



## SUPPORTING OUR COMMUNITY

Henderson Land is committed to a diverse range of corporate social responsibility activities every year. In partnership with government, community bodies, employees and society, the Group sponsors and supports major events that it believes contribute to and engage local communities.

Among these initiatives is its role as sponsor of Hong Kong's annual New Year's Eve countdown event when millions of spectators and television viewers enjoy the spectacular pyrotechnic displays that are launched from the roof of the Group's Two ifc building.

# Corporate Social Responsibility

Henderson Land continues to adopt and integrate best practices of corporate social responsibility into its operations, reconciling its business objectives with sustainable growth and social prosperity. The Group recognizes its impact on the community at all levels and works to maximize the economic, social and environmental benefits it brings. During the year, the Group again made significant contributions to supporting meaningful causes and encouraged its employees to extend their help and support to the underprivileged and needy.

## Major Community Events

The Group was honoured to support the Hong Kong 2009 East Asian Games as a Diamond Partner. This was the first time that this large-scale international multi-sport event had taken place in Hong Kong. Henderson Land's two year endorsement was tied into the HKSAR Government's promotional campaign to raise public awareness of the Games. The Group contributed HK\$5 million in total to support a range of territory-wide activities in the run up to and during the Games. Key initiatives in which the Group participated included a two-phased city dress-up programme, large-scale outdoor billboard advertising and in-mall promotions, live broadcasts of the opening ceremony at the Group's Metro City Plaza and free tickets to the Games for purchasers of designated Henderson Land residential properties.



*Ms Bonnie Ngan, General Manager of Corporate Communications Department, attended the Victory Ceremony of the 2009 East Asian Games swimming event at Kowloon Park on 8 December, and presented the medal to the winner.*

For the third year in succession, the Group again sponsored the main Hong Kong New Year's Eve countdown event. Organized by the Hong Kong Tourism Board, this celebration have become a signature event for the territory, attracting over 400,000 local

and overseas spectators, and receiving substantial coverage in both local and overseas media. The spectacular pyrotechnic display on Two ifc reinforced the ifc's role as the centerpiece of the Hong Kong cityscape.

## Arts and Culture



*The Venus de Milo sculpture, one of the famous replica pieces on display*

The Group's support of interesting community arts and cultural activities was highlighted during the year by its sponsorship of a travelling exhibition from France's Musée du Louvre. The 'Sculptures in Movement – Asian Tour' 2009/2010 exhibition comprises eighteen replica sculptures from the Louvre's 'Touching Exhibition', which was originally conceived as a way to introduce art to the visually impaired. The works on show comprise copies of some of the Louvre's most famous pieces including the 'Venus de Milo', the 'Borghese Gladiator' and 'The Rebel Slave'. The Asian Tour started off in Taipei and Kaohsiung in early 2009 and travelled to Beijing, Fuzhou and Wuhan later in the year. It proved to be extremely popular among both the visually impaired and the 'seeing' public. It is planned that the next leg of the Asian Tour will take place at the Group's prestigious new landmark development in Beijing, the

## Corporate Social Responsibility

World Financial Centre, to coincide with celebrations for its grand opening. The Tour will conclude after that in Hong Kong.

During the year the Group participated in Ta Kung Pao's photographic exhibition to celebrate the 60th Anniversary of the founding of the People's Republic of China. The Group sponsored a supplement in the newspaper and exhibition panels that illustrated Dr Lee's philanthropic contribution to mainland China. The photographic exhibition also highlighted Henderson Land's significant contributions to the economic development of mainland China through its business activities, knowledge transfer and job creation. The exhibition was held in Beijing, Hong Kong and Macau.

The Group's involvement in other arts and cultural activities during the year included sponsorship of the 2009/2010 Central & Western District Tourism Festival and the Chinese Opera District Competition 2009.

### Education and Environmental Education

Since 2006, Henderson Land has been an active supporter of Summerbridge Hong Kong, a non-profit tuition-free, summer and after-school enrichment programme that helps financially disadvantaged young students strengthen their English and leadership skills, build their self-confidence and view learning as a life long process. The programme has been very successful, with Summerbridge students consistently attaining higher-than-average scores in English Language examinations. The number of beneficiaries has increased with 900 students and 360 teachers participating from 2009 – 2011.

Henderson Land understands the importance of environmental education and is involved in several ongoing initiatives to promote greater awareness of sustainability and related issues. Since 2006 the



*Mr Lee Ka Kit, Vice Chairman, attended the launch ceremony and received a souvenir from Mr Li Gang, Deputy Director of the Liaison Office of the Central People's Government in the HKSAR.*

Group has been a title sponsor of the Green Power Hike, organized by Green Power, which has continuously raised awareness among the community for the need to be good environmental stewards. For this year's Hike, a team of over 100 participants and supporters of Henderson Land and its subsidiaries and associates participated in the event.

