

CORPORATE SOCIAL RESPONSIBILITY REPORT

A strong sense of identity with the community and a positive, enabling spirit is at the heart of the corporate culture at The Bank of East Asia ("BEA"). The Bank's Senior Management ensures that this culture is deeply inculcated within the operating philosophy of the Bank, and actively promotes a wide range of initiatives to promote this philosophy both within the Bank and in the Bank's relations with our customers, partners, and the larger communities in which we serve.

HONG KONG

Employees

Healthy Working Environment & Attractive Benefits

We view our employees as our most important asset, and ensure that our staff of over 11,000 enjoys a healthy and positive environment in which to work, and to interact with others.

We constantly benchmark staff compensation and benefits against the market, so as to ensure that our employees are rewarded fairly for their efforts. Staff members enjoy comprehensive hospitalisation and outpatient medical benefits as well as flexible maternity leave and compassionate leave. We also provide financial relief and personal assistance in cases of genuine need.

The Bank takes a proactive stand against potential health risks. Prior to the flu season, an Influenza Vaccination Assistance Programme was launched to enable staff members to obtain vaccination on a voluntary basis at a discounted rate.

Personal and Professional Development

BEA supports life-long learning and encourages staff members to attain relevant professional qualifications. We provide our colleagues with training opportunities throughout the year including in-house programmes (both conventional and e-learning) as well as sponsored external seminars, workshops, and conferences.

Staff Relations Programmes

In the event that an employee has difficulty coping with work or outside pressures, the Bank offers timely and discreet assistance. Services include a hotline, email consultation, counselling and psychological consultation, management consultation, advice on stress management, and other wellness programmes.

BEA encourages staff members to lead healthy, active lives. In 2010, the Bank's Staff Sports and Recreational Club ("SSRC") offered a wide range of health seminars and special-interest classes, such as a Latin aerobic class, Yeung's *Tai Chi*, yoga, and kickboxing. The SSRC also regularly organises sports and leisure activities for staff members and their families.

Among the facilities at BEA Tower, BEA's operations centre located in Kwun Tong, is a gymnasium that is open to staff members throughout the day and evening. Employees who prefer to relax outdoors can take advantage of BEA Tower's landscaped roof-top garden, which features a breathtaking panoramic view of Hong Kong harbour. The garden is also equipped with barbeque facilities, and is often used by staff members and their families to socialise with colleagues after work or on weekends.



BEA provides its staff with a positive and healthy working environment.

本行為員工提供正面而健康的工作環境。

企業責任報告

東亞銀行的企業文化中蘊含強烈的社會責任感和積極向上的精神。本行的高層管理人員致力將此企業文化融會貫通於經營理念之中，透過積極舉辦一系列的活動，不僅將此理念灌輸予本行員工，更廣泛傳揚至與我們息息相關的客戶、業務夥伴，乃至我們服務的廣大社群。

香港

僱員

健康的工作環境和完善福利

本行視員工為最重要的資產，努力為現時聘用的逾11,000名僱員，提供一個健康及正面的工作環境，確保他們在安心工作之餘亦經常能互動交流。

我們定期參考市場的僱員薪酬及福利方案，以確保僱員得到合理的待遇。僱員享有全面的住院及門診醫療福利；同時，本行也為僱員提供彈性的分娩假期及喪假。如員工有確切需要，本行也會為他們提供財務及個人支援。

本行採取積極的措施，以防範可能危害員工健康之潛在疾病的爆發。在流感高峰期前，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。

The Bank hones employees' skills and assists in their career development.
本行致力提升員工的工作技能，協助他們在事業上作進一步的發展。



個人及專業發展

本行提倡終身學習，鼓勵員工考取工作相關的專業資格。過去一年，我們為員工舉辦了傳統及網上學習的內部培訓課程，同時也贊助員工參加外界舉辦的研討會、工作坊和不同會議等。

員工關係活動

本行為在工作或外間遭受壓力而感困擾的員工，給予適時及周全的協助，包括提供熱線服務、電郵諮詢、專業心理輔導、管理人員諮詢、壓力處理諮詢及其他康健訓練計劃等。

東亞銀行鼓勵員工建立健康和積極的生活。在2010年，本行的員工康體會提供一連串的健康講座及興趣班，例如拉丁健體舞、楊家太極、瑜珈和拳擊班等，同時定期組織不同的運動和優閒活動，供員工及其家屬參加，務求身心健康。

本行位於觀塘的營運中心——東亞銀行中心設有不同設施，當中包括日夜開放予員工使用的健身室。如欲在戶外休憩，員工也可以到東亞銀行中心頂層的空中花園，於該處欣賞精心設計的綠化園藝，更可飽覽醉人的維港景致。空中花園附設燒烤設施，可供員工及家屬在工餘和周末享用。



A broad range of recreational activities helps the staff achieve a healthy work-life balance.
本行舉辦不同的康體活動，協助員工取得良好的工作與生活平衡。



CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

Recruitment & Outreach Programmes

BEA is an equal-opportunity employer. We have strict policies in place to ensure that all job applicants are considered fairly, and that our employees are given equal opportunity to pursue their careers within our organisation regardless of gender, religion, or ethnic background.

