

CORPORATE SOCIAL RESPONSIBILITY REPORT

As the largest independent local bank in Hong Kong, we pride ourselves on our long-standing commitment to the well-being of our employees and the community at large. In this Report, we highlight many of the initiatives undertaken by the BEA Group over the past year to enhance the workplace environment, promote community spirit and create new opportunities in the communities we serve.

THE BANK OF EAST ASIA

Employees

With a workforce of over 10,500, we view our employees as our most important asset. We encourage a healthy work-life balance, in order that all staff members find time to develop their physical and mental health, and pursue interests outside the workplace. Further, we constantly benchmark staff compensation and benefits against the market, so as to ensure that our employees are rewarded fairly for their efforts.

Family-friendly Employment and Benefit Policy

In line with the Bank's policy to promote work-life balance, all staff members – except those with specific job responsibilities – enjoy a five-day work week. Comprehensive hospitalisation and outpatient medical benefits are provided. We also offer flexible maternity leave and compassionate leave, making the Bank a family-friendly workplace. We also provide financial relief and personal assistance in cases of genuine need.

Staff Relations

The Bank's Employee Assistance Programme provides timely help in the event that work or outside pressures become too great, including a hotline, e-mail consultation, counselling and psychological consultation, management consultation, advice on stress management and other wellness programmes.

BEA supports life-long learning, both in-house and through extra-curricular activities. We operate a staff

library with a comprehensive range of reading materials, including professional development reference materials and self-help books on subjects such as emotional well-being, positive attitude and family relations management. These materials are available to staff members and their families for loan.

The Bank takes a proactive stand against potential health risks, including most recently Avian Flu and Human Swine Influenza ("Swine Flu"). During the past year, a series of precautionary measures were implemented to cope with a potential flu pandemic, aiming to protect the health of our employees and minimise the opportunity for disease to spread through the workplace. The Bank conducted regular health seminars to raise awareness about the risk of pandemic diseases. Prior to the flu season, an Influenza Vaccination Assistance Programme was launched to enable staff members to obtain a vaccination on a voluntary basis at a discounted rate.

Staff Sports and Recreational Club

We have a very active programme of recreational activities for our staff members. Family outings, hiking, movie nights, ball games, and kickboxing classes are at the top of the popularity list. A gymnasium is available at BEA Tower in Kwun Tong for use by staff members during their free time. Further, a multifunction room is open at lunchtime, where TV, newspapers, magazines and table tennis are available. The room may also be used for health and fitness courses and interest classes at other times.



企業責任報告

本行為全港最大的獨立本地銀行，一直以能夠實踐對本行員工及締造社會福祉的長遠承諾而自豪。本報告摘錄東亞銀行集團過去一年在改善工作環境、提升社會支援及精神，以及在我們服務的社區創造更多新機會等各方面所作的計劃和貢獻。

東亞銀行

僱員

本行現聘用逾 10,500 名員工。我們重視人才，更視員工為最重要的資產。我們鼓勵僱員能平衡工作和生活，保持身心健康，並積極發展工餘嗜好。此外，我們定期參考市場的僱員薪酬方案，以確保為僱員提供合理的薪酬。

家庭事業兼顧的工作模式和薪酬政策

本行致力推行有關僱員工作與生活平衡的政策，因此除個別負責特定工種的員工外，本行全體職員均實行 5 天工作制。所有僱員均享有住院及門診醫療福利；同時，本行也為僱員提供產假及喪假，力求讓員工能夠兼顧家庭關係。如員工有確切需要，本行也會為他們提供財務及個人支援。

僱員關係

本行設有「僱員輔助計劃」，為在工作或外間遭受壓力的員工提供適時的協助，包括熱線服務、電郵諮詢、專業心理輔導、管理諮詢、協助壓力處理及其他康健訓練計劃等。

本行透過內部舉辦和與工作相關的外間活動，致力提倡終生學習。本行設立的員工圖書館備有多種閱讀資料，包括個人專業發展之參考資料和提升自我的書籍，如情緒控制、積極生活態度，以及和諧家庭關係管理等。此等材料均可供員工及其家人借用。

對可能危害員工健康的潛在疾病，包括近期的禽流感及人類豬型流感，我們採取了積極防範措施。2009 年，本行進行了一連串的預防措施，以應付可能爆發的流感疾病，此舉旨在保障員工健康，並減低疾病在工作間傳播的機會。我們定期舉辦健康講座，藉以提升員工防範流感病傳播的意識。在流感高峰前期，本行推出了「流行感冒疫苗協助計劃」，為有意注射流行感冒疫苗的員工提供折扣優惠，方便其進行注射。

