



*Dr. Cheng Yu-Tung, the Group's Chairman (second from right), and the Hon Mrs Selina Chow, Chairman of the Hong Kong Tourism Board (second from left), introduce the "Avenue of Stars" project to the media at a press conference.*

Our management and employees take pride in serving the society and caring for the needy. With our unflinching commitment to corporate citizenship, the Group has enriched people's lives and brought new opportunities to our communities.

### Community Involvement

#### Supporting Hong Kong's Tourism

Tourism is a key pillar of Hong Kong economy, and its importance is growing under the Government's plans to make Hong Kong a major tourist destination. In December 2002, the Group sponsored Hong Kong WinterFest, a major event of the Hong Kong Tourism Board's "City of Life: Hong Kong is it!" tourism campaign to attract more visitors to Hong Kong and create a festive ambience for the community. The five-week extravaganza featured a giant Christmas Wishing Tree at the Golden Bauhinia Square, lighting up the Victoria Harbour during the festive season, and a three-night outdoor carnival, in which artists from

different parts of the world performed to signify Hong Kong's multi-cultural character.

In another move to help boost Hong Kong's tourism, in May 2003, we committed to contribute HK\$40 million for the design, construction and maintenance of the "Avenue of Stars" project in Tsim Sha Tsui, a new tourist attraction that will enhance Hong Kong's appeal in the international tourism marketplace and honour the contribution of Hong Kong's many world-renowned film stars and professionals. As part of the government-initiated Tsim Sha Tsui Promenade Beautification Project, this new attraction has exemplified the synergistic partnership between the Government and private sector in reviving Hong Kong's tourism industry. The construction for the "Avenue of Stars" commenced in June 2003, with the first phase to be completed in the second quarter of 2004.

#### Volunteer Service

In the previous two years, some 400 staffs on the Group's voluntary service team have donated over 4,500 hours and other resources to forge closer community ties and accomplish a wide range of social service initiatives, from helping patients in psychiatric ward rejuvenate to planting trees for a more beautiful countryside. The team's dedication to community service has earned wide recognition. It received the Gold Award for Volunteer Service from the Social Welfare Department in both 2001 and 2002 for its contribution of over 1,000 hours of service each year.



Winners of the SARS essay competition at the prize presentation ceremony.

### SARS Initiative

The SARS outbreak in Hong Kong was a frightening time. In showing its strong support for the community during the crisis, the Group's voluntary service team dedicated time and energy to pack SARS prevention hygiene kits for the Hong Kong Red Cross and to make regular calls to update the elderly on the latest information. A SARS essay competition was launched by the Group to encourage people to write about their own experience in overcoming the outbreak. The charity sale of a commemorative book of the winning essays was subsequently organised to raise funds for Project Blossom to support families affected by SARS.

### Creating a New World For Children

In August 2003, the Group and UNICEF (United Nations Children's Fund) launched the "Create a New World for Children" Corporate Alliance Campaign, a two-year partnership between the two organisations aiming to promote the survival, protection and development of the underprivileged children in Mainland China. Various business units of the Group have pledged their support of the campaign by helping to raise funds. The Corporate Alliance Campaign was kicked off by "Walk for a New World for Children", a cross-border charity walkathon, in September 2003. With over a thousand participants walking across the Hong Kong-Shenzhen border for a worthwhile charity cause, the event is the first of its kind in Hong Kong and Mainland China.



The Group's Chairman, Dr Cheng Yu-Tung (second from left) and Hong Kong Committee for UNICEF Chairman, Dr Robert Fung (second from right) at the signing ceremony for "Create a New World for Children" Corporate Alliance Campaign.



More than 200 staffs participate in a Hong Kong-Shenzhen cross-border walkathon to raise funds for girls' education in China.

### Employee Care

In a society that increasingly emphasizes knowledge and skills, staff empowerment is a key to enhancing corporate productivity. To better equip our employees to meet the demands of their work, we organised a great number of training courses in a wide range of topics during the year, from brushing up language skills to upgrading supervisory abilities. We also offered educational subsidies to encourage them to pursue training opportunities with outside education providers.

Having a dedicated professional staff can make a real difference to our performance. We provide a competitive staff compensation policy to attract, retain and motivate high-calibre employees.

As of 30 June 2003, the Group had over 33,000 employees, a 6,900 increase compared to 26,100 as of 30 June 2002. To foster a greater sense of belonging among our employees, we offer numerous opportunities for staff from different business divisions to take part in company-sponsored activities, including corporate fun days,

charity events, community service activities and staff trips. To further improve internal communication, we have recently launched a corporate Intranet, which allows internal departments to share information efficiently and puts useful company information at our employees' fingertips.

### Investor Outreach

During the year, the Group has made great stride in communicating the Group's developments to the investor community and the public at large. The Group reorganisation exercise commencing in October 2002 represented a new challenge in investor communication. In response to this, we kept investors in full grasp of the opportunities and prospects of this restructuring move by organising a series of investor and media briefings, meetings and site visits. Our vigorous investor communication programme has allowed the investing public to develop a deeper understanding of the Group's visions and strategies. We intend to drive new investor communication efforts and further our goals in corporate transparency in the light of last year's achievements.

Our corporate website remains a key investor communication tool. We are committed to upgrading its features continuously to make more information easily accessible to the public. The Group's efforts to produce a more user-friendly annual report were recognised, when our 2002 annual report won Silver and Bronze Awards in the 2003 International ARC (Annual Report Competition) Awards, the world's largest competition honouring excellence in annual reports.