

Corporate Citizenship



NEW WORLD YOUNG LEADERS

To Our Shareholders,

During the celebration for the 10th anniversary of HKSAR, Chairman Hu Jintao has encouraged young people to equip themselves for the future belongs to them. This is the same as what New World Group perceives. Today's youth will be tomorrow's leaders. The future of Hong Kong and our country is to be driven by young leaders with perseverance and vibrancy.

We hope to gather all the forces to promote caring for the young people and unite the people of China and Hong Kong, allowing teenagers of different races and backgrounds to communicate actively and establish mutual trust for the creation of a wonderful and harmonious new world.

Therefore, New World Group has launched the project of "New World Young Leaders" at the beginning of the second decade of HKSAR, nurturing future leaders for the country. Through various programmes, we want to train young people to become responsible citizens and contributors to society, driving the country ahead.

New World Mathematics Award

To encourage academic breakthrough of young university students, NWD fully supports the establishment of the "New World Mathematics Award", which is organized by The International Congress of Chinese Mathematicians ("ICCM"). The Award aims at encouraging outstanding mathematics students, including undergraduate, master and PhD students, of Chinese descendants in their pursuit of mathematical truth. It will be awarded every three years in the ICCM and the first Award will be presented in Hangzhou, China in December 2007.

Wu Zhi Qiao (Bridge to China) Charitable Foundation ("WZQCF")

WZQCF aims at mobilizing university students, professionals and volunteers in Hong Kong and Mainland China to actualize sustainable bridge projects in remote rural areas in the Mainland. NWD fully supports WZQCF by contributing HK\$5 million as the Foundation's seed money. The Group hopes that WZQCF not only provides substantial and sustainable help, but also love and care to those in need in the rural regions.

Chinese Culture Week

The Group co-organized "Chinese Culture Week" with The Organizing Committee for Celebrating the Tenth Anniversary of Reunification by the Hong Kong Youth Sector in May 2007. Young people from the 56 ethnic groups in Mainland China were invited to Hong Kong. They attended a series of activities, including exhibition, troupe performance and forum with the youth in Hong Kong. The event has contributed to the unity of the ethnic groups and harmonious development of China through understanding and communication.

Exchange between Hong Kong and Mainland Students

New World Group also supported three programmes organized by Roundtable Community namely "My Generation of Chinese" — Guangdong-Hong Kong Student Exchange Programme', "Youth in Excellence" — Advantages and Cooperation between Hong Kong and Mainland Youth 10 Years after the Establishment of the HKSAR' and 'Model Government Summit'. These programmes aimed at acquainting the youth with development of Hong Kong and Mainland China, allowing them to share their views, reviewing their own competitiveness and therefore, looking into the future and paving ways for subsequent collaborations.

We will never rest on our laurels. Instead, we will do our very best to continuously play an active role in participating in and supporting various youth leadership development programmes and contribute to the prosperity of the country by working hand-in-hand with the energetic new generation.

Cheng Chi-Kong, Adrian

Executive Director

Hong Kong, 11 October 2007

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CREATE A CARING NEW WORLD

At New World Group, we recognize we are an integral part of the communities in which we operate and are committed to doing our shares as a responsible corporate citizen. We have been actively participating and supporting in numerous charity projects. In recognition of our devotion and outstanding performance in corporate social responsibility, NWD and its 25 group companies have been awarded the Caring Company Logo by the Hong Kong Council of Social Service.

Committed to Hong Kong Devoted to China

For years, New World Group has been contributing to the development of the Greater China. Committed to Hong Kong and devoted to China, apart from the youth, the Group also concerns about other important issues in Hong Kong and Mainland China.

New World / Harvard Kennedy School of Government Fellows Programme

For years, NWD has been dedicated to the development of talents in Mainland China. The Group has been supporting “New World/ Harvard Kennedy School of Government Fellows Programme” organized by the State Administration of Foreign Experts Affairs (“SAFEA”) since 1998. Each year, 12 to 15 outstanding senior government officials are sent to Kennedy School for a fellows programme of four months and an executive programme of three to six weeks. Up to now, around 120 officials have benefited from this professional training programme with international standard. This year, the Group continues to contribute to the country’s talent training by signing a new three-year agreement with SAFEA for the Programme.