The Bank helps local and overseas university and secondary school students gain work experience by promoting a range of internship programmes, work attachment programmes, work-integrated education schemes, and company visits.

To help students choose their career path and prepare to join the workforce – particularly in the banking industry – we conduct recruitment talks at the majority of universities in Hong Kong and a number of secondary school throughout the year. In addition, we provide career advice to recent graduates and hold mock interviews to help them hone their interviewing skills.

Community Involvement

The Bank is committed to supporting the communities in which we are active through donation, sponsorship, and many other forms of support.

In recognition of their exemplary corporate citizenship, BEA and its wholly-owned subsidiary Blue Cross (Asia-Pacific) Insurance Limited (“Blue Cross”) were both named a “Caring Company” by The Hong Kong Council of Social Service (“HKCSS”) for the seventh and second consecutive years, respectively.

Education

A long-term supporter of higher education in Hong Kong, BEA awards scholarships to students who exhibit academic excellence and show professional promise in our community.

BEA also sponsors the Li Fook Shu Memorial Prize, which is awarded to the students with the highest marks in the Final Professional Examination administered by the Hong Kong Institute of Certified Public Accountants (“HKICPA”).

Social Welfare

BEA is a long-standing supporter of The Community Chest of Hong Kong (the “Chest”), and has received the President’s Award every year since 1995. In 2010, the Bank and its staff participated in many of the Chest’s programmes, such as the “Corporate and Employee Contribution Programme”, “Walk for Millions”, and “Dress Special Day”.



The Bank regularly holds recruitment days to identify suitable candidates.

本行定期舉行招聘日，以吸納合適人才加入本行工作。

BEA and its subsidiary Blue Cross were both named a “Caring Company” by The Hong Kong Council of Social Service for the seventh and second consecutive years, respectively.

本行及其附屬公司藍十字，已分別連續第7年及第2年獲香港社會服務聯會嘉許為「商界展關懷」機構。



招聘及延伸計劃

本行致力提倡平等機會。我們制定有嚴格的政策，確保所有應徵人士在求職過程中均獲得公平的考慮；而且所有員工無論性別、宗教或種族為何，本行均會給予其在機構內平等發展事業的機會。

此外，本行為本地及海外大學或高中學生提供一系列的實習機會，包括在職培訓、「校企協作教育」和安排公司探訪等活動，讓學生們盡量吸取工作經驗，加深對銀行業的認識。

為協助學生選擇其未來的職業路向，以及讓他們作好心理準備投入受僱行列——特別是銀行業，本行在年內於香港絕大部分的大學及個別中學舉辦職業講座。同時，本行為新近畢業的同學提供職業指導，以及安排模擬面試，以磨練他們面試的技巧。

參與社區

本行透過捐贈、贊助及不同的參與形式，積極支持及投入社區事務。

東亞銀行履行企業公民責任的表現屢獲嘉許，連同其全資附屬公司——藍十字(亞太)保險有限公司(「藍十字」)，已分別連續第7年及第2年獲香港社會服務聯會嘉許為「商界展關懷」機構。

教育

長期以來，東亞銀行積極支持香港高等教育的發展。本行設有獎學金，嘉許學業成績優異和對社會專業發展具有承擔的學生。

東亞銀行並贊助「李福樹紀念獎金」，該獎金是頒發予在香港會計師公會期終考試中獲取最佳成績的學生。

社會福利

東亞銀行在過去多年一直熱心支持香港公益金(「公益金」)，自2005年起每年均獲頒「公益榮譽獎」。2010年，本行及員工積極參與公益金的慈善活動，例如「商業及僱員募捐計劃」、「公益金百萬行」和「公益服飾日」。



A responsible corporate citizen, BEA actively supports programmes and events organised by The Community Chest of Hong Kong. 本行熱心支持公益金的慈善活動，履行良好企業公民的職責。

The Bank sponsored the Haven of Hope Fundraising Golf Tournament, which raised funds to promote harmonious family relationships. 本行贊助靈實高爾夫球慈善賽，為社區健康及家庭服務籌募經費。



CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

In 2010, BEA was a major sponsor of the People's Food Bank and other charity projects run by St. James' Settlement. In addition, the Bank supported "Hike for Hospice 2010", organised by The Society for the Promotion of Hospice Care; "The 7th FHS Charity Walkathon", held by the Fu Hong Society; and many more charity activities.

