

We believe that corporations, in the course of doing business, can have a significant impact on the people and 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 others in shaping the impact of the corporation as a constructive force in an ever-changing world.

We take pride in obtaining recognition as a “Caring Company” for the fourth 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 2006, Asia Financial Group devoted a total of over HK\$5.3 million (mainly through donations and sponsorships) to support the Community Chest, Tung Wah Group of Hospitals, Hong Kong Baptist University, Lingnan University, Oxfam Hong Kong and many other non-profit-making organizations.

We organized a series of programmes in 2006 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 activities were held together with Evangelical Lutheran Church Social Service – Hong Kong, Tuen Mun Integrated Youth Service Centre for children in Po Tin Interim Housing (Tuen Mun). With the cooperation of Tung Wah Group of Hospitals Jockey Club Shatin Integrated Services Centre, we have organized the “Life Navigator” Community Mentorship Project and arranged several activities including tours to Hong Kong Science Museum, the Music Farm and The Space Museum, giving the children memorable experiences and valuable exchanges. We have also taken part in the fund-raising and gathering programmes for senior citizens of the Senior Citizen Home Safety Association and Tung Wah Group of Hospitals.

To conclude: in 2006, 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 2006

Tung Wah Group of Hospitals
The Community Chest of Hong Kong
Oxfam Hong Kong
Hong Kong Baptist University
Lingnan University
China Insurance Research & Education Fund
Evangelical Lutheran Church Social Service – Hong Kong
Hong Kong United Youth Exchanged Foundation
Hospital Authority Charitable Foundation
Senior Citizen Home Safety Association
Hong Kong Federation of Overseas Chinese Associations Charitable Foundation
Hong Kong Arts Development Council