Bright Future Action — A New World for Amblyopic Children

New World Group concerns about children amblyopia and thus, fully supports the project of “Bright Future Action — A New World for Amblyopic Children”. Several group companies, including New World First Bus, Citybus, KLPS Group, Urban Group and New World Department Stores have joined together in promoting and raising funds for the project through various channels, with an aim to bring the message of caring for the amblyopic children to different communities in Hong Kong and Mainland China.

The National Aquatics Centre for Beijing Olympics

New World Group contributed RMB50 million to “Beijing Municipal Committee for Jointly Constructing Beijing Olympic Stadiums-Gymnasiums by Hong Kong, Macau and Taiwan Compatriots and Overseas Chinese” for the construction of Beijing Olympic National Aquatics Centre. The cheque presentation ceremony was held at Beijing Great Hall of the People on 6 July 2007. The National Aquatics Centre is one of the venues for the 2008 Beijing Olympics. Its design was inspired by soap bubbles. It was named “Water Cube” because of its blue-box-like appearance.

Publication for Environmental Education

To promote environmental protection and arouse the next generation’s awareness to the issue, NWD supports the production of an education book set published by the Hyper Workshop. The set has been distributed to all the 1,700 primary schools and kindergartens in Hong Kong, educating children ways to protect the earth in different aspects, including schools, families, society and personal life.



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Bringing Care to the World

While caring about the motherland, New World Group has been giving its helping hands to the needy in the world. The Group is supportive to the meaningful initiatives of Médecins Sans Frontières (“MSF”) by providing media sponsorship for MSF’s promotion, and also encouraging its staff to participate in various charitable activities.

MSF Orienteering Competition

New World Group supported MSF Orienteering Competition 2007 not only by sponsoring venue for the competition’s soft launch, but also sending volunteers to assist in the event. In addition, the Group sent a corporate team to join in the competition and was glad to be awarded as Outstanding Organization Fundraiser.

New World MSF Charity Sale

NWD organized “New World MSF Charity Sale” at the three hotels, namely Grand Hyatt Hong Kong, Renaissance Harbour View Hotel and Renaissance Kowloon Hotel. All donations contributed to MSF’s international medical humanitarian work to provide emergency medical assistance to victims of natural disasters, wars, and epidemics.

MSF Day

New World Group has participated in the “MSF Day” since 2006. Staff members are encouraged to support the event by donating one day’s income to MSF, just as volunteering for MSF’s worldwide medical aid work for one day. In 2007, over 2,000 staff members have joined the event and a sum of HK\$520,000 was raised. With the overwhelming responses from its staff, New World Group is proud to have become the most generous contributor to the event for two consecutive years and also the corporation with the highest number of participants.

VALUE TALENTS AND TEAM SPIRIT

Apart from caring for the community, the Group also values every individual staff since we understand that a dedicated and professional working group is the motive power that drives the growth and development of the Group. The Group endeavours to attract, develop and retain talents through competitive employment package and incentive policies.

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 2007, the Group had over 54,000 employees. 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, NWD 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.

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CARE ABOUT INVESTOR RELATIONS

The Group highly values investor communication and strives to enhance shareholders' understanding of the Group through clear 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. NWCL FY2006 Annual Report has won the Honors for "Overall Annual Report" in the International ARC Awards, the widely recognized "Academy Awards of Annual Reports". In addition, FY2006 Annual Reports of NWD and NWCL have been presented the Silver Award for "Annual Report – Overall Presentation: Holdings & Property Development" and the Bronze Award for "Design: Annual Report – Interior" respectively in the 20th International Mercury Awards. In the 17th International Astrid Awards, FY2006 Annual Reports of NWCL and NWSH have won the Gold Awards in the category of "Annual Reports – Overall Presentation – Corporate" and "Covers: Annual Report" respectively. What's more, NWSH FY2006 Annual Report has also been presented the Bronze Award for "Annual Reports: Conglomerate" in the 18th Galaxy Awards. The Group will keep on striving to achieve excellence in our annual reports, which are important tools in investor communication.

