

Corporate Citizenship

CHARITY

In accordance with the spirit of "give-and-take", the Group has always dedicated its effort to community and environmental activities, in order to build a better society for next generations.

MSF Day 2010

As the principal sponsor of MSF Day for four consecutive years, over 26,000 New World Department Store staff contributed HK\$330,000 to total donation of HK\$410,000 collected by New World Group, fully manifesting the love and caring spirits of New World Department Store staff. New World Department Store will continue to provide enormous supports to volunteers of Médecins Sans Frontières and their humanitarian actions to regions suffering from plagues, hazards and war, helping more people in need.



Caring for Yushu

On 16 April 2010, Ningbo Store hosted a fundraising activity for the distressed area, Yushu, Qianhai, gaining full support from the community and all staff. On 19 April 2010, Lanzhou Store organized a uniform donation campaign in which 3500 pieces of clothes, including 227 pieces of old uniforms, were donated to the distressed area. In addition, Beijing Store also organized fundraising for Yushu disaster on 22 April 2010 to raise money to China Red Cross. On 25 April 2010, a fundraising activity called "Great Love Sees No Limit", organized by Anshan Branch, Red Cross was held at the main entrance of Anshan Store.



Sending regards to poor children

In February 2010, Harbin Store visited Children Care Station in Zhaodong, Heilongjiang Province and donated gifts that worth over ten thousands dollars for poor children. In June 2010, Nanjing Store organized a charity event called "Give Warmth in the Joyful June 1", 2 representatives of each department were dispatched to visit poor children as well as sending them greetings and blessings. The event not only brought love and caring to those poor children, but also inspired the staff to participate in community events as well.





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Caring elderly with clothes donations

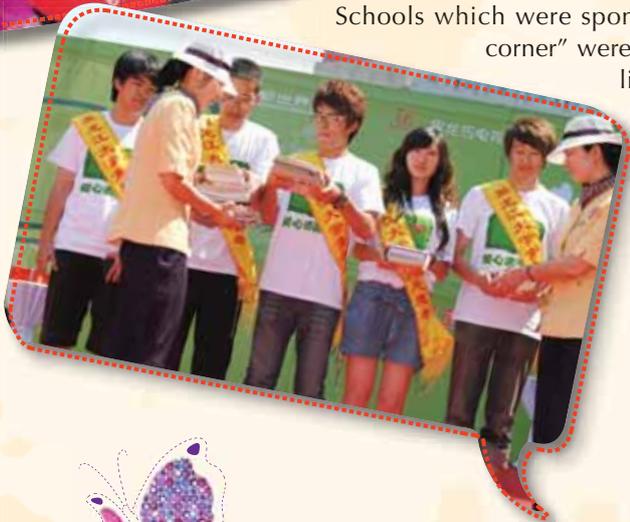
In October 2009, staff representatives from Dalian Store demonstrated their regards by visiting elders of Dalian Dragon Temple Staff Sanatorium and donating winter clothing to them; Wuxi Store also prepared gift items including down scarves and reading glasses for elders in Wuxi Wuhe Elderly Home at the same month. On 21 June 2010, Ningbo Store organized a event called "Clothing Donation for the Elderly" in Baihe Institute of Welfare, Jiangdong.



ENVIRONMENTAL ACTIVITIES

Organized used books donation campaign

New World Department Store hosted "Used books donation campaign" in all stores across China in June 2010. Over 70,000 books were collected and distributed to schools or charitable organizations including Red Cross, Hope School, Hubei Youth Development Foundation, China Environmental Protection Foundation, etc. The overwhelming response showed a growing awareness of environmental protection of our customers. Books collected by stores in Central China were donated to Hope Schools which were sponsored by the Group in early years. "New World reading corner" were also set up to help youngsters who thirst for knowledge to lift their horizon.



Participated in New World Green Week – Green Wear Day

New World Department Store is an advocate of plastic bag use cut as well as an active supporter of environmental protection and charitable events. All stores participated in "New World Green Week – Green Wear Day", an event organized by New World Group on 11 June 2010, all staff wore green causal wear or green accessories at work to promote environmental awareness.





