

## Corporate Citizenship

# UNDERLINING OUR COMMUNITY COMMITMENT



NWS Holdings understands that satisfactory business growth cannot be achieved at the expense of good corporate citizenship. Steered by our Corporate Social Responsibility Committee, we remain an eager and enthusiastic contributor to our local community. We are also striving to address people's growing ecological concerns by initiating cleaner, greener policies that will safeguard the environment for future generations.

### A NEW MILESTONE IN CARING

Held to mark the third anniversary of the Group's First Trading Day,

NWSH Caring Day 2006 fully demonstrated the depth of our community commitment. The groundbreaking initiative saw some 600 volunteers from our Corporate Office and 17 SBUs use their specialist skills to help people in 18 districts of Hong Kong and several cities in Mainland China. Services provided covered everything from electrical safety talks and basic computer training to home cleaning. The more than 1,500 beneficiaries of our efforts included the elderly, new arrival children and underprivileged families. Raising awareness of the need to care for the community across all business areas, the day was yet another landmark in our caring heritage.

Group subsidiaries whose staff had made outstanding Caring Day efforts were recognized with several specially created honours in the NWSH Award Presentation Ceremony. They included Most

Innovative Service, Best Use of Business Expertise and a Special Recognition Award.

### SAFEGUARDING THE ENVIRONMENT

As a responsible corporate citizen, we are committed to making environmental responsibility an integral part of our corporate culture.

The establishment of the NWSH Green Office Steering Committee ("GOSC") to ensure our Corporate Office is fully environmentally friendly was a key development in green initiatives. Comprising group directors and department heads advised by the Green Council, the GOSC identifies and implements green policies. Key initiatives included the enhancing of indoor air quality, the conservation of energy and water and the reduction of waste by more efficient recycling or switching to green products in the Green Office Campaign. The



GOSC also distributed a *Green Office Guideline* promoting environmental awareness for all staff.

Our environmental commitment also extends to the community as a whole. We firmly believe that environmental education should start with the very young. We joined forces with Green Power to launch the NWSH Green Kindergarten Network for the second year. The body is a resource platform which provides local kindergartens with teaching and training materials that encourage pre-schoolers to adopt environmentally responsible habits. A survey conducted by the NWSH Green Kindergarten Network revealed the importance of environmental education for small children as the results indicated they had little understanding of the importance of natural resources. Over 40% of local kindergartens have joined the Network since its establishment in April 2005.

## CONNECTING WITH THE COMMUNITY

The Group continues to work closely with a full spectrum of external social

service organizations. They include the Hans Andersen Club with whom the NWS Volunteer Alliance launched the “Life Rejuvenation Scheme 2006 – Fairy Kiddo”. Offering interactive storywriting and drama workshops for 30 primary school pupils, the one-year programme aims at enhancing the children’s communication skills and self-confidence. “Fairy Kiddo” participants were invited to attend the NWSH Fun Day 2006. This year also saw the launch of an NWS Holdings’ Corporate Song Ringtone Download for Charity campaign which raised funds for the organization.

Other voluntary activities the Group participated in during the year included the third consecutive year of our popular “Fun with English” programme for a local kindergarten. Our volunteer team was also actively involved in cleaning elderly homes, flag day, the ACCA Charity Fun Day, the Green Power Hike, etc.

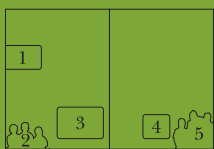
## PROUD OF OUR CARING TEAM

Founded in 2001, the NWS Volunteer Alliance (the “Alliance”) remains a vital source of support for our community and environmental initiatives. Its 1,000 members have

now donated some 23,800 service hours to various good causes since its establishment. The Alliance was honoured with a Gold Award for Volunteer Service from the Social Welfare Department for the fifth consecutive year. Individual volunteers from the Alliance were also recognized with Silver and Bronze Awards.

Our recent voluntary and educational activities have received several other prestigious awards. They included a Silver Award for Community Relations for the NWSH Green Kindergarten Network from the Seventh China Golden Awards for Excellence in Public Relations. While the Companion Storytelling Scheme we co-organized with the Hans Andersen Club won a Merit Award in the Social Welfare Department’s Corporate Volunteer Service Project Competition 2005. The Group and its 16 member companies also received the Caring Company logos. This is the fourth successive year the Group garnered this recognition.

Based on the solid foundations we have built up over the years, we are now planning to establish a charity foundation to expand the scope of our voluntary work on behalf of the community.



1. Caring for the elderly
2. NWSH Green Kindergarten Network: promoting environmental education for pre-school children
3. NWSH Caring Day 2006: delivering love and care across the town
4. Employing our business strengths in volunteer activities
5. Fairy Kiddos