員工康體會

本行為職員提供非常多元化的康樂活動，例如：家庭郊遊、遠足、電影欣賞、各項球類活動和拳擊班等，均是大受員工歡迎的項目。同時，本行位於觀塘的東亞銀行中心設有健身房，讓員工在工餘時間使用，以提升體能。另外，多用途活動室於午飯時間開放，該處備有電視、報紙、雜誌及乒乓球活動設施等。多用途活動室於其他時段也用作其他康體課程和興趣小組的活動場地。



Recreational activities are organised regularly to encourage a healthy work-life balance among staff members.

本行定期舉辦不同的康體活動，鼓勵僱員能平衡工作和生活。



CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

Those who prefer to relax outdoors can take advantage of the landscaped roof garden at BEA Tower, which provides a perfect venue for staff members to relax and mingle after a busy day of work.

Staff who wish to improve their health and physical fitness can take advantage of our health seminars and special-interest classes, such as fat-burning training, Yeung's *Tai Chi*, line dance and belly dance.

In addition, we have formed three corporate sports teams that participate in matches with other corporations.

These matches promote a positive image of the Bank, and generate a deeper camaraderie among Bank staff.

Community

The Bank is committed to supporting the communities in which we are active.

Charity and Sponsorship

We are a long-standing supporter of the Community Chest of Hong Kong ("the Chest"), and have received the

President's Award for many years in a row. Staff members give generously of their time to participate in the Chest's programmes, such as Corporate and Employee Contribution Programme, Walk for Millions and Dress Special Day, etc.

Among the community projects and events that BEA has supported this year are: "Children's Storytelling Competition", hosted by The Boys' and Girls' Clubs Association of Hong Kong; "Hike for Hospice", organised by The Society for the Promotion of Hospice Care; "The 6th FHS Charity Walkathon", held by the Fu Hong Society; "2009 Haven of Hope Fundraising Golf Tournament", organised by Haven of Hope Christian Service; and the Mai Po Nature Reserve, under the direction of the WWF Hong Kong. We also sponsored the Social Enterprises Summit 2009, which was hosted by The Hong Kong Policy Research Foundation Limited, and supported the People's Food Bank and other charity projects run by St. James' Settlement.



A long-standing supporter of the Community Chest of Hong Kong, the Bank received a number of prestigious awards for its contributions throughout the year.

本行多年來一直支持香港公益金，年內榮獲多個獎項，表揚本行卓越貢獻。



如欲在戶外休憩的職員，更可往東亞銀行中心頂層，利用空中花園的設施，該處置有精心設計的綠化園藝，是職員在工餘時一洗工作疲累，及與其他同事暢聚的理想去處。

員工如希望保持健康的體魄，可以參加員工康體會舉辦的健康講座和特別興趣班，例如纖體訓練班、楊家太極班、排排舞班及肚皮舞班等。

此外，本行成立了3支球隊代表本行參與外界比賽，與其他機構球隊交流切磋。

有關的比賽活動為本行建立良好形象，同時有助提高員工士氣，強化團隊精神。

社會

本行積極參與業務所在地區的社會事務。

慈善捐獻與贊助

本行在過去多年一直支持香港公益金，並屢獲「公益榮譽獎」。員工也無私奉獻一己時間，積極參與公益金的慈善活動，如「商業及僱員募捐計劃」、「公益金百萬行」和「公益服飾日」等。

在2009年，本行捐款贊助了多家慈善和社會團體舉辦的活動，包括：香港小童群益會主辦的「全港兒童故事演講比賽」、善寧會的「登山善行2009」、扶康會舉行的第六屆「甜蜜心連心」步行籌款、基督教靈實協會的「2009靈實高爾夫球慈善賽」，以及世界自然基金會香港分會關於「米埔自然保護區」等多個活動。我們又積極支持由香港政策研究基金有限公司主辦的「2009社企民間高峰會」，並贊助由聖雅各福群會主辦的「眾膳坊」及其他慈善計劃。



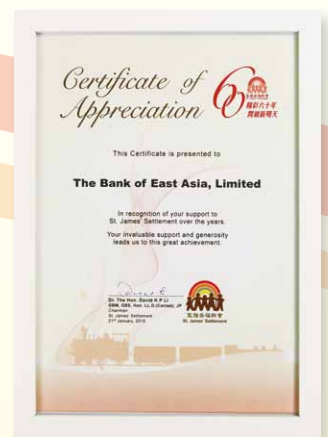
The Bank received a certificate from The Boys' and Girls' Clubs Association of Hong Kong in recognition of its sponsorship of the "Children's Storytelling Competition".

