



Corporate Culture

Core values

Putting ethical behaviour first

Understanding through communication

A drive for innovation

Sound management for growth

COSCO Pacific's values are its commitment to clients and shareholders. The Company's corporate values are integrity, innovation, growth, communication, understanding, excellent management, moral conduct, and service, all embodied in our commitment to our clients and shareholders.

The Company and its team members believe that these deeply held values are what drive service excellence for clients and win mutual trust with business partners. Our unique culture allows us to attract and retain the best employees and clients and, ultimately, creates value for shareholders.

Employee relations

Concerted efforts to mastermind and create a bright future for the Group.

As at 28th February 2006, COSCO Pacific had a team of 432 employees in China, Asia, America, Europe and Australia. Under the leadership of its management, it has become one global team with a strong spirit of teamwork, harmony and efficiency.

The Company is committed to continual professional development and believes that regular training is essential to drive the skills and innovation that will allow the Company to move at the cutting edge of its industry. Through training, COSCO Pacific's employees hone their judgement and ability to make sound business decisions.

The Company believes that an impartial and competitive remuneration policy is quintessential to success. It continues to perfect its remuneration and bonus system. In recent years, share options were granted to the employees by the Company in order to ignite and maintain employees' passion for their work.

For team building, COSCO Pacific's employees participate in various arranged social gatherings, all of which strengthen a sense of belonging and the cohesiveness of the team.

Responsibility to the community

Fully undertaken corporate social responsibility and observe its duties as a good corporate citizen.

What is taken from the community is used for the community.

COSCO Pacific is committed to building strong relationships with the communities in which it operates. Making contributions to society is a crucial part of our culture.

In 2005, members of our senior management continued to give lectures and engage students at universities in both mainland China and Hong Kong. In January 2005, the Company donated RMB1.5 million to the Shanghai Maritime University to endow a special scholarship to foster future leaders of the shipping and logistics industries in China.

At our operating facilities and offices, COSCO Pacific welcomes students and the public to learn about and exchange views on our business. At Hong Kong's Terminal 8 East, for example, transport and logistics students from the Hong Kong Institute of Vocational Education visited in May 2005 to see at first hand the complexities of terminal operations. And in November 2005, the Company welcomed a delegation from The Chinese Manufacturers' Association of Hong Kong as part of the China Overseas Friendship Association 7th Seminar on Hong Kong Market Economy and Management.

The Company is also actively involved in cultural activities that enrich community life. One example is Opera Hong Kong. In May 2005, COSCO Pacific was a platinum sponsor of a hugely successful Opera Hong Kong gala concert.

The Company is committed to carrying out our civil duties as a corporate entity, so as to help improve the society and environment in which we are living.