

SOCIAL RESPONSIBILITIES

PROJECT HOPE 2004

A charity auction was held in April 2004 to raise funds for Project Hope. Ms Maggie Cheung, the Brand Image Creative Director of <http://www.izzue.com>, has designed a graphic tee for auction through a theme of 'Let's go to School'. The net proceed of RMB 200,000 was donated to Project Hope to build a school in Shanxi Province in the PRC. The school is currently under construction and it is expected to be opened in September 2005. The school is expected to accommodate 200 students and 10 teachers. The majority of the students come from poverty-stricken families with household income of less than RMB 700 a year.

AIDs Concern

fcuk/I.T was the title sponsor of a charity party held on 30 November 2004 to raise funds for the AIDs Concern Organisation. Donations were made in the form of cash and products of fcuk T-shirts.

LIVE IT REAL — T-shirt Print Design Contest 2004/5

The Group has received over 1,800 entries for the T-shirt Print Design Contest in 2004. The design of the T-shirts from the champion, 1st runner up and 2nd runner up are being produced and sold in selected <http://www.izzue.com> stores in Hong Kong, the PRC and Taiwan. The net proceeds will be donated to different art schools in Greater China to provide additional resources and to encourage more students to express their artistic talents.