



To us, corporate social responsibility is as important as our business pursuits and the Group firmly believes that the two values complement each other. With this belief as part of the Group's mission, we practise good corporate citizenship at all levels evolving into a collective behaviour with strong management support and unwavering employee commitment.

In 2005, the Group continued to initiate and support a wide range of community welfare activities, both in Hong Kong and Mainland China, through the volunteering services of its staff and their family members. These activities include building strategic partnership with social service organizations, giving help to the underprivileged and the needy, supporting charitable donations, promoting and cultivating the value of corporate citizenship in other commercial organizations through experience sharing.

Through encouraging active participation in community services, the Group not only helps cultivate a strong sense of belonging and team spirit among its staff, but also enables its staff to lead a more fruitful and balanced life fostering our bonding with society.

PICTURES ABOVE: 1. **Volunteering Experience Sharing** provides a platform to promote volunteering to another corporation 2. **Uncle Long Leg Mail Box** enables adolescence to address their concerns to our staff 3. **Learning English Fun Fun Fun** was conducted for children from single-parent families 4. Charitable activity organized by **Shanghai Charity Foundation** 5. **Blood Donation Campaign** 6. **21st Century Elderly Competition** 7 & 8. **Po Leung Kuk Day Camp** (left) and **Ocean Park Tour** (right) bring our staff and family members, and children from single-parent families together 9. **Shanghai 6th Special Olympics Games**