

Press Release

## Everbright and China Everbright Charitable Foundation named Caring Company and Caring Organisation

On 1 March 2011, Everbright and the China Everbright Charitable Foundation were respectively awarded Caring Company and Caring Organisation for the year 2010/2011, after being nominated by The Caritas Family Crisis Support Centre. Launched by the Hong Kong Council of Social Service in 2002, the Caring Company Scheme aims to award and commend Hong Kong organizations for their contributions to corporate social responsibility and social cohesion. Sir Donald Tsang, Chief Executive of HKSAR, is its Honourable Patron. It is one of the most influential charity platforms in Hong Kong.



As a financial corporation listed in Hong Kong, Everbright has actively performed CSR duties in recent years. In addition to donating more than HK\$2.3 million for the earthquake relief in Wenchuan and Qinghai, it provides assistance to impoverished regions in mainland China every year. As part of its continued charity efforts, Everbright has established charitable foundation in Hong Kong. In 2009, the China Everbright Charitable Foundation started to jointly operate with The Caritas Family Crisis Support Centre the "Everbright Project", which provides life planning and emotional support services for middle-income individuals. This is the first charity program in Hong Kong that targets the middle-income group. In accordance with the Everbright's brand philosophy of "Making Wealth Simple", the program promotes the life attitude of "Making Life Simple". Through its website, group activities and seminars, the program promotes a simple lifestyle that emphasizes balance of body and mind. After one year, the project now has over 200 members with a diversified range of services.

The awards are a recognition of Everbright's charity and community efforts. As it continues its business development, Everbright will continue to work with charities



and establish long-term mechanisms for employee and environmental care.