The Bank continues to support the annual fundraising campaigns of Yan Chai Hospital, Po Leung Kuk, Tung Wah Group of Hospitals, Hong Kong Red Cross, Senior Citizen Home Safety Association, and many other organisations.

Arts & Culture

BEA was a major sponsor of various arts and cultural events in 2010, including "Le French May 2010" organised by the Association Culturelle France – Hong Kong Limited, and the Hong Kong Arts Festival, a highlight of the cultural calendar each year. BEA has served as sponsor of the Festival's Finale since 2008.

An active supporter of artistic and cultural events, BEA sponsors the Hong Kong Arts Festival's Finale programme.

本行積極支持藝術和文化活動，贊助香港藝術節的閉幕演出。

Health

The Bank supports important health-related charity programmes on an ongoing basis. In 2010, we sponsored the Chi Heng Foundation's Gala Dinner, which was held in support of children affected by AIDS in Mainland China. BEA also committed HK\$5 million in support of the Hong Kong Red Cross' planned blood donation centre at its new West Kowloon headquarters.

In addition, we supported the establishment of the Hong Kong Cancer Fund's CancerLink Centre in Tin Shui Wai, New Territories, which extended the Fund's free cancer support services to people in relatively underserved areas including Yuen Long and Tuen Mun. BEA also sponsored the Hospital Authority's Annual Convention and The Spastics Association of Hong Kong's 7th World Congress on Conductive Education.

Humanitarian Aid

BEA responds quickly whenever tragedy strikes. In August 2010, BEA donated HK\$100,000 to the Hong Kong Committee for the United Nations Children's Fund ("UNICEF") in support of emergency relief aid to the victims of the mudslide in Zhouqu County, Gansu Province. Funds donated by the Bank were used to purchase medical supplies and life-saving equipment needed for temporary medical stations in this remote area in western China.



在2010年，東亞銀行成為聖雅各福群會主辦的「眾膳坊」及其他慈善計劃的主要贊助機構。年內，本行另捐款贊助多個慈善和社會服務團體所舉辦的公益活動，當中包括善寧會的「登山善行2010」，以及扶康會的「第七屆甜蜜心連心」步行籌款活動等。

另外，我們繼續支持仁濟醫院、保良局、東華三院、香港紅十字會、長者家居服務協會及其他多個慈善團體每年舉辦的籌募經費活動。

文化藝術

2010年，本行是多個文化藝術節目的主要贊助機構，包括The Association Culturelle France – Hong Kong Limited 舉辦的「法國五月」，以及每年一度的本地文化盛事 — 香港藝術節。東亞銀行自2008年起，已是香港藝術節閉幕演出的贊助機構。

健康

多年來，本行持續支持與健康相關的慈善活動。在2010年，我們贊助了為內地愛滋病患者遺孤籌款的「智行基金會」慈善晚會。此外，本行撥款港幣500萬元，支持香港紅十字會在其西九龍新總部計劃興建的全新捐血中心。

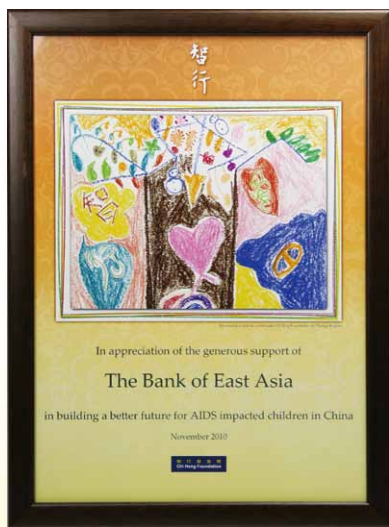
此外，我們支持香港癌症基金會在天水圍建立的癌協服務中心，從而把免費癌症支援服務延伸至新界西 — 包括元朗及屯門的偏遠地區。東亞銀行並贊助醫院管理局每年舉辦的研討會，及香港耀能協會主辦的「第七屆世界引導式教育會議」。

人道支援

東亞銀行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。2010年8月內地甘肅省舟曲縣發生泥石流災難，本行即捐贈港幣10萬元予聯合國兒童基金會，支持緊急救援工作，協助內地西部偏遠災區的臨時醫療中心，購買醫療用品和維持生命的儀器和生活用品。

The Bank supported the Chi Heng Foundation's efforts to help children affected by AIDS in Mainland China.

本行贊助「智行基金會」的活動，為內地愛滋病患者遺孤籌款。



BEA gave immediate humanitarian aid to the victims of the mudslide in Gansu Province through its donation to UNICEF in August 2010.

2010年8月，本行透過向聯合國兒童基金會捐款，協助甘肅省泥石流災區的救援工作。

CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

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 (“HKIB”), The Hong Kong Management Association, and the HKICPA. 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 industry and the society at large.

