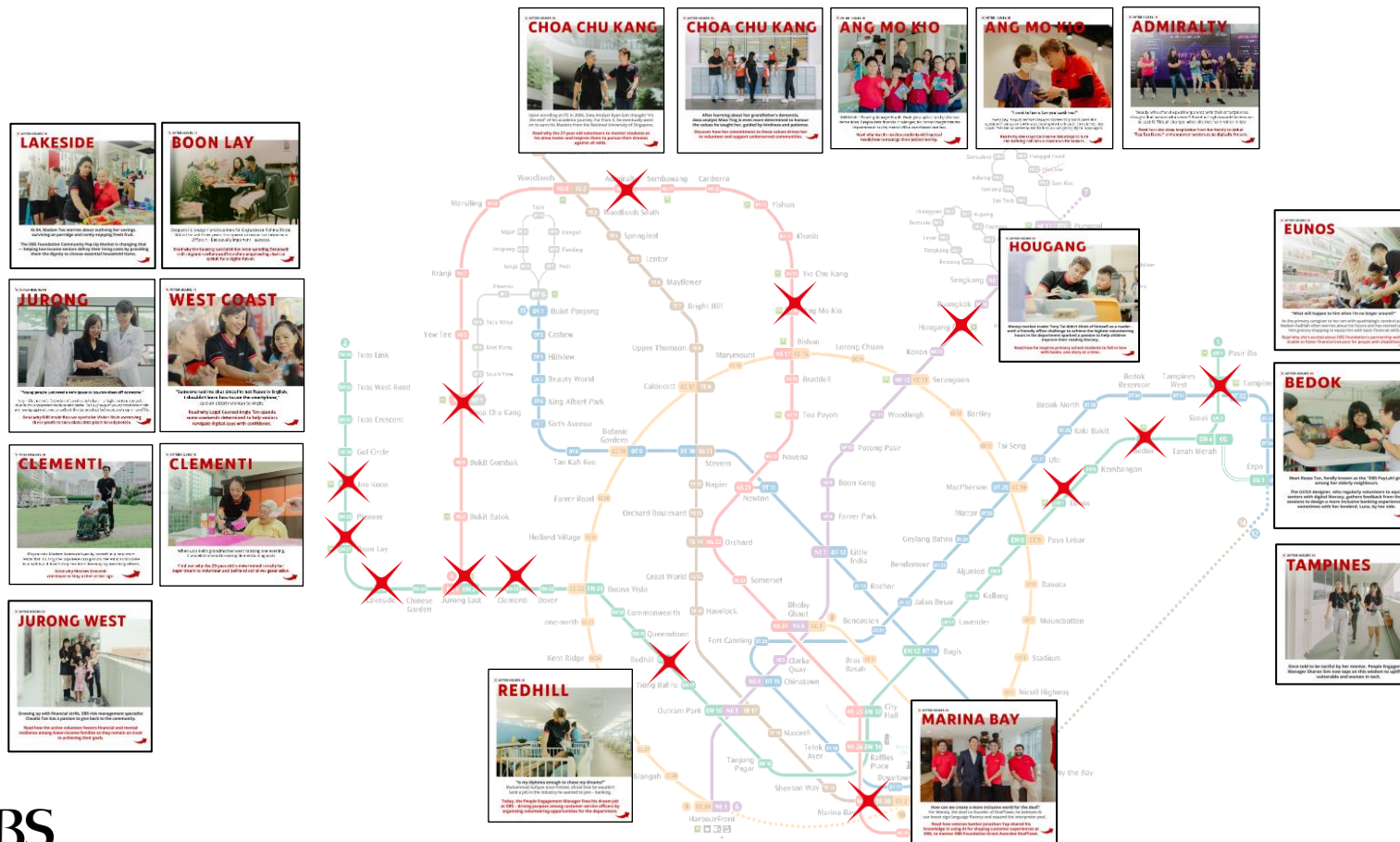


Image: Stories demonstrate the scale & depth of our social impact programmes across Singapore. They are plotted against Singapore's MRT's landmarks to provide a sense of familiarity among readers in Singapore.