本行贊助香港小童群益會主辦的「全港兒童故事演講比賽」，獲該會頒發感謝狀。



The Bank received a certificate of appreciation from St. James' Settlement as part of the agency's 60th Anniversary celebrations.

本行獲聖雅各福群會頒發感謝狀，頒發獎狀乃該會誌慶60周年活動的一部份。



CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

In addition, the Bank continues to support the annual fundraising campaigns of Yan Chai Hospital, Po Leung Kuk, Hong Kong Red Cross, Senior Citizen Home Safety Association, and many more.

Arts and Culture

The Bank is an active sponsor of various arts and cultural events, such as Le French May of The Association Culturelle France – Hong Kong Ltd, and the Hong Kong Arts Festival, a highlight of the cultural calendar each year.

Support for Professional Organisations

The Bank is a frequent sponsor of and participant in seminars and conferences organised by local professional bodies, such as the Hong Kong Institute of Bankers and the Hong Kong Management Association. Many of our senior staff members also serve on committees and working groups of professional and government bodies to provide advice and contribute ideas to the industry and the society at large.

Support for Youth

Each year, the Bank provides internship, work attachment and company visit opportunities for local and overseas secondary and undergraduate students. In addition, we provide various scholarships for students in the wider community. The Bank also supports The Friends of Cambridge University in Hong Kong Limited, which offers scholarships to local students who wish to pursue an undergraduate degree at The University of Cambridge. In the year 2009, the Bank also acted as the title sponsor for “The Bank of East Asia International English Contest (Hong Kong)”.

BEA Volunteering Day

In December 2009, the Bank organised a community care event in association with Helping Hand, and provided an opportunity for staff members to participate in volunteer work. The volunteer team hosted a Christmas party at Helping Hand’s centre at Siu Sai Wan Jockey Club Housing for the Elderly in mid-December 2009, during which foodstuffs and daily personal care products donated by staff were presented as gifts. The residents were joined by some 100 senior citizens from Siu Sai Wan Estate, who also received Christmas gifts from the Bank.



The Bank supported various arts and cultural events in Hong Kong, including the Finale of the 2009 Hong Kong Arts Festival.

2009年，本行贊助了不少文化康樂活動，包括香港藝術節的閉幕演出。



The Bank acted as the title sponsor of “The Bank of East Asia International English Contest (Hong Kong)”.

本行贊助「東亞銀行國際英語大賽(香港)」，為該比賽的冠名贊助機構。



此外，我們繼續支持仁濟醫院、保良局、香港紅十字會、長者家居服務協會等多個慈善團體每年舉辦的籌募經費活動。

文化藝術

2009年，本行贊助的文化康樂活動包括 The Association Culturelle France – Hong Kong Ltd 主辦的「法國五月」，以及每年一度的本地文化盛事——香港藝術節的閉幕演出。

贊助專業團體

我們也贊助多個專業團體並積極參加其活動，例如香港銀行學會和香港管理專業協會等，藉此推廣專業目標和提升本港的業界標準。同時，本行多名高層人員更參與各個專業學會和政府機構的委員會及工作小組的工作，以提供意見及建議。

支持年青人

本行每年均為本地及海外大學及中學學生提供實習機會，或安排公司探訪，讓學生加深對銀行和金融業的瞭解。同時，我們為本地大學或專業團體提供多個獎學金予成績優異的學生，以茲鼓勵。東亞銀行也積極支持劍橋之友香港有限公司，該會一直為有志攻讀劍橋大學的本地學生提供獎學金。2009年，本行以「東亞銀行國際英語大賽(香港)」之名提供贊助經費，成為該比賽的冠名贊助機構。

東亞銀行義工日

2009年12月，東亞銀行與伸手助人協會合作，組織了一項關愛社區活動，並組成職員義工隊參與此項公益活動。義工隊在去年12月中旬探訪了「小西灣賽馬會老人之家」，為長者舉行聖誕聯歡會，並派發由東亞銀行員工送出的食物與日常用品作聖誕禮物。義工隊也探訪了同住該區之其他百多位獨居長者，同時送出禮物，與眾多長者共度有意義的一天。

The Bank's volunteer team hosted a Christmas party at Helping Hand's centre at Siu Sai Wan Jockey Club Housing for the Elderly.