Staff Volunteering

New Year’s Party for SMA Patients

The Bank enables our staff to offer their time and care to disadvantaged members of our community. In co-operation with the Families of SMA Charitable Trust, we organised a special New Year’s Party for people suffering from spinal muscular atrophy (“SMA”) and their families. The event was held at the Hong Kong Academy of Medicine in Aberdeen on 1st January, 2011.

Other Activities

BEA’s staff members were actively involved in a wide range of other community programmes. These included “Bank Cup of the 17th Green Power Hike”, organised by Green Power to raise funds for environmental protection, awareness, and education; “The 5th Hong Kong & Macau O! Day”, organised by The Salvation Army, Hong Kong and Macau Command (“The Salvation Army”) for underprivileged members of our society; “the UNICEF Charity Run 2010” in support of the prevention of the transmission of HIV/AIDS from mother to child; and many more.

Other Forms of Support

In addition to providing financial assistance, BEA supports non-governmental organisations (“NGOs”) through payment in kind.

To help NGOs reach a larger audience, the Bank included charitable material from NGOs such as the Chest and The Salvation Army in its statement mailings to customers.

Staff members participated in various charity events, including “the UNICEF Charity Run 2010”.

本行員工熱心參與慈善活動，包括由聯合國兒童基金會主辦之「聯合國兒童基金會慈善跑2010」，以積極行動回饋社會。



BEA’s staff members volunteered to organise a fun-filled party for SMA patients and their families.

本行員工組成義工大使，為脊髓肌肉萎縮症患者及其家人舉辦了一個歡愉的元旦聯歡會。



贊助專業團體

我們贊助本地多個專業團體，並積極參與其活動，例如香港銀行學會、香港管理專業協會，以及香港會計師公會等。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，以向業界及社會提供意見及建議。

員工義工活動

與脊髓肌肉萎縮症的患者歡度元旦

本行組織義工隊，讓員工透過親身參與，奉獻一己時間和關愛之心，協助弱勢社群，服務社會。2011年1月1日，我們與脊髓肌肉萎縮症慈善基金合作，假香港仔香港醫學專科學院賽馬會大樓，攜手為脊髓肌肉萎縮症的患者及其家人送上元旦聯歡會，共享新年喜悅。

其他活動

東亞銀行回饋社會，不遺餘力，經常鼓勵和支持員工積極參與各項社區活動，年內舉行的活動包括：由綠色力量主辦、為環境保護工作籌款的「第17屆綠色力量環島行慈善行山比賽(銀行盃)」;由救世軍港澳軍區(「救世軍」)主辦、為貧困家庭籌款的「第5屆港澳定向追蹤日」;以及由聯合國兒童基金會主辦、為支持防止母體傳染愛滋病毒予嬰兒的計劃之「聯合國兒童基金會慈善跑2010」等。

其他支持方法

除提供金錢上的贊助外，東亞銀行也透過服務或其他形式支持多個非政府組織的志願機構。

為協助慈善和志願機構將募捐的訊息傳達予更廣大的社群，本行協助將慈善機構如公益金及救世軍的宣傳單張，隨本行之月結單寄付予本行客戶。



BEA sponsored a number of charitable programmes and organised teams to participate in events such as the “Bank Cup of the 17th Green Power Hike” and “The 5th Hong Kong & Macau O! Day”.

本行贊助及組成員工隊伍參與慈善活動，包括「第17屆綠色力量環島行慈善行山比賽(銀行盃)」及「第5屆港澳定向追蹤日」。



CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

BEA also helped NGOs collect donations by assigning branches to serve as collection depots, and by offering Online Donation Service to NGOs through the Bank's Payment Gateway Service. BEA's Cyberbanking customers are able to make donations easily and conveniently via the Bank's CyberDonation service.

In 2010, BEA also promoted the HKCSS' "WiseGiving" charity information platform on Cyberbanking. "WiseGiving" helps donors make informed decisions by providing them with a comprehensive range of useful information on NGOs registered in Hong Kong.

Environment

BEA is committed to conducting business in an environmentally responsible manner. In 2010, we reduced our carbon footprint, as well as our consumption of natural resources, through active involvement in a number of important environmental initiatives.

Environmental Protection

BEA is a Gold Member of the Business Environment Council's Climate Change Business Forum. At meetings held throughout 2010, BEA joined other Forum members in policy discussions regarding the impact of climate change, and regulations to be implemented to promote more responsible and sustainable development.

For the second consecutive year, in March 2010 the Bank participated in Earth Hour – an annual global event organised by the World Wide Fund for Nature to switch off indoor and display lighting to raise awareness about global warming.

