

Community Involvement

At New World Development, we believe in enriching the communities in which we operate.

In Hong Kong, to complement the International Year of Volunteers proclaimed by the United Nations, we have set up a volunteer team with the aim to encourage our staff, together with family members and friends, to serve the community and the needy. During the year, we also made continuous contributions to various charitable organisations.

Campaigns in which we also actively participate include “Friends of the Earth” for the Environmental Protection and Recycling Campaign, and the Waste Recycling Campaign and Environmental Protection Ambassador Scheme. Our active participation in these campaigns reflects our commitment to Environmental Consciousness.

In China, we were an active sponsor of Beijing’s bid for the 2008 Olympics. We are also committed patrons of various educational and charitable organisations across many cities in the country, demonstrating that we CARE about the places where we do business. We aim to help them as much as possible with our knowledge and resources.

Employee Care

We believe that our people are our most important asset. To reinforce their commitment to serving our Group better, we have ongoing structured training programmes for various levels of staff and we grant educational subsidies to our staff to take courses that enrich their career. Our compensation benefits are strategically structured to motivate, attract and retain people of talent and high

performance within the Group. Various campaigns and staff orientation programmes are organised throughout the year to promote team spirit and overall harmony within the Group.

The Group has over 25,800 employees at 30 June 2001, compared to over 23,500 at 30 June 2000.

Investor Outreach

We believe in promoting a transparent corporate culture. In achieving this objective, analyst and fund manager meetings are conducted on a frequent basis. As well, roadshows and investor/analyst trips are organised during the year to gain a closer perspective of the Group's latest developments.

Our website also provides a real time channel for obtaining the Group's corporate information. We have also dedicated considerable amounts of effort and resources in producing our Annual Report with an attempt to make known the Group's business direction for each of its individual divisions, including financial facts delivered in an orderly and detailed manner. In fact, our New World Development Company Limited 2000 Annual Report won the "Best of International" Grand Award in Annual Report Competition — the highest accolade given to a report produced by a company outside North America.

To give us your feedback, please e-mail us at newworld@nwd.com.hk, or fax to us at (852) 2131 0638. All letters should be addressed to Corporate Communications Department, 30th Floor, New World Tower, 18 Queen's Road Central, Hong Kong.