

## CORPORATE CULTURE



Milus Charity Dinner for Hong Kong Cancer Fund



Social Contribution Award by the Chinese Watch and Clock Industry



Peace Mark's 4th Annual Residential Seminar

*“As a reputable manufacturer and distributor in the timepiece industry, we firmly believe that people are our most valuable asset. Inherent in our culture is the respect for individual, teamwork synergy, proactive thinking and mutual development in an endeavor to pursue long-term success in business with particular emphasis on harmony, excellence and quality.*

*The “people come first” principle is the guiding force behind the culture of life and activity for the Group.”*

### Communication, Continuous Improvement and Commitment

Corporate success lies in the professionalism and devotion of our staff. We place strong emphasis on communications with our employees to provide highly efficient services and to strive for continuous improvement in the operation.

Peace Mark's 4th Annual Residential Seminar was held in June, 2006 in the International Conference Centre Hotel, Zhuhai. The yearly event is designed to provide the process and tools that enable the Group's employees to proactively align their values, interests and skills with the organization's commitment as well as promoting social harmony. The theme of this year's seminar was “competence” that offered a valuable opportunity for employees to come together for discussions and exchanges to cope with future workforce requirements. Representatives from Peace Mark's subsidiaries along with our 250 employees of the Hong Kong headquarter subsidiaries from China attended the residential seminar. In addition, our newsletter “Peace Mark

Newsletter” serves as an another much-needed channel to promote communication among employees and with the management. Published on a monthly basis, it effectively keeps our people well informed of the latest development of the company.

### Career Training and Development

Honoring our employees as individuals is the cornerstone of our culture. We seek to attract the most talented and motivated people by offering them a rewarding and challenging environment. People development is fundamental to our business and ongoing growth. In our ongoing commitment to provide a workplace that works for everyone, Peace Mark allows employees to develop their skills and progress within the organization. We provide pertinent information and resources to all employees and implement effective training and development programs through seminars, workshops and academic courses. These programs not only strengthen employees' core competencies but also motivate them to pursue their career goals.

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Oxfam Trailwalker



Swiss student exchange program

## Compensation and Benefits

In order to attract and retain the best employees, Peace Mark has always been making substantial efforts to enhance their individual work life balance. Apart from the basic benefits such as paid holidays and healthcare coverage, we have a wide range of preferential offers available to help employees stay healthy and meet their financial goals. They range from birthday parties held monthly to recreational activities and annual sports day, free body checkup for our China employees, new cafeteria and library in our China dormitories, and incentive share scheme.

## Social Responsibilities

Peace Mark has a strong commitment to social responsibility. We understand that our success depends not only on the highly professional services of our people, but also on the health and prosperity of the community of which we are part. We are committed to

· contributing to the community in which we operate.  
 · The Group and its members have supported numerous  
 · community programs through donations and various  
 · kinds of sponsorship. In August, 2005, we made a cash  
 · donation in a Shenzhen charity fund-raising event for  
 · flood victims in the mainland. In November, we  
 · sponsored a team to participate in Oxfam Trailwalker to  
 · raise funds for the needy. Other community initiatives  
 · included the Milus Charity Dinner for Hong Kong  
 · Cancer Fund, supporting the Career Skill Enhancement  
 · Scheme and the internship training and employment  
 · programme of the Higher Diploma in Horological  
 · Science & Technology, charity walk for the provision of  
 · specially designed watches for the blind, the  
 · Gentlemen's Night Out charity event, Swiss student  
 · exchange program with Vocational Training School and  
 · donation to PolyU Development Foundation as well as  
 · wish-granting program for underprivileged children.  
 · In April, 2006, we were granted Social Contribution  
 · Award by the Chinese Watch and Clock Industry. Our  
 · senior management always acts as role models,  
 · demonstrating their caring spirit to the community with  
 · personal commitment and donations to various

· charitable organizations. They encourage employees to  
 · participate in social activities and fundraising  
 · campaigns to help the needy and the underprivileged.