

It is always the Group's intention to share social responsibility and be a good corporate citizen. The mission of caring the community is conveyed from the top management to all levels of staff. The Group believes that apart from providing attractive financial returns to the shareholders, it is also important for the Group to contribute to the social development of the community.

The "KWCM Social Club" was founded in 2001 to further demonstrate the Group's commitment in serving the community. The Club is managed by volunteer staff and aims to provide the staff and their family members with more opportunities to participate in various community welfare activities. It has been working hand in hand with various charitable organizations for servicing the deprived community such as the elderly, single families & etc. The Club assumes an active role in volunteering work through a wide range of activities throughout the year. Some of those activities are listed as follows:

- Visit to Lam Tin Elderly Home
- "Blood Donation Campaign" by Hong Kong Red Cross
- "Challenging 12 Hours" by Sowers Action
- "HK O! Day" by Salvation Army
- "Uncle Long Leg" organized by Evangelical Lutheran Church of Hong Kong
- Invited single families to join the Group's functions
- Fundraising for "Tsunami" victims

The Company has been awarded the "Caring Company Logo 2004/05" by the Hong Kong Council of Social Services (HKCSS) in recognition of the Company's effort in caring for the community and commitment to corporate citizenship.

Looking ahead, the Group is committed to contributing more to the community through continuous participation in volunteer services and encourages all staff and their family members to support and participate in fostering a society built on community care and sharing.