



As a pioneer in embracing the concept of corporate citizenship, New World China Land has been vigorously participating in and supporting a wide range of corporate citizenship practices and activities, pursuing various charity causes and showing our care for the underprivileged in the local community. By performing our responsibilities as a good corporate citizen, we hope to do our share to make the community a more harmonious place for all to live in.

## 1 CHARITY CAMPAIGN

### NWCL launched the UNICEF Teddy Bear Charity Sale in the Mainland

Since February 2007, the UNICEF Teddy Bear Charity Sale had been carried out by NWCL in the sales centres and front offices of 26 NWCL property projects, including residential estates, offices, shopping malls and hotels, throughout 14 cities in Mainland China. The total amount raised in the half-year activity was RMB0.4 million, all of which has been donated to UNICEF for girls' education in Mainland China.

### NWCL enter into long-term corporate partnership with UNICEF once again

NWCL signed a new term of three-years corporate partnership named "Create A Better New World For Children" with UNICEF in Beijing on 10th August 2007. At the same time, a three-month nationwide charity campaign, "Create A Better New World For Children — New Living Drawing Contest", was also launched. The campaign calls for artworks based on the theme "New World New Living" from children, teenagers and adults in 11 cities where NWCL has a presence. All proceeds from the campaign will be contributed to UNICEF as supporting fund of the programme "Child-Friendly Schools" in the deprived regions of Mainland China.





## 2 COMMUNITY VOLUNTARY WORKS

### NWCL corporate volunteer team — “New World Volunteer Alliance”

Ever since the formation of the NWCL corporate volunteer team “New World Volunteer Alliance” in Guangzhou in 2006, more than 100 staffs have jointed as volunteers, devoting over 1,300 service hours. Throughout all these events and activities, staffs from different departments are united and become closer to each other, creating positive impact as a whole. In the past year, “New World Volunteer Alliance” successfully organized more than 10 outreach activities, such as “Guangdong Lianshan Taiping Primary School Education Programme (廣東連山太平小學助學活動)”, “Disaster Relief in Zhangjiang, Guangdong (賑濟廣東湛江災區人民)” and “Folk Music Appreciation for the Blind Children in Guangzhou (廣州失明兒童民樂欣賞活動)”, all of which have gradually make the volunteer team more recognized by the community.

### Guangdong Lianshan Taiping Primary School Education Programme (廣東連山太平小學助學活動)

“New World Volunteer Alliance” volunteers visited Lianshan Taiping Primary School in March 2007 in the remote areas of Guangdong to launch an education programme called “Knowledge Fights Poverty (愛心通連山，知識驅貧困)”. Several months later, the team accompanied the same group of children to visit Guangzhou Ocean World and Guangzhou Zoo to acquire general science knowledge.





### Disaster Relief in Zhanjiang, Guangdong (賑濟廣東湛江災區人民)

The city of Zhanjiang was hard hit by typhoon and rainstorm in 2007. "New World Volunteer Alliance" swiftly called for donations from all the Guangzhou District staffs to victims in the disaster area. On 17th August 2007, 10 volunteers from the "New World Volunteer Alliance" brought disaster-relief resources totaling approximately RMB300,000 to Zhanjiang to show their support for the victims.

### "Music Brings Brightness" — Folk Music Appreciation for the Blind Children in Guangzhou (廣州失明兒童「妙韻送光明」民樂欣賞活動)

"New World Volunteer Alliance" organized the "Music Brings Brightness (妙韻送光明)" activity in mid 2006, in which blind children from Guangzhou School For the Blind were brought to Guangzhou Xinghai Concert Hall to appreciate the folk music and feel the care from the society.







### 3 DONATIONS FOR EDUCATION

#### “New World Study Fund” set up in Jinan

NWCL Jinan District signed a formal cooperation agreement with Jinan Charity Association in June 2007, pursuant to which a total amount of not less than RMB1 million will be donated for setting up the “New World Study Fund” to help poor university students for the cause of charitable education in Jinan.

#### Charity for Education in Guiyang

In February 2007, a group of NWCL Guiyang District staffs, together with three caring ambassadors, drove into the hill for more than 400 km to bring funds raised from promotion activity in Guiyang and numerous books to Chachu Town, Tianzhu County, one of the nation’s most impoverished counties, in southeastern Guizhou. The Group walked for five to six km to visit the children’s homes and deliver the funds and books to them.

### 4 COMMUNITY RECOGNITION

#### NWCL was awarded “2006 China Outstanding Real Estate Corporate Citizen”

On 10th January 2007, NWCL was awarded “2006 China Outstanding Real Estate Corporate Citizen” in the first ever “China Outstanding Real Estate Corporate Citizen Promotion” in China. NWCL is the only Hong Kong developer to receive this award among all the property developers. The panel of judges considered that “NWCL has excelled in its relationship with its suppliers in which high level and quality of communication is maintained, and all contracts are being negotiated in an open and fair manner. It has strongly committed in maintaining the highest possible quality in terms of the property itself and providing excellent property management services. Moreover, NWCL maintains stringent supervision over the materials, site management and process control and implements strict quality control to ensure that the property could enjoy a longlasting lifespan. Therefore, NWCL is an outstanding corporate citizen in the property sector.”