CARE FOR STAFF

Emphasizing staff training and all-round development

The Group emphasized on staff development by organizing various training courses on a regular basis. Apart from general trainings in customer services and management skills, there are also practical courses like practical operations, anti-robbery and anti-theft for jewellery concessionaires, jewellery assessment, quality control for cashmere products and consumer rights protection laws, etc. Staff is thus able to cope with routines requiring a diversity of knowledge and skills. Moreover, contests such as "Quality Service Contest", "Business Skills Contest", "Outstanding Store Assistants" were held to enhance customer services of staff through competitions.

Internship Training Programme

In accordance with the programme of New World Group, New World Department Store Shanghai Management Office and flagship store in Shanghai jointly organized "New World Group Trainee NWDS (Shanghai) Internship Programme" in March 2010. The one-week intensive training course had effectively equipped three management trainees with knowledge and working experience. Through communications, seminars and market research, the programme broadened the horizons of them; granting them a deeper understanding of the department store industry, internal management, operations and work flow of an enterprise, therefore greatly enhanced their competitiveness.



Field trip to Tokyo, Japan for management team

On 19 March 2010, management officers from middle to senior positions of New World Department Store had participated in a four day field trip to department stores in Tokyo. Aiming at studying Japan department stores in a systematic and comprehensive aspect, the field trip reinforced the Group's customer-oriented operation mode and specialized marketing research. With tight schedule, the management visited 0101 and 109 department stores which symbolize youth, trend and change; as well as Isetan and Mitsukoshi representing elegance, classics, and unique services, fostering exchange of insights into operational opportunities and challenges of department stores in the two countries.

Field trip to Korea for "Happy Cashier Ambassadors"

On 9 March, 2010, 33 cashiers of New World Department Store who had been excellent at their jobs were rewarded a 4-day trip to Seoul. Ambassadors experienced the genuine VIP services and meticulous customer services and learned the concepts of quality services during the visit. The event had successfully improved the quality of customer services provided by our staff.

Value the health of our staff

The Group organizes different leisure activities and contests including tug-of-war, ping pong, badminton, birthday parties, sports games, travels, etc. These activities help improve the sense of belongings of our staff as well as promoting physical and mental well-being during spare time.





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HONOURS

In the year under review, with customer-oriented services and unique quality commodities, the Group has won recognitions from government and social organizations. Awards from different fields have proven the Group's endless pursuits of excellence.

Accredited as "Asia's 200 Best Under a Billion" by Forbes Magazine

New World Department Store was accredited as "Asia's 200 Best Under a Billion" by renowned international financial magazine, Forbes, for 2 consecutive years. The 2009 Forbes' "Asia's 200 Best Under A Billion" were culled from among 25,326 listed companies with sales under USD \$1 billion in Asia Pacific region, considering their profitability, growth, modest indebtedness and future prospects. Cited by Forbes Magazine, the unprecedented dislocations in the global economy disrupted supply chains, froze lines of credit and depleted consumer coffers, with a result of only a third of last year's shortlisted companies left in the list this year testifying their fearless management and persistence in exercising the exceptional operational capability.



Recognized as "2009/10 Caring Company"

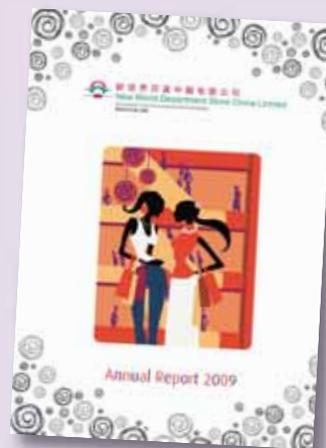
The Group has been recognized as one of the 2009/10 Caring Companies for its efforts in caring for the community and commitments to corporate citizenship. New World Department Store practices the spirit of "give-and-take" in the community, thus it is dedicated to work on environmental conservation and charitable initiatives, supporting activities for the benefits of the community.

Accredited as "The Credible Enterprise of China" Programme 2009-2011

The Group was accredited as "The Credible Enterprise of China" by China Enterprise Reputation & Credibility Association (Overseas) in 2009-2011. The accreditation reassured the Group's excellence and achievements in marketing, consumers' rights protection, products and services quality, corporate governance, building sound financial strength and formulating sound investor relations and human resources policies as well as promoting corporate image.