本行的管理層人員與員工組成「愛心大使」，探訪伸手助人協會轄下的小西灣賽馬會老人之家，與一眾長者同賀聖誕佳節。



CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

Disaster Relief

The Bank also responds when sudden tragedy strikes. To assist those affected by Typhoon Morakot in Taiwan in August 2009, the Bank made a donation of NTD2,000,000 to the Ministry of the Interior of Taiwan.

Being a Caring Company

Bank staff were active in a range of other community programmes. These included "Bank Cup of the 16th Green Power Hike", organised by Green Power; "The 4th Hong Kong & Macau O! Day", organised by The Salvation Army; UNICEF Charity Run 2009, and many more. In recognition of our efforts, the Bank was named a "Caring Company" by The Hong Kong Council of Social Service in 2009 for the sixth consecutive year.

Environment

The Bank is committed to conducting business in an environmentally responsible manner. We endeavour to identify potential impacts on the environment and energy conservation opportunities in order to incorporate green elements in all areas of our operations.

Participation in Environmental Protection Initiatives

The Bank actively co-operates with other organisations in order to promote green initiatives. For example, we have joined the Climate Change Business Forum ("CCBF") as a Gold Member. CCBF, which is an initiative of the Business Environment Council, provides a unique platform for Hong Kong business leaders to discuss the impact of climate change and the policies and regulations required to promote more responsible and sustainable development.



The Bank was recognised for its donation to the Ministry of the Interior of Taiwan in August 2009 in aid of Typhoon Morakot relief efforts.

本行於2009年8月捐款予台灣內政部，以協助颱風「莫拉克」的救援工作，並獲當局表揚。

賑災活動

本集團對賑災活動一向反應積極，如遇不幸災難事件發生，我們即毫不猶豫，迅速施予援手。2009年8月颱風「莫拉克」肆虐台灣，造成重大傷亡和破壞，本集團即捐出新台幣200萬元予台灣內政部，以協助救援工作。

關懷社會

除提供贊助外，本行亦鼓勵及支持僱員積極參與各項社區活動，不遺餘力。例如由綠色力量主辦的「第16屆綠色力量環島行慈善行山比賽(銀行盃)」，救世軍的「第4屆港澳定向追蹤日」，以及聯合國兒童基金會的「聯合國兒童基金會慈善跑2009」等。為表揚本行及員工所作的貢獻，本行在2009年已連續6年獲香港社會服務聯會嘉許為「商界展關懷」機構之一。

環境

本行關注保護環境，以負責任的態度營運日常業務。我們竭力尋找具潛在影響力和節能的機會，務求在所有業務適用範疇注入環保概念。

環保措施

本行努力與各界合作推動環保，包括加入商界環保協會的「氣候變化商界論壇」成為金級成員，各商界領袖透過此特設的平台，就氣候變化的影響，以及為推動更負責任和持續發展而需要制訂的政策及規例等議題進行討論。



The Bank was named a "Caring Company" by the Hong Kong Council of Social Service in 2009 for the sixth consecutive year.

本行在2009年已連續6年獲香港社會服務聯會嘉許為「商界展關懷」機構之一。

The Bank supported "The 4th Hong Kong and Macau O! Day" fundraising event organised by The Salvation Army in aid of the development of the Army's social services projects in Hong Kong and Macau.

本行贊助救世軍的「第4屆港澳定向追蹤日」，支持該會於香港和澳門的社會服務計劃。



CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

The Bank participated in the 2009 Earth Hour in March 2009 – an annual global event organised by the World Wide Fund for Nature to turn off indoor and display lighting to raise awareness about climate change. In June 2009, we participated in the local “Dim It 6.21” campaign. This campaign, organised by Friends of the Earth (Hong Kong), adopted a similar strategy to highlight the impact of light pollution.

In December 2008, we enrolled our Head Office Building in the “Energywise Label Scheme” under the Hong Kong Awards for Environmental Excellence. Upon completion of on-site evaluation and in-depth assessment, the Bank received the “Class of Good” Energywise Label for its Head Office Building in May 2009.

Energy Conservation Initiatives

In order to identify additional energy-saving opportunities, we invited CLP Power Hong Kong Limited (“CLP Power”) to conduct an energy audit of our office floors at BEA Tower in May 2009. After on-site walk-through and intensive evaluation, CLP Power submitted an audit report to the Bank in July 2009 that praised the Bank’s energy saving initiatives.

