

our people and the community

We believe that a corporation's wider educational and social role exerts an influence on its business success. Throughout the year, CASH has devoted considerable effort to helping its own employees and people in the wider community get more from work and life.

Quality Training, Quality Service

Much investment has been made during the year in our human infrastructure, since we believe that quality services come only when employees' knowledge is continuously updated and their skills improved. Regular programs and workshops were held, especially designed for people working in the finance industry. These courses enhanced our employees' knowledge of compliance issues, risk management and operations, gave them insight into many important fields, including the regulatory framework, account-opening process, and the role of the customer service representative. These issues were conveyed more widely via the CASH staff newsletter.

Better Communication Channel, Better Interaction

To be "customer-oriented" is one of the core business values of the Group. To enhance customer relations and loyalty, we have created various communication channels. During the year, we began publication of quarterly client newsletters and conducted client focus group surveys,

which provided constructive suggestions and ideas that have assisted management in future planning and improving further our levels of customer service. One example of our response to these insights is our plan to provide timely market information and valuable commentary delivered via different multi-media platforms throughout the trading sessions.



Beyond Business

As a good corporate citizen, CASH is aware of the responsibilities of an educated and committed member of society. During the year, we sponsored and supported a variety of charitable causes such as the Helping Hand cookie campaign and World Heart Day to promote care for the elderly and health consciousness. CASH also made considerable efforts in spreading the message of environmental protection by sponsoring the World Wide Fund For Nature (Hong Kong) as a Corporate Member (Diamond). Other major sponsorships during the year included donations to the Community Chest.

