

Corporate Social Responsibility

We take pride in obtaining the “Caring Company” recognition for the second consecutive year and making contributions to community programs 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 2004, Asia Financial Group devoted a total of over HK\$2 million (mainly through donations and sponsorships) to support the Community Chest, Tung Wah Group of Hospitals, Oxfam HK, University of Hong Kong, Lingnan University, The HK University of Science and Technology and many other non-profit-making organizations.

On the occasion of Asia Commercial Bank's 70th and Asia Insurance's 45th Anniversary, we have set up the theme “Caring For Others” and arranged a series of programs to celebrate this milestone year meaningfully. Among the programs, the **“Angel of Life” Songwriting Contest** was the climax of our celebrations. The contest was open to public and all the lyrics in the contest were focus on the message of “Caring for Others”. The contest was very successful and the message was well-received by our staff, customers, the contestants and the public.

A series of programs was also organized in 2004 to reflect the value placed upon the contribution made by both individuals and subsidiaries to community life, encompassing activities which extend beyond the provision of financial sponsorship to organizations. At the heart of this work is the voluntary work undertaken by individual members of staff within our local communities. With the cooperation of Evangelical Lutheran Church Social Service-HK, a carnival was arranged to offer a joyful and meaningful function for children in Po Tin Interim Housing (Tuen Mun) to learn and apply their creativity on hand-crafts and arts. A Hiking project was organized with the American Baptist Mission to boost under-performed secondary school students to overcome difficulties. A Games Day for the children from Hans Anderson Club in Lamma Island provided them with the experience of contacting people coming from outside the Island.

To conclude for the year 2004, Asia Financial Group has developed partnerships with some social service organizations and provides a framework for staff to contribute caring and time in contexts where they can make a real difference.

List of Major Donations and Sponsorships in 2004

Tung Wah Group of Hospitals
The Community Chest
Oxfam HK
Evangelical Lutheran Church Social Service-HK
The University of Hong Kong
Lingnan University
The HK University of Science and Technology
Hong Kong Baptist University
Society for the Promotion of Hospice Care
Society for the Relief of Disabled Children
Hong Kong Federation of Overseas Chinese Associations
Chiu Yang Residents Association of Hong Kong