

Support of “Create a New World for Children” Corporate Alliance Campaign by Business Units of the New World Group

| Business Units | Ways of Support |
|---|--|
| New World Group | <ul style="list-style-type: none"> ● Encourage staff of the Group to make a donation to UNICEF and participate in its monthly donation programme |
| New World China Land Limited | <ul style="list-style-type: none"> ● Organize “Walk for a New World for Children” Hong Kong-Shenzhen cross-border Charity Walkathon” in September, 2003 ● Organize charity sale of Easter eggs in April, 2004 ● Property projects in China to launch charity activities in support of UNICEF |
| Grand Hyatt Hong Kong | <ul style="list-style-type: none"> ● Place in guest rooms a donation envelop for guests to make a donation to UNICEF ● Put UNICEF posters on staff canteen’s notice board to help promote its charity activities among staff |
| New World Renaissance Hotel Renaissance Harbour View Hotel | <ul style="list-style-type: none"> ● Place in guest rooms a donation envelop for guests to make a donation to UNICEF ● Place a UNICEF donation box at the hotel lobby for collecting donation from guests ● Put UNICEF posters on staff canteen’s notice board to help promote its charity activities among staff |
| New World First Ferry & New World First Ferry (Macau) | <ul style="list-style-type: none"> ● Donate 10% net proceeds of model retail sales at New World First Ferry Customer Service Centre. ● Place UNICEF donation box on board New World First Ferry (Macau)’s catamarans for collecting coins and changes from commuters. ● Encourage staff to join fund raising activities, publicity channels including staff newsletter. |

| | |
|---|---|
| <p>New World First Bus Citybus</p> | <ul style="list-style-type: none"> ● Donate 10% net surplus of bus model retail sale at the Customer Service Centre. <ul style="list-style-type: none"> - including the 10% net surplus generated from a special bus model retail sale for the NWFB 5th anniversary mega sale in September 2003 ● Place a UNICEF donation box at the customer service centre for collecting the coins and changes from commuters. NWFB will also donate foreign coins and exchanges collected from the coin box of the fleets of New World First Bus and Citybus to the UNICEF. ● Encourage staff to join fund raising activities, publicity channels including staff newsletter and company Intranet |
| <p>Urban Property Management Limited</p> | <ul style="list-style-type: none"> ● Place donation boxes at its property management offices throughout Hong Kong |
| <p>New World Telecom</p> | <ul style="list-style-type: none"> ● Promote charity events to staff and customers through <ul style="list-style-type: none"> - corporate and staff eNewsletters - direct mailing - corporate website - broadband portals |
| <p>New World China Enterprises Projects Limited</p> | <ul style="list-style-type: none"> ● Partner with manufacturers of children’s health food products and medicine to organize promotion activities for charity. Part of the sales revenue will be donated to UNICEF. ● Place donation boxes in Fulintang’s retail outlets in Mainland China and Hong Kong |
| <p>New World Department Store</p> | <ul style="list-style-type: none"> ● Place donation box in outlets in Mainland China and Hong Kong to enable customers to donate their changes at check-out points ● Encourage customers to make donation by: <ul style="list-style-type: none"> - requesting cashiers to put a UNICEF leaflet in the customer’s shopping bag after check-out - inserting UNICEF leaflets in VIP mail and customer magazines ● Encourage outlets to use “donation to UNICEF” as the charity element for their promotion activities |
| <p>AOS Management Limited</p> | <ul style="list-style-type: none"> ● Place donation boxes at the Avenue of Stars to enable visitors to donate their changes |

More business units of the New World Group will announce their ways to support this corporate alliance campaign once confirmed.