



Top: Tianjin medical staff receive greeting cards from their children via local television station

Middle: Tianjin region chief Mr. Allan Cheong makes a small gesture of support to a family devastated by SARS

Bottom: The Shenzhen Ferrari charity car parade event starts off with a donation to the Welfare Fund presented by Mr. Peter Cheng, the Group's Executive Director

Care for Our Community

New World China Land has always been dedicated to improve the environment and the quality of life for our community and, more importantly, we hold a high regard for our responsibilities as a good corporate citizen. While actively undertaking construction projects in various cities, the Company has been vigorously participating in a wide range of social activities pursuing educational, environmental protectional, and charity causes. We hope to show our concern for the society and its people, doing our share to make the community a better place to live in for all.

Charity

New World China Land has been actively involved in social affairs such as sporting and cultural events, and has also provided relief donations in response to natural disasters. In support of Beijing's bid to host the 2008 Olympic Games, Beijing Project Management Centre donated RMB1 million on behalf of Hong Kong New World Group to fund the publication of Beijing Encyclopedia (The Complete Volume) and Olympic Games Encyclopedia. Earlier in the year our Tianjin Project Management Centre hosted an activity known as "Finding Tianjin Youths Engaged in Border" where Tianjin young intellectuals who had left Tianjin decades ago to help develop Yunnan border areas, were brought home to enjoy a memorable stay with their families in Tianjin.

The first half of the year witnessed the outbreak of SARS. Echoing the SARS caring campaign pioneered in Hong Kong by NWS Holdings Ltd, Beijing Project Management Centre organized residents, tenants and staff to write greeting cards to Beijing's frontline hospital staff combating SARS to express their gratitude and support. Meanwhile, Tianjin Project Management Centre launched "Operation Sunshine" on the eve of the Children's Day on 1 June. Staff from the management centre visited medical staff at four hospitals. On the same day, medical staff who were on duty in quarantine zones in Tianjin hospitals received greeting cards from their children through Tianjin Television Station, a special arrangement set up by the management centre.

Education

The education of Chinese younger generation, especially those living in undeveloped rural areas, has always been one of the Group's priority concerns. We aim at providing more education opportunities for the youth so that with better knowledge they can improve their living standards. Since 1998, our Shenyang Project Management Centre has been a patron to Donglouzi New World Hope Primary School in, Magang Village, Xinchengzi District. Over Rmb100,000 and a great deal of school resources have been donated in the past 5 years. Moreover, individual employees of the management centre also sponsored some 40 students to further their studies. Tianjin Project Management Centre contributed

HK\$200,000 to fund schooling expenses and eye surgical expenses for local children sponsor books, learning aids and daily items for the Tianjin School for the Blind during the past five years.

Shenzhen New World Yi Shan Garden and Huiyang Palm Island Golf Resort organized a car parade in 2001 to raise funds for the Welfare Fund, a Hong Kong based charity helping the youth in rural mountain areas to receive education again. A total of HK\$108,500 was raised as a convoy comprising 30 Ferrari sports cars parading from Hong Kong to Huiyang via Shenzhen. Guangzhou New World Casa California organized a fund raising campaign in 2002 for children in Qingyuan living in poverty. The campaign featured the parade of a convoy of SUVs, starting off from New World Centre in Tsimshatsui, Hong Kong, driving through Guangzhou to reach Qingyuan in Guangdong. The campaign raised HK\$250,000 for the centre of gynaecology and paediatrics in Qingyuan Liannan Yaozu Autonomous County, and also for Qingyuan Lianzhou City Kindergarten, with a view to improve medical and education services for children.

Environmental Protection

Chinese young people nowadays are very concerned about the “green” environment. In 2002, during the construction of Wuhan Menghu Garden, Wuhan Project Management Centre invested RMB30 million in the adjacent 478-acre Tazi Lake to improve its water quality. A large-scale silt clearance exercise was conducted in phases to enhance the lake’s organic purification function without causing disturbance to its tranquil surface, thereby bringing fundamental improvements to its environment.

United Nations Children’s Fund

With a view to promote long term charity work, New World Group joined hands with United Nations Children’s Fund (UNICEF) to launch the “Create a New World for Children Corporate Alliance Campaign”. With a special emphasis on education for girls in the remote villages of mostly western provinces, this two-year alliance aimed at raising HK\$10 million for UNICEF while providing a chance for the Group’s Hong Kong employees to work with their counterparts in Mainland China to contribute to UNICEF’s fund-raising activities in support of children in need.

The first fund raising campaign of the alliance was a cross-border walkathon organized at Shenzhen New World Yi Shan Garden in September 2003, which raised HK1 million dollars. Over 1,000 citizens from Hong Kong crossed the border to climb up Shenzhen’s Wutongshan. Miss Kelly Chan and Mr Daniel Chan, Ambassadors of Hong Kong Committee for UNICEF, also took part in the event in a show of support.

Top: Dr. Cheng Yu Tung (Chairman of New World Group) and Dr. Robert Fung (Chairman of Hong Kong Committee for Unicef) at the corporate alliance signing ceremony

Middle: The Group’s staff celebrate at the Shenzhen walkathon finish line, the first New World-UNICEF fundraising event

Bottom: Mr. Peter Cheng, the Group’s Executive Director (right) thanks Miss Kelly Chan, Ambassador of Hong Kong Committee for UNICEF, for her support of the charity walkathon