Based on the finding of the audit and recent market trends, we plan to implement a number of new energy conservation initiatives at Head Office Building and BEA Tower during the coming year, including replacement of fluorescent tubes with high efficiency LED light tubes and use of energy-saving spot lights.

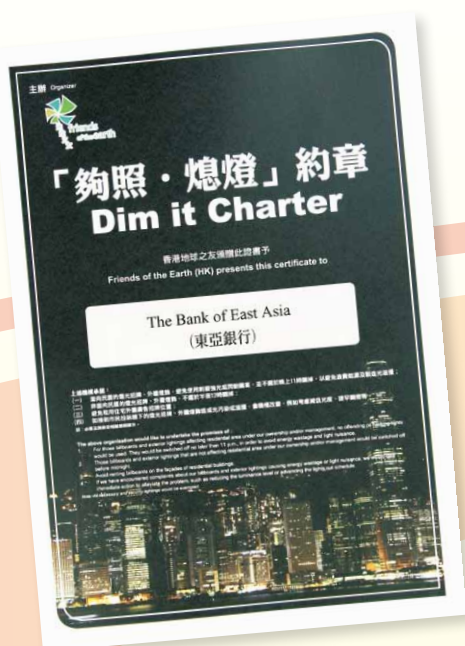
Waste Management

In order to step up our waste reduction efforts, we have joined the “Wastewise Scheme” under the Hong Kong Awards for Environmental Excellence. In line with this initiative, we have adopted new measures to recycle items such as fluorescent lamps, plastic bottles, aluminium cans, toner cartridges, etc. To reduce paper usage, we continue to encourage communication by electronic means.

Environmentally Responsible Initiatives

The Bank has taken steps to reduce use of paper in our customer communications and to encourage our customers and staff to do their part in protecting the environment. These initiatives include encouraging customers to reduce paper usage by adopting electronic channels for applications, transactions, etc., and to make use of our Interactive Voice Response System to communicate with the Bank. We have introduced an e-statement service for monthly statements, while our holiday e-greeting cards both protect the environment and help our customers and business partners to save printing and postage costs.

Further, our Shareholders have been offered the opportunity to receive corporate communications (including Interim Reports, Annual Reports and circulars) via electronic means. To date, approximately 11.6% of Shareholders have opted in favour.



The Bank participated in the “Dim It 6.21” campaign to raise society’s awareness of light pollution in Hong Kong.

本行參與「6.21 夠照·熄燈」行動，加強公眾對光污染的關注。

本行於去年3月參加了由世界自然基金會每年舉行的「地球一小時2009」行動，該活動藉匯聚全球各大機構之力，關閉室內及陳列燈光，以提高人們應對氣候變化的意識。此外，2009年6月，我們參與了由香港地球之友主辦的「6.21 夠照·熄燈」行動，此活動也採用類似方法，鼓勵本地參與機構關燈，加強公眾對光污染的關注。

2008年12月，我們參加「香港環保卓越計劃」中的「節能標誌計劃」，提名中區總行大廈—東亞銀行大廈參選。經過評審員的實地考察及深入評估，本行總行大廈於2009年5月獲頒發「良好級別節能標誌」。

節能措施

我們持續尋求進一步節能的機會，於2009年5月邀請了中華電力有限公司（「中華電力」）為本行位於觀塘的東亞銀行中心各辦公室樓層進行能源審核。在進行了實地及深入的評估後，中華電力於7月向本行呈交了審核報告，並對本行的各項節能措施予以嘉許。

我們就報告結果及近期市場趨勢，計劃於2010年在總行大廈及東亞銀行中心推行一系列新的節能措施，包括以高效能的發光二極管取代舊有的光管，同時也會轉用環保節能的石英燈。

廢物處理

為了更積極減少製造廢物，本行參加了「香港環保卓越計劃」中的「明智減廢計劃」。我們採取新措施，將舊有物品循環再用，例如熒光燈、塑膠瓶、鋁罐，以及碳粉盒等。為了減少耗紙量，我們持續鼓勵以電子郵件方式與客戶及員工溝通。

負責任的環保措施

本行已採取多項措施減少由客戶通訊所引致的虛耗，並鼓勵客戶及僱員竭盡保護環境的本份，此等措施包括鼓勵客戶透過電子渠道遞交申請表格或進行交易等，以減少用紙；以及善用我們的「互動語音電話系統」與本行溝通。此外，本行推出電子月結單服務，同時亦提供電子賀卡，供客戶於節日使用，這些措施皆有助保護環境，以及協助客戶及業務夥伴節省有關印刷和郵寄的支出。

再者，本行鼓勵股東選擇透過本行網頁及電子郵件方式閱覽及收取企業通訊，包括中期報告、年報及股東通函等。目前已有11.6%的股東選擇此種方式閱覽本行企業通訊。

BEA joined the "Wastewise Scheme" under the Hong Kong Awards for Environmental Excellence.

