

Corporate Social Responsibility

As a socially responsible business, Hang Seng Bank is committed to making a significant contribution to the well-being of the communities in which it operates as well as environmental protection.

The Bank firmly believes that by sharing its success with communities and operating in an environmentally responsible manner, it is helping to create a better future.

The Bank's inclusion in the FTSE4Good Global Index is a recognition of its socially responsible practices.

Community Activities

The Bank focuses on education, community services and sports development in its philanthropic and sponsorship activities, to support the disadvantaged and help enhance the quality of life in Hong Kong.

In 2003-04, the Bank allocated 129 scholarships for local, mainland China and overseas studies. This took the total number of scholarships awarded since 1995 to nearly 680 and their value to more than HK\$34 million.

The award of overseas scholarships to five Hong Kong and Mainland students in 2003 took the number of Hang Seng Scholars benefiting from the Bank's Overseas Scholarship Scheme to 33.

The Bank's initial three-year programme for the sponsorship of the Hang Seng Table Tennis Academy ended in 2003, benefiting more than 40,000 participants since the Academy's establishment in 2001. The Bank will continue to sponsor the Academy from 2004-06 and the number of

participants is expected to increase to over 51,000. This will take the Bank's total sponsorship for the Academy to HK\$7.3 million and for the promotion of table tennis since 1991 to about HK\$20 million.

The Bank's sponsorship of "Blossom with Music" won the Silver Award in the Hong Kong Arts Development Awards – Arts Sponsorship Category, organised by the Arts Development Council. This music-in-education programme will teach music appreciation to 56,000 students in 2003-04, taking the total since 1998 to about 300,000 students.

The Bank launched a HK\$75 million package of measures in 2003 to provide financial relief to individuals and businesses affected by SARS and to promote local consumption. It also contributed a total of HK\$700,000 for SARS-related relief and prevention work and the setting up of scholarship schemes in memory of the two public hospital doctors who died of SARS.

More than HK\$1.2 million has been donated to the Sowers Action since 1999 for the rebuilding of four schools in poor areas in the Mainland, with a combined student population of over 1,400. This included a primary school in Sichuan in 2003.

The Bank's charitable donations in 2003 amounted to HK\$12 million, taking the total since 1993 to about HK\$115 million. The total includes over HK\$15 million for the Community Chest. Customers have donated

about HK\$1.5 million 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. In recognition of this, the Bank received the Champion of High Service Hour Award 2002 (Private Organisation) from the government's Social Welfare Department. The Bank's staff serve on many charities and public bodies.

The Bank was named a Caring Company for 2003-04 by the Hong Kong Council of Social Service.

Environmental Enhancement

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

It has incorporated environmental risk assessments into credit decisions to ensure responsible financing. It has also adopted the Equator Principles in its project financing.

An Environmental Management Committee oversees the implementation of an environmental policy, which came into effect in January 2003 and builds on the Bank's long-established practices. For details of the environmental policy, please visit the Bank's website at www.hangseng.com.





The Bank is setting targets to improve its environmental performance. It aims to reduce greenhouse gas emissions by 5% from 2003-07 and the consumption of office paper. It has stepped up efforts to minimise waste generation and increase recycling.

A Bank-wide "Green Ambassador Scheme" was set up in 2003 to encourage staff to strive for continual environmental improvement and promote green practices. About 120 staff members have been recruited as Green Ambassadors.

Charitable donations totalling about HK\$700,000 have been made in lieu of sending Christmas cards since 1996. The Bank supports WWF Hong Kong as a diamond corporate member.

The Bank's e-Card series is the most comprehensive among local financial institutions and more than 180,000 e-Cards have been sent by customers and the public since the launch of the service in December 2001. The e-Card service won a Gold Quill Award from the International Association of Business Communicators in 2003.

The Bank continues to increase efforts to save resources in-house and in customer transactions through electronic communications and services. Reflecting its success, the number of e-Banking customers increased by 33.6% to about 337,000 in 2003.