The Group's support of the Agriculture, Fisheries and Conservation Department Corporate Afforestation Scheme is in its third year. In partnership with Friends of the Earth, Henderson Land has been restoring two hectares of woodland at Ma On Kong in Tai Lam Country Park, after it was destroyed by hill fires. In May 2009, the Group arranged a staff activity at the site with around 70 staff and their family members helping to replant seedlings as well as to weed and fertilize the area. The seedlings have grown satisfactorily and have helped to achieve an overall growth rate of about 75%.

Henderson Land was a sponsor of another conservation initiative, the Power Smart Contest 2009, organized by Friends of the Earth. The event took place over the summer months and aimed to promote community energy conservation by reducing emissions



*Summerbridge students participating in a group project*



*Henderson Land has been a title sponsor of Green Power Hike since 2006*

# Corporate Social Responsibility

of air pollution and carbon dioxide through the most direct and cost effective method – cutting down electricity consumption. The campaign aimed to accomplish 12,000,000 kWh in electricity savings, but actually achieved 20,172,248 kWh, more than 70% above the original target. Henderson Land supplemented its monetary support with the distribution of posters and leaflets at some of the Group's shopping malls and properties so as to raise public awareness. The Group's property management subsidiary, Hang Yick Properties Management Limited, achieved the award of 1st Runner-up of the "Biggest Unit Saver Award".

In another energy saving awareness initiative, the Group participated in the "Dim It, Brighten Up" Campaign. Co-organized by Friends of the Earth and The International Year of Astronomy 2009 Hong Kong League, the campaign aimed to mobilize public support for turning lights off and raising awareness of the issue of light pollution. Exterior lighting and neon signage at the Group's properties, including Two ifc, was turned off for two hours one night.

Henderson Land and its associated company, Hong Kong and China Gas, donated a total of HK\$100,000 to sponsor Earth Hour 2009, a global climate change initiative that was first established in 2007 by World Wide Fund for Nature. In addition to its sponsorship, the Group demonstrated its support by extinguishing all lights at head office for one hour, and encouraging its business partners, tenants and staff to join the event. Other Group associates and subsidiaries and many of the properties under management also supported the initiative by turning off non-urgent lighting system and outdoor advertising billboards.

## Community and Charitable Causes

As a dedicated corporate citizen Henderson Land was extremely active on many fronts to help community and charitable causes during the year.

The Group committed to be a Diamond Sponsor for two consecutive years for the Tsuen Wan Festival Lightings. Organized by Tsuen Wan District Office, the festival is a showcase for District's vibrancy and prosperity. The theme of 2009/2010 event was the Hong Kong 2009 East Asian Games.

Henderson Land's other community initiatives during the year included major donations to support Standard Chartered Bank's "Seeing is Believing" charity campaign, a charity movie premiere in support of Care for the Central & Western District Community, Rabobank Christmas Can Food Tree program to supply food to those less fortunate by St. James' Settlement. The Group also broadcast anti-drug videos at its shopping malls.



*Mr Augustine Wong, General Manager, Property Development Department of Henderson Land, joined the Summit as a panel speaker, sharing his views on prospects for the property sector.*

## Industry Related Activities

For five consecutive years, the Group has acted as Venue Sponsor of the Hong Kong Economic Summit, a highly influential annual event in the finance sector. Jointly organized by Metro Finance and Hong Kong Exchanges and Clearing Limited, the event involved over 300 political and business leaders, financial professionals and economists who gathered at the Grand Ballroom, Four Seasons Hotel Hong Kong to exchange views and share their visions on the economic landscape in the wake of the global financial downturn.

As part of its commitment to the sharing best practice and promoting increased cooperation across the sector, Henderson Land actively supported a wide range of conferences and events during the year. These included the Hong Kong Institute of Planners' 30th Anniversary Conference, Hong Kong Institute of Surveyors' 25th Anniversary Celebrations, Hong Kong Institute of Surveyors' Building Surveyor Conference 2009, Hong Kong Institute of Surveyors' Young Surveyor Award, Council of Asian Shopping Centres Conference 2009, 2009 Flag Selling Day of the Association for the Rights of Industrial Accident Victims, Cross Strait Tax Conference, Hong Kong Institute of Surveyors' Building Surveyor Conference 2008, Hong Kong Institute of Architects - Conference & Annual Ball 2008, and the Young Surveyors Group Annual Dinner 2008.

Henderson Land again received a number of honours for its CSR activities this year. These included the "Caring Company" award from the Hong Kong Council of Social Service, "National Enterprise Environmental Achievement Award 2008 – 2009" presented by Hong Kong Environmental Protection Association, "Gold Award (Property Developer category)" in Reader's Digest Trusted Brands 2009, "Hong Kong Outstanding Enterprises (Blue Chip)" in Hong Kong Outstanding Enterprises Parade 2008 awarded by Economic Digest, and "2009 Top 20 Enterprises Award (Hong Kong Region)" awarded by Yazhou Zhoukan.