本行參加「香港環保卓越計劃」中的「明智減廢計劃」。



CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

THE BANK OF EAST ASIA (CHINA) LIMITED

Community

Shanghai Soong Ching Ling Foundation – BEA Charity Fund

The Bank of East Asia (China) Limited (“BEA China”) co-founded the “Shanghai Soong Ching Ling Foundation – BEA Charity Fund” (“the Fund”) with Shanghai Soong Ching Ling Foundation on 24th November, 2009. This is the first charity fund established by a foreign bank on the Mainland. It has received considerable support and donations from many corporations, entrepreneurs and individuals, raising over RMB9 million since its inception.

The Fund’s first fund-raising activity is “The Firefly Project”. This project aims to improve education opportunities for disadvantaged children in rural areas of China. The funds will support new libraries, purchase of computers and other learning-aid facilities, donations of “Firefly 60 Backpacks” containing stationery and books, recruitment of volunteer teachers from cities, and training for teachers in rural areas.

“BEA • Asian Youth Orchestra – ‘Impressionist’ Masters Ravel Session” Concert

BEA China sponsored the Asian Youth Orchestra’s concert “BEA • Asian Youth Orchestra – ‘Impressionist’ Masters Ravel Session” in Shanghai on 8th August, 2009. The Asian Youth Orchestra is a non-profit organisation founded in 1987 in Hong Kong aiming at exposing Asia’s brightest young musicians to rich and varied artistic experiences. Through sponsoring the concert, BEA China not only provided a rewarding musical event for the audience, but also helped enhance cultural exchanges among youth in Asia.

On-Campus Career Seminar

BEA China participated in various practical programmes in support of the career development of university students in China. In October 2009, BEA China and Shui On Land Limited came together to conduct a seminar for students of Fudan University in Shanghai. Speakers shared their experience and skills in career planning, job-hunting and interviewing.



BEA China co-founded the “Shanghai Soong Ching Ling Foundation – BEA Charity Fund” with the Shanghai Soong Ching Ling Foundation, the first charity fund established by a foreign bank in Mainland China.

東亞中國與上海宋慶齡基金會合作，成立「上海宋慶齡基金會—東亞銀行公益基金」，成為首個在內地由外資銀行成立的公益基金。

東亞銀行(中國)有限公司

社會

上海宋慶齡基金會 — 東亞銀行公益基金

2009年11月24日，東亞銀行(中國)有限公司(「東亞中國」)與上海宋慶齡基金會合作，成立「上海宋慶齡基金會 — 東亞銀行公益基金」。該基金為首個在內地由外資銀行成立的公益基金。自成立以來，一直獲得眾多公司、企業家和個人的熱心支持和捐助，現已籌得超過900萬元人民幣。

該基金的首個籌款項目名為「螢火蟲計劃」，旨在改善內地偏遠地區兒童的教育機會。籌募的善款將用於：興建圖書館、添置電腦和其他教學輔助設備、捐贈載有文具和書籍的「螢火蟲60包裹」，從城市招募義工教師，以及為偏遠地區的教師提供培訓。

BEA China sponsored the "BEA • Asian Youth Orchestra – 'Impressionist' Masters Ravel Concert."

東亞中國贊助「東亞銀行之約 • 亞洲青年管弦樂團 — “印象派”大師拉威爾專場」音樂會。



「東亞銀行之約 • 亞洲青年管弦樂團 — “印象派”大師拉威爾專場」音樂會

2009年8月8日，東亞中國贊助了亞洲青年管弦樂團在上海舉辦的「東亞銀行之約 • 亞洲青年管弦樂團 — “印象派”大師拉威爾專場」音樂會。亞洲青年管弦樂團於1987年在香港成立，為一個非牟利組織，成立的主要目的是為一些出色的亞洲年青音樂家提供演出機會，讓他們汲取豐富及多元化的藝術經驗。透過贊助是次音樂會，東亞中國不但以一場音樂盛會回饋觀眾，並且協助推動亞洲青年的文化交流。

校園就業講座

東亞中國參與了各類不同的實踐計劃，以支持內地大學生的事業發展。2009年10月，東亞中國聯同瑞安房地產發展有限公司，於上海復旦大學舉辦講座。講者向參與的大學生分享了有關就業計劃、尋找工作 and 面試的經驗和技巧。



BEA China conducted a seminar for students of Fudan University in Shanghai.