The NWDS FY2009 Annual Report won numerous awards

Category	Prize
International Mercury Awards — "Best of Design: Annual Report"	Grand Award
International Mercury Awards — "Annual Report: Overall Presentation: Department Store"	Gold Award
International Mercury Awards — "Annual Report Interior: Design — Between 130 to 200 Pages"	Gold Award
International Mercury Awards — "Annual Report: Cover Design — Abstract / Graphics"	Honour Award
2010 Astrid Awards — "Annual Report: Corporations — Between 101 to 200 Pages"	Sliver Award
2010 Astrid Awards — "Annual Report: Photography"	Bronze Award
LACP's 2009 Vision Awards — "Annual Report: Retail Industry"	Bronze Award
2010 International ARC Awards — "Overall Annual Report: Retail: Department & Convenient Store"	Bronze Award



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Region	Department Store	Award
Northeastern China Region	Harbin Store	<ul style="list-style-type: none"> Advanced Individual on Comprehensive Management of Social Security in 2009 Advanced Group on Comprehensive Management of Social Security in 2009 Advanced Individual Award Advanced Enterprise Award Jin Din Department Store Harbin Commercial Service Excellent Technique Competition: Champion in "Serving in English" Harbin Commercial Service Excellent Technique Competition: 1st runner-up in "Serving in Russian" Harbin Commercial Service Excellent Technique Competition: 1st runner-up in "Mix & Match of clothing" Best Organization of Harbin Quality Commercial Service Month in 2009
	Shenyang Nanjing Street Branch Store	<ul style="list-style-type: none"> Consumer Harmonious Demonstration Unit in 2009 Advanced Unit on Consumer Rights in 2009 Relieved Consumption Enterprise Ideal Brands Among Shenyang Consumers in 2009 Great Contribution to the Growth of He Ping District in 2009
	Shenyang Zhonghua Road Branch Store	<ul style="list-style-type: none"> Consumer Harmonious Demonstration Unit in 2009 Advanced Unit on Consumer Right in 2009 Named as Confident Consumption Enterprise of "Hundreds of Enterprises Thanksgiving Day Campaign in Shenyang" 2nd runner-up of "Zhong Xing Cup", Consumer Right Competition in Shenyang "Executive Unit" of Department Store Industry Association of Shenyang in 2010. "Outstanding organization Unit" of Outstanding Commercial Services Store Manager of Shenyang in 2010. "Outstanding Unit" of 4th "Yinlian Cup" Cashier Competition of Business Services in Liaoning
	Dalian Store	<ul style="list-style-type: none"> Advanced Unit on Keeping Social Stability and Peace in 2009
	Anshan Store	<ul style="list-style-type: none"> Caring Enterprise
Northern China Region	Beijing Store	<ul style="list-style-type: none"> Outstanding Unit of Chongwen District in 2nd National Economic Census Outstanding Individual on Beijing Grain Warehouse Clearing and Inventory Taking in 2009 Top 50 Enterprises in Chongwen District in 2009
	Beijing Trendy Store	<ul style="list-style-type: none"> Protection Duties Performed on National Day – Contribution Award Awarded with a flag of "Maintain High - Level Security for Celebrating the National Day" Awarded the Volunteer Certificate and Medal of "Celebration of the 60th Anniversary of the People's Republic of China" Advanced Unit of Trendsetting Civility for Upcoming National Day in Chaoyang District Fire Safety Advanced Unit in 2009
	Beijing Liying Store	<ul style="list-style-type: none"> Title of Green Channel for Fast Consumers' Disputes Settlement "Group 2nd Runner-up Honour" of Beijing Security Bureau Outstanding Individual on Internal Security Work of Enterprises and Institutes
	Tianjin Store	<ul style="list-style-type: none"> Meritorious Enterprise, Star Enterprise and Key Enterprise in Nankai District in 2009 Named as 2009 Price Integrity Unit
	Lanzhou Store	<ul style="list-style-type: none"> Role Model of Hassle-free Credi-card Transaction Countrywide
Central China Region	Wuhan Store	<ul style="list-style-type: none"> Outstanding Tax Contribution Enterprise in Jiangnan District in 2009 Union Assessment Focus Advanced Unit in the City in 2009 Role Model of Hassle-free Credit-card Transaction in 2009 Advanced Group in Safeguarding Municipal Economy in 2009 Advanced Individual Award in Safeguarding Municipal Economy in 2009 Outstanding Individual on Social Fire Protection in 2009 Liaison Station and Model Station for 12315 Consumers' Right Protection
	Wuhan Trendy Plaza	<ul style="list-style-type: none"> The Best Labor and Social Security Business Ethics Employer Award in 2009
	Wuhan Wuchang Branch Store	<ul style="list-style-type: none"> Outstanding Salesperson (Service)
	Wuhan Qiaokou Branch Store	<ul style="list-style-type: none"> Outstanding Enterprise on Tax-paying in Qiaokou District in Wuhan City in 2009



