

Corporate Citizenship

Community Chest "Award of Distinction" & "Run-up Two ifc Charity Race"

Our commitment in enhancing corporate citizenship can be reflected by the activities we participated. In recognition of our significant contribution, the Group was presented with the "Award of Distinction" by the Community Chest for 2004/2005 campaign year.

One of these events was "Run-up Two ifc Charity Race". The donations were used to enhance "Services for the Mentally Handicapped" supported by the Chest. Over 200 participants ran up the 2,600 stairs of the 88-storey IFC II Building in Central. New World Group fully supported the Race. Besides donating to the event, the Group sent four staffs to run in the Super Challenge Race where 11 teams participated. With enthusiasm and good team spirit, New World Group Team, comprised of four of our colleagues and two TV stars, won the 1st Runner-up.

Donations for Asian Tsunamis

The largest tsunami disaster in decades struck several South Asian countries in December 2004, taking hundreds of thousands of human lives, and leaving countless people homeless. Being part of the global village, the Group and its employees demonstrated exemplary kindheartedness and unity by raising donations in support of relief operations for the victims. Over HK\$4.2 million was raised by the Group. Of this amount, HK\$1.7 million was raised for UNICEF from Group staffs in Hong Kong and Mainland China, with the Group contributing the same amount in fulfilling its earlier pledge for a dollar for dollar donation made by its staffs. Other companies and subsidiaries of the Group donate over HK\$800,000 to the voluntary organisations.





Caring Company Logo

New World Development Company Limited together with 20 other companies of the Group, was presented with the Caring Company Logo 2004/05 by the Hong Kong Council of Social Service, in recognition of our contributions to the community as responsible corporate citizens during the year.

The logo is given to Hong Kong-based companies that have shown strong commitment in building a caring community by encouraging employees to join volunteer activities, by employing underprivileged individuals, by sharing business expertise and partnering with social service groups, and by active donations.

During the year, New World Development Company Limited had supported numerous community projects, such as launching an apprenticeship mentoring training school, employing people with disabilities and making donations, including organising staff donation programmes to UNICEF.

Employee Care

In an era of rapid knowledge advancement, developing and retaining a motivated, highly skilled workforce is essential to business performance. The Group provide a competitive staff compensation policy to attract and retain employees.

Moreover, the Group carried on its management trainee programme aiming to develop high-calibre individuals for its management team. The mentor scheme and staff awards programme are continued to help facilitate staff development and recognise the excellent performance of staff. Training courses and education subsidies are available to staff in order to improve their work skills.

As at 30 June 2005, the Group had over 47,000 employees. To enhance employee's sense of belonging, the Group encourages employees to participate in company-sponsored staff activities, including corporate fun day, charity events, community services and staff trips.

Investor Outreach

The Group highly values investor communication, as reflected by a number of site visits, meetings with the media and investment community and participation in investment forums and overseas road shows we organised during the year. Our wide

annual reports act as good communication channels to the public were recognised, as annual reports produced by NWCL, NWSH and NWTMT all received awards in international competitions. For NWCL, this is the third year for winning the International ARC award, the widely recognised “Academy Awards of Annual Reports”. Being awarded for



embracing activities have allowed the investing public to develop a better understanding of the Group’s strategies and development plans. Realising the growing investor interests in our various listed divisions, the Group will further our goals in achieving better corporate transparency.

Our corporate websites are updated to make information available to the public in a timely and equitable manner. Our dedicated efforts in ensuring

three consecutive years in international competition reflects our continual determination in maintaining high level of transparency and disclosure. NWTMT FY2004 Annual Report, which was published as a package of three books — the annual report itself, and the English and Chinese versions of a magazine titled “New World TMT Review”, won the Silver Award in “Overall Annual Report : Printing & Publishing” category in the International ARC Award.

Quest for Excellence

The Group is committed to providing quality service and enhancing customer satisfaction. Our achievements in bettering service quality are recognised in the awards with which its business units were honoured during the year.

New World China Land Limited was ranked first in “2005 TOP10 China’s Real Estate Company Brand Value” by “China Real Estate TOP10 Research Team”, a research committee comprising Development Research Center of the State Council, Real Estate Research Institute of Tsinghua University, and China Index Academy. NWCL was the only Hong Kong developer among the awardees. NWCL’s pioneering effort in bringing the best of Hong Kong and international living style to Mainland China was recognised.

NWCL was awarded both the “2004 Top Ten Developers in Advancing China Urbanization” and “2004 Top Ten Developers in Advancing the Land Market” in the 2005 Annual China Land Market Event. The annual event is held by the academic body China Land Science Society under the Ministry of Land & Resources, and the national press China Real Estate Business.

Hong Kong Convention and Exhibition Centre, managed by the Group’s service division, was voted “Asia’s Leading Conference Centre” for the third consecutive year by travel agents around the world at the 11th World Travel Awards. In addition, it won 11 awards in Hong Kong International Culinary Classic 2005 by Hong Kong Chefs Association and Hong Kong Exhibition Services Limited.

NWS Holdings Limited’s corporate volunteer team, NWS Volunteer Alliance, received Gold Award for Volunteer Service by Social Welfare Department for four consecutive years. The prestigious volunteer award recognised the team’s continuing efforts in social and community commitments.

New World Mobility received the “EFFIE Award” for two consecutive years. “The One For You” brand campaign received Silver Award in the Telecommunications category of the “2005 EFFIE Award” organised by the New York American Marketing Association.