

SOCIAL & COMMUNITY CONTRIBUTIONS



Apart from actively promoting the development of the TCL brand name, the Group has also supported and sponsored various social and community activities. During the year under review, TCL International, one of the PRC's most high-profile brand names in consumer electronics products, together with its parent company, TCL Corporation, organised a number of educational, sports and community activities.

Contributions to educational work

For a long time, TCL has been concerned with nurturing the PRC's next generation and has very much focused on the education sector by supporting primary education. Up to now, TCL Group has contributed towards the construction of 12 primary "Schools of Hope" nationwide. In May 2002, TCL Group also made contributions to support and promote the local education in Xingxiang City of Henan Province.

Being based in Huizhou, TCL Group is particularly concerned with the educational development there. In August 2002, TCL Group financed outstanding local high school graduates with the opportunity to pursue a coveted tertiary education.

TCL Group's societal contributions particularly stress tertiary educations. TCL Group organised in 2002 the "TCL Industrial Design Competition for Undergraduates" in

collaboration with eight tertiary institutions, which include Qinghua University, Hunan University, China Arts Institute, Beijing Polytechnic University and Wuhan Polytechnic University. The purpose of the competition was to provide undergraduates with a platform upon which to practice their newly acquired skills, enhancing the level of industrial design in the PRC. Such inspirational efforts have continued for three years and have continued to grow in prestige, attracting the cream of the crop from each university.

In addition, the Group has also founded scholarships for faculties and students of Xian Communication University, Huanan Polytechnic University, Electronic Technology University, Xian Electronic Technology University and Hangzhou Electronic Industry Institute. Through such university collaborations, the Group is encouraging students to take a more proactive approach in achieving their full potential, and in the process setting higher educational standards in the PRC.

Promoting sports

Considering sports are an indispensable element of a healthy life, the Group chooses to support those physical activities that strengthen and enrich both body and mind. In November 2002, the Group sponsored the "TCL Classic" golf event, which, organised by such a prominent sports body as the Asian Professional Golf Association, was

one of the seasons' highlights for the PRC's participating professional and amateur golfers. The event also received comprehensive coverage from domestic and foreign media and served to promote the popularity of golf in the PRC.

Social and community services

In 2002, TCL Group continued to support the poor in rural areas of Huizhou. A "heart to heart" program that promotes stronger ties with relatives and higher respect for community was launched, offering direct financial support to improve the livelihood of destitute farmers.

During the period of Military Establishment Day of 1 August, TCL Group actively embarked on a campaign with the theme of "support the military and treat their dependents fairly". The Group convened seminars for veterans and their dependents and provided them with consolation funds.

Looking ahead, in adhering to the corporate mission of "Benefiting the Community" and realising a high quality of life through outstanding consumer electronics products, the Group will continue to shoulder its societal obligations, to be more concerned about society and enthusiastic about community activities by contributing its fair share with one ultimate goal in mind: creating a more harmonious community.