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Region	Department Store	Award
	Wuhan Xudong Branch Store	<ul style="list-style-type: none"> Best of the Law-abiding and Integrity Unit of Labour and Social Security in Wuhan City in 2009 Advanced Security Unit 2010 Law-abiding and Honest Unit on Employing of Labour and Social Security in Wuhan City in 2009
	Wuhan Hanyang Branch Store	<ul style="list-style-type: none"> Product Quality Voluntary Supervisor
	Changsha Trendy Plaza	<ul style="list-style-type: none"> "Top Ten" Store Outstanding Unit Advanced Unit on Consumption Festival Excellence Merchant of Bank of China in 2009
Eastern China Region	Shanghai Huaihai Branch Store	<ul style="list-style-type: none"> Role Model (Enterprise) of Operate with Honesty in Shanghai Model Unit of Public Signs Standardization for World Expo Program in Luwan District Qualified Unit of "Good Public Hygiene for World Expo" Campaign in Luwan District
	Shanghai Xinning Branch Store	<ul style="list-style-type: none"> Model business with Card Accessibility Outstanding Individual on Social Fire Protection in Huayang in 2009
	Shanghai Hongkou Branch Store	<ul style="list-style-type: none"> Excellent Service for Welcoming World Expo
	Shanghai Changning Branch Store	<ul style="list-style-type: none"> Model business With Card Accessibility
	Shanghai Wujiaochang Branch Store	<ul style="list-style-type: none"> Creative Group in Teenage Civilization for upcoming Shanghai Expo Role Model (Enterprise) of Operate with Honesty in Shanghai
	Shanghai Qibao Branch Store	<ul style="list-style-type: none"> Outstanding Individual Honor on Fire Prevention Law
	Shanghai Baoshan Branch Store	<ul style="list-style-type: none"> Model Unit on Fire Prevention Management awarded by Shen Xin Group in Baoshan District
	Wuxi Store	<ul style="list-style-type: none"> Women of Civilization Best Overseas Chinese ventures or Hong Kong-invested Enterprises in Wuxi
	Ningbo Trendy Store	<ul style="list-style-type: none"> Best Organizer of Ningbo Shopping Festival in 2009
	Ningbo Store	<ul style="list-style-type: none"> Harmonious Enterprise Major Enterprise Advanced Enterprise in Ningbo Commerce and Trade System in 2009
	Nanjing Store	<ul style="list-style-type: none"> Title of Consumer Compliant Station awarded by Nanjing Consumer Council
	Taizhou Store	<ul style="list-style-type: none"> Best Security Guard in Taizhou Economic Development Zone in 2009 Outfit Donator Honor
Southwestern China Region	Kunming Store	<ul style="list-style-type: none"> Award for Labour Union Duties and Tasks Accomplished in 2009 Advanced Individual Award on Fire Control in 2009
	Chongqing Store	<ul style="list-style-type: none"> 2nd runner-up (Group) of the "2009 Chongqing Retail Service Technique Competition" Chongqing Retail Service Technique Competition: Champion of "Banknote Counting" in 2009 Chongqing Retail Service Technique Competition: 3rd runner-up of "Mix & Match of Clothings" in 2009 Chongqing Retail Service Technique Competition: 5th runner-up of "Costume Promotion" in 2009
	Chengdu Store	<ul style="list-style-type: none"> 2nd runner-up in Group and Individual categories of "The 4th Sichuan "Yin Lian Bei" Cashier of Designated Merchants and Banking Knowledge Competition" Outstanding Tax Contribution Enterprise in 2009