

Corporate Citizenship

Create a Caring New World



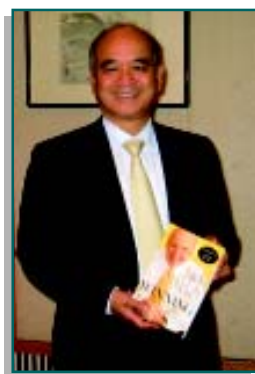
As an integral part of the communities in which we operate, the Group is dedicated to fulfilling our shares as a responsible and caring corporate citizen. We have been actively participating in and supporting charity projects. In recognition of our devotion and outstanding performance in corporate social responsibility, New World Development Company Limited and its 25 group companies have been awarded the 2005/06 Caring Company Logo by the Hong Kong Council of Social Service.

We Care about Education & Learning

Supporting the Nurture of Future Leaders

NWD is keen on supporting academic and research development, and promoting academic exchanges in Hong Kong. Over the years, Dr Cheng Yu-Tung, the Group's Chairman, has sponsored many academic development projects of The Chinese University of Hong Kong ("CUHK").

NWD strongly supports CUHK's vision to strengthen Hong Kong's role as an excellent hospitality and tourism centre in the region. CUHK, in particular its School of Hotel and Tourism Management, is partnering with the Group to develop a teaching hotel to nurture future leaders in hotel and tourism management.



Supporting "Hong Kong Reading Month"

To arouse the interests of reading and learning and promote the value of self-enhancement among staff and general public, the Group supported "Hong Kong Reading Month" organized by Hong Kong Publishing Federation in July and August 2006. Dr Henry Cheng has recommended the book, *Winning*, by Jack Welch in the event.

Sponsoring “Modern Apprenticeship”

New World Group has been supporting “Modern Apprenticeship”, a joint venture with Delia Group of Schools and Breakthrough Organization since 2004. Scholarship and apprentice training are provided for the youngsters. The programme aims at equipping them with work experience and building up their self-confidence through work. The Group also provides job opportunities for the outstanding graduates upon completion of the programme.



Participating in the “MTR Hong Kong Race Walking 2006”

The Group organized a team of four to participate in the “MTR Hong Kong Race Walking 2006” to raise funds for the Hospital Authority Health InfoWorld’s “Better Health for a Better Hong Kong” education campaign.

We Care for Those in Need

Supporting Médecins Sans Frontières

New World Group is supportive to the meaningful initiatives of Médecins Sans Frontières (“MSF”).

The Group has provided media sponsorship for MSF’s awareness campaign in 2006. Free advertising spaces at bus shelters of New World First Bus and Citybus as well as free airtime at FirsTVision are offered. The sponsorship aims at arousing awareness and support to MSF’s meaningful life-saving effort among general public.

Also, we have organized “New World MSF Day” in October 2006, which encouraged staff members to donate one day of their salary to MSF, just as volunteering for MSF’s worldwide medical aid work for one day.



What’s more, the Group has invited a volunteer worker of MSF as the guest speaker of an experience sharing session for staff. The speaker has shared the frontline experience gained from her first MSF mission in Kerenek, West Darfur, Sudan. The session helped our staff gain more knowledge on MSF’s commitment to save life and alleviate suffering.

Making Hiu Yin's Dream Come True

12-year-old Chau Hiu-Yin suffers from life-threatening congenital illness. Her wish was to enjoy a buffet dinner at the Congress Restaurant of HKCEC.

Having received the request from Make-A-Wish Foundation of Hong Kong, NWD immediately fulfilled Hiu Yin's wish by arranging a free buffet dinner of 12 people for her at Congress Restaurant. She enjoyed the dinner and shared the joy with her family and friends. The Group is grateful to have created such a special and everlasting memory for this cheerful young lady.



We Care for Our Staff



A motivated, highly skilled workforce is more than a deciding factor in an age of rapid development and knowledge advancement. It is the driving force behind our growth and development. The Group values every individual staff and places special emphasis on attracting, developing and retaining employees through competitive employment package and incentive policies.

To power the Group's development, training and re-training are essential to upgrade the quality of workforce and contribute to the operational excellence. As such, we are hosting the management trainee programme which nurtures high-calibre individuals for the management team and mentor scheme which facilitates staff development. Training courses and education subsidies are also available to staff so as to upgrade their work skills.

The Group recognizes the contribution and achievements of staff through its award programme. This cultivates staff commitment to strive for excellence and professionalism.

As at 30 June 2006, the Group had over 53,000 employees, a 13% increase compared to 47,000 as at 30 June 2005. To promote team spirit for working towards a common goal, staff are kept abreast of the latest development of the Group via effective communication channels including monthly newsletter, intranet and emails.

Moreover, to enhance employees' sense of belonging, the Group encourages employees and their families to participate in company-sponsored staff activities, including corporate fun day, charity events, community services and staff trips. This helps create a harmonious working environment and boost employees' morale.



We Care about Investor Relations

The Group highly values investor communication. We are committed to timely and effective communication with our investors and have undertaken numerous site visits, meetings with the media and investment community and participated in different investment forums and overseas roadshows.

The wide spectrum of activities has enhanced the investment community's knowledge and understanding of the Group's goals and targets, how it seeks to achieve them and how it performs.

With investors' growing interests in our various listed divisions,

the Group will further our goals in achieving better corporate transparency and enabling investors to have a better understanding about the company's prospects.



In addition, our corporate website is kept updated in a timely and equitable manner. Investors as well as the general public can access to the Group's latest information including corporate fact sheet, stock price information, financial performance, announcements, corporate governance principles and more.

Our continual determination in maintaining high level of transparency and disclosure has been recognized by various annual report rewards we received. The Group has triumphed in the International ARC Awards 2006, the widely recognized "Academy Awards of Annual Reports". NWCL and NWD FY2005 Annual Reports were honoured with Gold and Silver Awards respectively in "Overall Annual Report: Real Estate Development/Service" category. Also, NWSH FY2005 Annual Report won Silver Award in "Interior Design" and Honour in "Cover Design/Photo" in the "Conglomerate" sector. The Group will keep on striving to achieve excellence in our annual reports, which are important tools in investor communication.