Energy Conservation

In 2010, BEA became an "Earth Partner" of the Friends of the Earth (HK) ("FoEHK") and participated in a variety of environmental initiatives and energy saving campaigns. The Bank's efforts to reduce its energy consumption were recognised by the FoEHK in 2010 when BEA was named company champion of the FoEHK's "Power Smart" Energy Saving Contest in the "Biggest Percentage Saver" category.

In addition, our Head Office Building and BEA Tower qualified for the "Energywi\$e Label" Scheme under the Hong Kong Awards for Environmental Excellence. Upon verification by the Hong Kong Productivity Council, BEA received Good Energywi\$e Label Awards for both buildings.

In January 2011, we received a Good Class certificate from the Indoor Air Quality Information Centre as part of its "Indoor Air Quality Certificate Awards 2010" in recognition of the excellent air quality in the common areas of our Head Office Building.

Waste Management

In 2010, the Bank joined the "Wastewi\$e Label" Scheme under the Hong Kong Awards for Environmental Excellence. In recognition of its achievements in waste reduction, BEA received the Good Wastewi\$e Label Award. In line with this scheme, we have adopted eco-friendly measures to raise the recovery rate of solid waste such as fluorescent lamps, plastic bottles, aluminium cans, toner cartridges, etc.

The Bank supports energy conservation, as well as initiatives to improve air and water quality.
本行一向支持節能環保，並積極參與改善空氣和水質的計劃。



此外，我們也選定個別分行，作為慈善機構賣旗籌款的收集站。本行又透過電子付款閘門服務，為慈善機構設置網上捐款系統，協助該等機構收集市民的捐款。東亞銀行的電子網絡銀行客戶也可隨時隨地透過電子捐款的方式作出捐獻。

在2010年，東亞銀行通過電子網絡銀行渠道，為香港社會服務聯會的「惠施網」提供慈善推廣的平台。「惠施網」提供全面而實用的香港註冊慈善機構資料，以供有意捐款人士瀏覽，從而協助他們作出捐款的決定。

環境

本行關注環境保護，致力以負責任的態度經營其日常業務。2010年，我們積極採取一系列重要措施，力求減低碳排放量及天然資源的耗損。

環境保護

本行為商界環保協會的「氣候變化商界論壇」金級成員。在2010年舉行的會議中，本行與其他論壇成員共同探討氣候轉變帶來的影響，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。

2010年3月，本行連續第2年參加由世界自然基金會每年一度舉辦的「地球一小時」行動，透過關閉室內及陳列燈光，喚起人們對全球暖化的關注。

節約能源

在2010年，本行成為香港地球之友（「地球之友」）的「Earth Partner」，積極參與各項環保和節能行動。本行在節能方面取得的成績獲得認同，在地球之友舉辦的「知慳惜電」節能比賽中獲頒「勁減百分比大獎（公司組）」之冠軍。

此外，東亞銀行之總行大廈及觀塘東亞銀行中心均符合「香港環保卓越計劃」中的「節能標誌計劃」參選資格，經香港生產力促進局確認，該兩幢大廈均獲頒發「良好級別節能標誌」。

本行總行大廈之公用地方空氣素質良好，於2011年1月得到室內空氣質素資訊中心嘉許，獲發「2010室內空氣質素檢定證書」中的「良好級別證書」。

廢物處理

2010年，本行參加了「香港環保卓越計劃」中的「明智減廢計劃」，並憑藉減廢方面的成就獲取「良好級別減廢標誌」。根據該計劃的建議，我們採取不損耗生態環境的措施，鼓勵各類物品循環再造，例如熒光燈、塑膠瓶、鋁罐，以及破粉盒等。



BEA was named Company Champion in the FoEHK's "Power Smart" Energy Saving Contest in the "Biggest Percentage Saver" category.

本行參與地球之友舉辦的「知慳惜電」節能比賽，在節能工作上有良好表現而獲頒「勁減百分比大獎（公司組）」之冠軍。

CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

BEA-led Initiatives

The Bank has taken steps to reduce the consumption of natural resources in our customer communications and to encourage our customers and employees to do their part in protecting the environment. These initiatives include encouraging customers to adopt electronic channels (when applying for various products and services, conducting transactions, etc.) as well as the Bank's e-statement and e-advice services.

We offer our shareholders the option of receiving corporate communications such as Interim Reports, Annual Reports, and circulars via electronic means. To date, more than 13% of our shareholders have chosen to receive electronic material.

Starting from February 2010, and in line with the new notification arrangements announced by The Stock Exchange of Hong Kong, the Bank began informing non-registered holders of BEA's ordinary shares in the Central Clearing and Settlement System that corporate communications were available in electronic format via the Bank's homepage. Furthermore, the Bank informed these investors that hard copies would only be sent to them upon request in the future. This paper conservation initiative was supported by the majority of the non-registered holders, with less than 15% of approximately 4,500 non-registered holders requesting hard copies.

