

*We share our success with the community as a socially responsible corporation... The Hang Seng Table Tennis Academy benefits over 15,000 participants yearly.*



## Corporate Social Responsibility

Hang Seng Bank believes in the importance of being a good corporate citizen, sharing its success with the communities it serves and operating in an environmentally responsible manner.

### Community Activities

The Bank engages in a wide range of philanthropic and sponsorship activities. Its focus on education, community services and sports development highlights its commitment to support the disadvantaged and help shape a better future.

Since 1995, the Bank has allocated over 430 scholarships, amounting to more than HK\$27 million, for local, mainland China and overseas studies. With the award to six Hong Kong and Mainland students in 2002, the total number of Hang Seng Scholars benefiting from the Bank's Overseas Scholarship Scheme stands at 28.

For the fifth consecutive time, the Bank sponsored the 'Hang Seng Bank – Help the Police Fight Youth Crime Competition' in 2002. A record 112,224 entries were received, the highest participation in a single crime prevention competition organised by the Police. The campaign won the Public Sector Award in the Asia-Pacific-wide PRWeek Awards 2002.

The Hang Seng Table Tennis Academy has benefited more than 28,000 participants since its establishment in 2001. The Bank's sponsorship of the Academy will take its total sponsorship for the promotion of table tennis since 1991 to over HK\$16 million. The Bank won a Gold Quill Award for its role in the establishment of the Academy from the International Association of Business Communicators.

The Bank's charitable donations since 1993 exceed HK\$102 million, including about HK\$14 million for the Community Chest. Customers have donated about HK\$500,000 to charities through the Hang Seng e-Donation Service since its December 2001 launch.

Employee volunteer programmes are a key component of the Bank's community activities. The Bank also encourages executives to serve on charities and public bodies.

As a service to investment audiences, HSI Services Limited, a wholly owned subsidiary, enhanced its comprehensive index services by launching the Hang Seng Freefloat Index Series in 2002.

### Environmental Management

The Bank seeks to minimise the environmental impacts of its business and develop a range of management practices aimed at promoting sustainable development.

In January 2003, the Board of Directors approved an environmental policy, building on the Bank's long-established practices. An Environmental Management Committee was set up to oversee the implementation of the policy and the enhancement of the Bank's environmental efforts.

The Bank is setting targets to improve its environmental performance. They include reducing greenhouse gas emissions by 5% over the next five years (2003 – 2007) and its annual consumption of paper. It also intends to step up efforts to minimise waste generation and increase recycling. Staff awareness of environmental protection is being actively promoted.

The Bank has been making charitable donations in lieu of sending Christmas cards since 1996. Its comprehensive e-Card series for the public is popular and about 135,000 e-Cards have been sent by customers since their launch in December 2001. The Bank will continue to explore opportunities to save resources through electronic means.

The Bank has planted a total of 30,000 trees in the Shek O Country Park and Tai Po under the government's Corporate Afforestation Scheme since 1999.