東亞中國於上海復旦大學舉辦校園就業講座。

CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

**BEA LIFE LIMITED & BLUE CROSS
(ASIA-PACIFIC) INSURANCE LIMITED****Employees****Training**

BEA Life and Blue Cross are committed to professional training and staff development. By sponsoring staff members to enrol in job-related courses at professional training institutions, we encourage our staff to acquire professional accreditations. In addition, tailor-made training programmes, including team-building workshops, are organised from time to time to enhance team spirit within and between both companies.

Community Service and Charity

As part of the celebrations for the 40th Anniversary of Blue Cross, we launched a three-month online competition to raise funds for the Children's Cancer Foundation. Participants were attracted by the opportunity to assist this important cause while also earning a chance to win valuable prizes. To make the game even more exciting, the higher the score achieved by online gamers, the more Blue Cross promised to donate to the Foundation. In the end, not only did we match the top score – we made an extra donation to bring the total to HK\$100,000, and presented a cheque to the Children's Cancer Foundation at the end of 2009.

Blue Cross' support for Médecins Sans Frontières ("MSF") continued into a second year in 2009. In order to support MSF's medical and humanitarian projects around the world, we donated HK\$50,000 as part of the MSF Day festivities, held on 7th July, 2009.

Blue Cross' partnership with the Hong Kong Physically Handicapped and Able-Bodied Association ("PHAB") achieved notable success in 2009. We sponsored the "Love Without Boundary" drawing competition in mid-January 2009. In September, we supported the "Barrier-free Visit to Historic Sites" programme, which helps volunteers to gain the skills and knowledge necessary to escort disabled groups on visits to historic sites. Both sponsorships aimed at promoting and encouraging people of varied abilities to come together on equal terms.

Blue Cross very much appreciates the work of PHAB in integrating people with disabilities into the community, and employs its members in a wide range of positions within the company.

In July 2009, Blue Cross sponsored the "Mid-Summer Charity Champion Cat Show" organised by United Feline Odyssey ("UFO") to help raise pet owners' awareness about the need for medical care for their pets, and reduce the problem of pet abandonment.

In recognition of our dedication to the community, Blue Cross received the "Caring Company 2008/09" accreditation from the Hong Kong Council of Social Service.

Blue Cross raised funds and presented a cheque to the Children's Cancer Foundation.

藍十字為兒童癌症基金籌募善款，並頒贈支票予該會。



東亞人壽保險有限公司及 藍十字 (亞太) 保險有限公司

僱員

培訓

東亞人壽及藍十字提倡終生學習，致力為員工提供專業培訓及發展機會，並資助僱員參與由專業培訓機構所舉辦與工作相關的課程，以助他們取得專業資格。此外，兩家公司不時安排特別設計的培訓活動，包括團隊精神工作坊等，藉此提升同事間的團隊和合作精神。

社會慈善活動

藍十字慶祝成立40周年的其中一項活動，乃為期3個月的網上遊戲，特為兒童癌病基金籌募善款。此別具意義的網上遊戲設有豐富獎品，贏得不少參加者支持。為加強遊戲的刺激性，參加者的網上遊戲分數越高，藍十字承諾捐出更多善款。最終藍十字不單按遊戲分數捐出相應善款，更作出額外捐助，合共捐出港幣100,000元，並於2009年年底把支票交予兒童癌病基金。

藍十字連續第二年贊助無國界醫生慈善活動，於2009年7月7日參加「無國界醫生日」，並捐出港幣50,000元的善款，以支持該組織在世界各地進行的醫療及人道救援工作。

2009年內，藍十字與香港傷健協會攜手合辦的慈善活動亦非常成功。繼在1月中旬贊助「愛•無界限」繪畫比賽，藍十字於9月份再支持「古蹟無障礙旅遊」活動，讓義工們透過此活動獲得帶領傷殘人士參觀香港名勝古蹟的知識和技巧。這兩項慈善贊助活動旨在提倡具不同能力的人士發揮平等互助的精神。

藍十字非常認同香港傷健協會致力提倡「傷健共融」的工作，更僱用其協會會員在公司內擔當不同崗位。

2009年7月，藍十字贊助由貓同盟主辦的「2009貓同盟仲夏慈善冠軍貓展」，藉此活動加強寵物主人要為寵物提供醫療保障的意識，以減少寵物被遺棄的問題。

此外，藍十字獲香港社會服務聯會嘉許為2008/2009年度「商界展關懷」機構，以表揚其對社會的貢獻。



Blue Cross made a donation to Médecins Sans Frontières in support of the organisation's medical and humanitarian projects.

