

We believe corporations, in the course of doing business, can have a significant impact on the people and the society in which they work. With that comes the responsibility: to ensure that our activities and behaviour reflect the utmost integrity at all times and circumstances. As a pioneer in social responsibility, Asia Financial Group is building on uncompromised ethical business practices and values-based governance to reinforce our commitment to customers, employees, suppliers, partners and communities. In this way, we can continue to help our industry and others in shaping the impact of the corporation as a constructive force in an ever-changing world.

We also take pride in obtaining recognition as a “Caring Company” for the third consecutive year and making contributions to community programmes where we can add value. As our business grows, we are determined to apply the concept of good corporate citizenship to our entire workforce.

In 2005, Asia Financial Group devoted a total of over HK\$1.5 million (mainly through donations and sponsorships) to support the Community Chest, Tung Wah Group of Hospitals, Oxfam HK, Lingnan University, Hong Kong Baptist University and many other non-profit-making organizations.

We organized a series of programmes in 2005 to reflect the importance to us as individuals and subsidiaries of community life; these encompassed activities that extend beyond the provision of financial sponsorship to organizations. At the heart of these efforts is the voluntary work undertaken by individual members of staff within our local communities. A series of birthday activities were held together with ELCHK, Tuen Mun Integrated Youth Service Centre for children in Po Tin Interim Housing (Tuen Mun). With the cooperation of the Hans Andersen Club Lamma Island Centre, we have arranged several activities including tours to Ocean Park and Hong Kong Science Museum, giving the children memorable summer holiday experiences. We have also organized visits and gift-giving to senior citizens with the Senior Citizen Home Safety Association and Tung Wah Group of Hospitals.

To conclude: in 2005, Asia Financial Group continued to develop partnerships with social service organizations and provide a framework for staff to contribute caring and time to the community in contexts where they can make a real difference.

## **List of Donations and Sponsorships in 2005**

Tung Wah Group of Hospitals  
The Community Chest of Hong Kong  
Oxfam HK  
Evangelical Lutheran Church Social Service-HK  
Lingnan University  
Hong Kong Baptist University  
The Hong Kong Federation of Business Students  
Hans Andersen Club Lamma Island Centre  
Senior Citizen Home Safety Association  
Hong Kong Federation of Overseas Chinese Associations  
National Day Celebration Committee of the Central and Western District  
Federation of Hong Kong Guangdong Community Organization