The Bank of East Asia Charitable Foundation

In February 2010, The Bank of East Asia Charitable Foundation ("BEA Foundation") and "la Caixa" Foundation signed a tripartite agreement with The Salvation Army to provide funding of HK\$11 million to launch a new palliative care programme, "Palliative Care in Residential Care Homes for the Elderly". In January 2011, the first two palliative care wards were opened in the Kam Tin Residence for Senior Citizens and the Bradbury Home of Loving Kindness in Tai Wai.

In support of higher education in Hong Kong, the BEA Foundation also gave out a number of scholarships and prizes to students and incumbent banking professionals who excelled in their studies at The University of Hong Kong, The Chinese University of Hong Kong, The Hong Kong Polytechnic University, The Hong Kong Institute of Education, and the HKIB.

MAINLAND CHINA

Shanghai Soong Ching Ling Foundation – BEA Charity Fund

Established by BEA's wholly-owned subsidiary on the Mainland, The Bank of East Asia (China) Limited ("BEA China"), and the Shanghai Soong Ching Ling Foundation in 2009, the Shanghai Soong Ching Ling Foundation

The BEA Foundation and "la Caixa" Foundation donated HK\$11 million in support of The Salvation Army's efforts to operate the "Palliative Care in Residential Care Homes for the Elderly" programme.

東亞銀行慈善基金及"la Caixa"基金會共捐出港幣1,100萬元予救世軍，為其「安老院舍完善人生關顧計劃」提供經費。



The BEA Foundation donated HK\$1 million to the Hong Kong Red Cross and The Salvation Army to provide warm clothing, emergency supplies, and rehabilitation support to the victims of the earthquake in Qinghai Province.

東亞銀行慈善基金捐贈善款港幣100萬元予香港紅十字會和救世軍，為青海地震災民提供禦寒衣物、緊急用品和協助災後重建。

東亞銀行推出的減耗措施

本行採取多項措施，以減低由客戶通訊所帶來的自然資源的耗損，並鼓勵客戶及僱員肩負保護環境的責任。這些措施包括鼓勵客戶在申請各項產品及服務，或進行各項交易時，盡量選用電子渠道，以及收取銀行電子結單及電子通知書等，從而減少耗紙量。

本行也為股東提供選擇，讓他們可透過電子方式收取企業通訊，包括中期報告、年報及股東通函等。目前，已有13%以上的股東選擇此種方式閱覽本行的企業通訊。

由2010年2月起，為符合香港聯合交易所公布的最新通告安排，本行已向在中央結算及交收系統內的非註冊普通股股東發出通知，可透過本行網頁以電子方式閱覽本行的企業通訊。此外，本行已通知該等投資者，日後我們僅會在收到他們提出正式要求時，方會寄發企業通訊的印刷本。是項節約紙張措施獲得大多數非註冊股東支持，僅不足15%、即約4,500名非註冊股東要求收取印刷本的企業通訊。

東亞銀行慈善基金有限公司

2010年2月，東亞銀行慈善基金有限公司、「la Caixa」基金會及救世軍三方簽訂協議，攜手為末期病患長者推出全新的綜合關顧計劃——「香港安老院舍完善人生關顧計劃」，資助總額達港幣1,100萬元。2011年1月，首兩間供臨終長者專用的「完善人生關顧房間」已經啟用，分別位於錦田的救世軍錦田長者之家，以及位於大圍的白普理慈愛長者之家。

而為支持香港高等教育，東亞銀行慈善基金為就讀於香港大學、香港中文大學、香港理工大學、香港教育學院的學生，以及修讀香港銀行學會課程的現職銀行服務人員而成績優異者，向他們提供獎學金和獎品，以茲鼓勵。

中國內地

上海宋慶齡基金會 — 東亞銀行公益基金

由東亞銀行於內地的全資附屬公司——東亞銀行（中國）有限公司（「東亞中國」），與上海宋慶齡基金會於2009年共同成立的「上海宋慶齡基金會 — 東亞銀行公益基金」（「基金」），致力在內地推行公益事業。自成立以來，該



Combining medical, social, emotional, and spiritual care, the "Palliative Care in Residential Care Homes for the Elderly" programme aims to create a new model of treatment for elderly people who are suffering from terminal illnesses.

「安老院舍完善人生關顧計劃」旨在為安老院舍的末期病患長者提供一站式服務，以一個嶄新的模式照顧他們及其家屬在醫療、社會、情緒和心靈上的各種需要。

CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

– BEA Charity Fund (the “Fund”) is actively involved in a wide range of charitable causes in China. Since its establishment, the Fund has raised more than RMB10 million. In 2010, it organised a number of highly successful charitable programmes including:

Firefly Project

Developed to improve educational opportunities for children in rural areas in China, the Firefly Project was the Fund's first and still its most important fundraising activity.