藍十字贊助無國界醫生慈善活動，以支持該組織的醫療及人道救援工作。

CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

TRICOR GROUP**Employees****Staff Relations**

Tricor Group (“the Group”) is committed to effective communication with staff members. Information in respect of the Group is regularly disseminated via Intranet and various meetings. Tricor Group also publishes an in-house periodical, namely “Tricorian”, which is distributed to Hong Kong and overseas staff members. In 2009, respective practice divisions in Hong Kong organised their own annual full-day event called “Staff Away Day” to enhance staff relations and promote communication between staff and management.

Tricor Sports and Recreation Committee

The Committee regularly organises sports and recreational activities such as badminton and bowling competitions, local tours, hiking, movie nights, karaoke contests and baking classes. Tricor staff members also participated in the Community Chest Green Day and the UNICEF Charity Run in Hong Kong in 2009.

Staff Training and Education

Tricor Group encourages its staff to continue their education and attain relevant professional qualifications. In addition to providing regular in-house training, the Group sponsors staff members to attend external job-related courses and seminars. It also grants staff members generous study leave to take relevant professional examinations.

Community**Internships and Scholarships for Students**

Tricor Group provides summer and winter internships for college and university students, giving them a better understanding of corporate services practice and the business environment. Tricor Group also awards needs-based scholarships to university students.

Sponsorship of Professional Seminars

Being a market leader in integrated professional services, Tricor Group is keen to promote professionalism in related service industries. In 2009, Tricor Group sponsored professional seminars organised by professional institutes such as The Hong Kong Institute of Chartered Secretaries, Hong Kong Institute of Certified Public Accountants and CPA Australia.

Lectures, Seminars and Knowledge Sharing

To share their knowledge and experience in corporate compliance issues and corporate services with university students and the general public, senior executives of Tricor Group attend media interviews, and present lectures and talks. Furthermore, the Group periodically issues “Technews” to provide free updates for concerned parties on issues relating to corporate compliance and governance.

Charitable Sponsorship

In 2009, Tricor Group sponsored and participated in the UNICEF Charity Run and “The 4th Hong Kong & Macau O! Day” organised by The Salvation Army.

卓佳集團

僱員

員工關係

卓佳集團致力與員工保持良好的溝通，定期透過內聯網及會議向員工發佈集團的最新資訊。卓佳集團亦出版內部通訊刊物“Tricorian”，向本港及海外僱員派發。此外，在2009年，香港各業務部門均各自舉辦其每年一度的特別設計的全日活動，藉以促進員工關係和加強管理層與職員的溝通。

卓佳康樂體育事務委員會（「康體會」）

康體會定期為員工安排康體活動，如羽毛球及保齡球比賽、本地旅遊、遠足、電影觀賞、卡拉OK比賽及烤蛋糕興趣班等。年內，卓佳員工參與的慈善活動包括「公益綠『識日』」及「聯合國兒童基金會慈善跑2009」。

員工培訓及教育

卓佳集團鼓勵員工持續進修，及考取相關的專業資格。集團除定期提供內部培訓外，亦贊助職員參加與工作相關的外間課程和研討會。卓佳也批出特別假期予員工，以方便他們準備及參加相關之專業考試。

社會

學生實習計劃

卓佳集團為大學及大專院校學生在暑假及寒假期間提供實習機會，讓他們進一步瞭解企業服務實務及營商環境。此外，集團亦會提供獎學金，支持財政上有需要的大學生。

贊助專業研討會

卓佳集團為綜合專業服務業的領導者，且致力在相關業界提升專業服務精神。年內，集團贊助了多個專業會議，包括香港特許秘書公會、香港會計師公會，以及澳洲會計師公會所舉辦的研討會。

參與授課、研討會以分享知識

為了與大學生及公眾人士分享關於企業合規及企業實務的專業知識和經驗，卓佳集團的高層人員不時接受媒體訪問，並會授課及演講。此外，集團也會不時刊發專業資訊刊物，為有關人士就企業合規和企業管治等議題免費提供最新的資訊。

慈善贊助

2009年，卓佳集團贊助並參加「聯合國兒童基金會慈善跑2009」及救世軍主辦的「第4屆港澳定向追蹤日」。