

## → Reorganization of New World Group

During this financial year, NWSH played a major role in the reorganization of the New World Group (the "Reorganization"), one of the largest conglomerates in Greater China. The significant Reorganization was accompanied by a branding exercise for NWSH that included a new corporate identity and logo.

The Reorganization announced on 21 October 2002 highlighted the acquisitions made by Pacific Ports Company Limited ("PPC") of New World Services Limited (now known as NWS Service Management Limited, "NWSS") in a share-for-share exchange and the traditional infrastructure assets of New World Infrastructure Limited ("NWI") for a combined cash, liability assumption and shares consideration. PPC was renamed NWSH upon completion of the Reorganization on 29 January 2003.

The Reorganization comprised: the acquisition of interests in NWI traditional infrastructure investments and the assignment of NWI shareholder loans to infrastructure investee companies at a consideration of approximately HK\$9.6 billion, including cash of about HK\$8.5 billion, an undertaking to repay NWI liabilities of about HK\$0.9 billion, and fair value of approximately 853 million NWSH shares issued at HK\$0.29 per share; the acquisition of the share capital of NWSS for HK\$3.4 billion, representing a value of approximately 11,701 million NWSH shares issued at HK\$0.29 per share; and, a distribution of the entire holding of approximately 5.6 billion NWSH shares held by NWI to NWI shareholders, which included the issue of nearly 3.2 billion shares to NWI upon conversion of all preference shares into ordinary shares.

NWSH consolidated shares debuted on the Stock Exchange on 10 February 2003. At that point, NWSH was presented to the investment community as an integrated service company with three business divisions operating in the service, infrastructure and ports sectors. The reception from investors to the added value generated by the Reorganization was encouraging as the share price rose significantly in the second half of 2003.

The corporate identity represents the qualities of NWSH: professionalism, progressiveness, dynamism and trustworthiness. The logo signifies a confident move towards a challenging future. The bright and bold waving flag symbolizes leadership, courage and commitment. The combination of red and orange portrays energy, friendliness and vitality, while the contemporary blue typeface demonstrates a solid foundation. As a whole, the logo depicts NWSH as rich in resources, financially strong and a leading player in the Greater China service arena.