On 15th December, 2010, an annual charity dinner banquet – “Firefly Charity Night” – was held in Shanghai. The event was attended by more than 250 distinguished guests whose generous donations helped the Fund raise a total of approximately RMB4 million.

BEA University Students Scholarship Programme

The BEA University Students Scholarship programme was launched in October 2010, providing education grants and subsidies to students of Fudan University, Sun Yat-Sen University, and Shenzhen Polytechnic.

Relief Initiatives for Victims of Natural Disasters

In support of the relief efforts for victims of the devastating earthquake in Qinghai Province in April

2010, BEA China donated RMB1 million (including a RMB300,000 donation from the Fund) to the Red Cross Society of China.

BEA China's Xi'an Branch made a donation of RMB200,000 in support of reconstruction efforts following the severe damage caused by the mudslide in Shaanxi Province in August 2010.

In recognition of its steadfast dedication to society, BEA China was given the “Good Practices in Social Responsibility for Chinese Enterprises Award” by the China Business Network and the “Best Corporate Social Responsibility Award 2010” in the banking category by SOHU.com during the SOHU 2010 Financial Management Network Festival.

OTHER SUBSIDIARIES

Credit Gain Finance Company Limited

In November 2010, Credit Gain Finance Company Limited (“Credit Gain”) helped less fortunate members of the community by serving as the Gold Sponsor of one of the Hong Kong Red Cross' largest annual fundraising events, the “Pass-it-On” Charity Sales Fundraising Campaign.



The Shanghai Soong Ching Ling Foundation – BEA Charity Fund launched the Firefly Project to improve children's educational opportunities and to enhance the quality of teaching in rural areas in China.

「上海宋慶齡基金會—東亞銀行公益基金會」推出「螢火蟲計劃」，以改善內地偏遠地區兒童的教育條件及培訓優秀老師。



基金已籌募善款逾人民幣 1,000 萬元，並積極參與內地多項慈善活動。該基金於 2010 年成功舉辦了一系列公益活動，包括：

螢火蟲計劃

「螢火蟲計劃」是基金首個、亦是目前最重要的籌款項目，所籌善款主要用作改善內地偏遠地區兒童的教育條件。

2010年12月15日，基金在上海舉辦了年度慈善晚宴—「螢火蟲慈善之夜」。當晚逾250位嘉賓參加晚宴，並且慷慨解囊，為基金籌得超過人民幣400萬元的善款。

東亞銀行大學生助學金計劃

「東亞銀行大學生助學金計劃」於2010年10月正式推出，為來自復旦大學、中山大學以及深圳職業技術學院的學生提供助學金。

提供支援予天災災民

2010年4月，為支援青海地震災區的災後重建工作，東亞中國向中國紅十字總會捐贈合共人民幣100萬元(含基金捐贈的人民幣30萬元)。

2010年8月，東亞中國西安分行捐贈人民幣20萬元，以支援陝西省泥石流災區的災後重建工作。

東亞中國致力履行其社會責任，並獲得廣泛認同，先後獲得第一財經頒發的「2010年第一財經中國企業社會責任榜之優秀實踐獎」，以及由搜狐網舉辦的搜狐網2010金融理財網絡盛典中之「2010年最佳履行社會責任銀行獎」。

其他附屬公司

領達財務有限公司

領達財務有限公司(「領達財務」)致力協助弱勢社群，於2010年11月成為香港紅十字會其中一項最大型的年度籌款活動—「愛心相連大行動」之金贊助商。



BEA China received the “Good Practices in Social Responsibility for Chinese Enterprises Award” and the “Best Corporate Social Responsibility Award 2010” in the banking category from SOHU.com.

東亞中國獲頒「2010年第一財經中國企業社會責任榜之優秀實踐獎」，以及搜狐網2010金融理財網絡盛典中之「2010年最佳履行社會責任銀行獎」。

Credit Gain served as the Gold Sponsor of the Hong Kong Red Cross' “Pass-it-On” Charity Sales Fundraising Campaign.

領達財務是香港紅十字會「愛心相連大行動」之金贊助商。



CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)

Blue Cross (Asia-Pacific) Insurance Limited

Blue Cross supported a series of charitable activities in 2010 including the Hong Kong Physically Handicapped and Able-Bodied Association's "Barrier-free Visit to Historic Sites" programme for the second consecutive year. The programme introduced barrier-free heritage spots in Hong Kong to the disabled, promoting and encouraging people of varied abilities to come together on equal terms.

In October 2010, Blue Cross sponsored the Wai Yin Association's Shanghai Expo Charity Tour, which was established to provide underprivileged students in Hong Kong with the opportunity to attend the World Expo 2010 in Shanghai.

Tricor Holdings Limited

Employees

Staff Relations

In March 2010, Tricor Holdings Limited ("Tricor") held a Regional Executive Seminar to foster communication among executives in the Group's local and overseas offices. In celebration of its 10th Anniversary, Tricor Hong Kong organised its first Firm-wide dinner in October 2010, which was attended by over 600 staff members.

Staff Training and Education

Tricor encourages its employees to continue their education and attain relevant professional qualifications. In addition to providing regular in-house training, the Company sponsors staff members who wish to enrol in external job-related courses and seminars and also grants study leave and examination leave.

Community

Internships and Scholarships for Students

Tricor provides summer and winter internships to qualified college and university students, giving them a better understanding of professional practices and the business environment. In 2010, Tricor Hong Kong participated in the Yuen Long District Secondary School Student Internship Programme organised by the Hong Kong Coalition of Professional Services, offering summer internships to Form 5 students from Tin Shui Wai. Tricor also awards needs-based scholarships to university students.

Pro Bono Services and Charitable Sponsorship

Tricor provides pro bono corporate services to a number of charitable bodies and NGOs. Since 2009, Tricor Singapore has sponsored all of the secretarial, administrative, and accounting requirements of Lions Savesight Centre Singapore. In 2010, Tricor Hong Kong sponsored staff members of the Firm who participated in the UNICEF Charity Run 2010 and the "5th Hong Kong & Macau O! Day" organised by The Salvation Army.

Sponsorship of Professional Seminars

Tricor is keen to promote professionalism in related service industries. In 2010, Tricor Hong Kong continued to sponsor professional seminars organised by such professional institutes as The Hong Kong Institute of Chartered Secretaries, the HKICPA, and CPA Australia.

Blood and Organ Donation

In 2010, Tricor Malaysia organised a 2-day blood and organ donation drive with the support of the Ministry of Health and the National Organ & Cell Transplant Centre.



Blue Cross supported the "Barrier-free Visit to Historic Sites" programme, which brought people of different abilities together on equal terms.

藉著贊助「傷健無障礙古蹟之旅」活動，藍十字協助宣揚社會間「傷健共融」的精神。

Blue Cross sponsored the Wai Yin Association's Shanghai Expo Charity Tour.

藍十字贊助由慧妍雅集主辦的「上海世博慈善之旅」。



藍十字 (亞太) 保險有限公司

2010年，藍十字支持一系列慈善活動，包括連續第2年贊助由香港傷健協會舉辦的「傷健無障礙古蹟之旅」活動，藉此將香港無障礙的古蹟景點介紹給傷殘人士，以宣揚及鼓勵具備不同能力的人士發揮「傷健共融」的精神。

2010年10月，藍十字贊助由慧妍雅集主辦的「上海世博慈善之旅」，讓香港低收入家庭的學生有機會參觀於上海舉行的2010年世界博覽會。

卓佳集團有限公司

僱員

員工關係

在2010年3月，卓佳集團有限公司(「卓佳」)舉辦區域行政人員研討會，藉以促進卓佳於本港和海外辦事處人員的互相溝通。此外，卓佳香港辦事處於2010年10月舉行其成立10周年晚宴，共有逾600名員工參與慶祝。

員工培訓及教育

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

社會

學生實習計劃及獎學金

卓佳為合資格的大學及高中學生，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的實務及營商環境。在2010年，卓佳香港辦事處參與由香港專業聯盟舉辦的元朗區中五學生暑期專業實習計劃，為天水圍的中學生提供實習機會。此外，卓佳亦提供獎學金，支持財政上有需要的大學生。

免費服務及慈善贊助

卓佳為多個慈善團體及非政府組織提供免費的企業服務。自2009年起，卓佳新加坡辦事處贊助當地Lions Savesight Centre的所有秘書、行政管理及會計工作。在2010年，卓佳香港辦事處贊助其員工參與「聯合國兒童基金會慈善跑2010」，以及救世軍主辦的「第5屆港澳定向追蹤日」。

贊助專業研討會

卓佳致力在相關業界提升專業服務精神。2010年，卓佳香港辦事處繼續贊助多個專業會議，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。

捐血及捐贈器官

在2010年，卓佳馬來西亞辦事處舉辦為期兩天的捐血及捐贈器官推廣宣傳活動，是項活動獲得馬來西亞政府衛生部及國家器官及細胞移植中心的支持。



Tricolor's corporate governance seminar in Hong Kong was attended by over 700 people.

逾700名人士出席卓佳舉辦的公司管治研討會。



Tricolor staff members participated in "the UNICEF Charity Run 2010" and "The 5th Hong Kong & Macau O! Day".

卓佳員工積極參與「聯合國兒童基金會慈善跑2010」，以及救世軍主辦的「第5屆港澳定向追蹤日」。

