

CORPORATE SOCIAL RESPONSIBILITY REPORT



In November 2011, BEA staff members and their families visited the Mai Po Nature Reserve and took part in a variety of green activities organised by WWF-Hong Kong.

2011年11月，本行員工及其家屬參觀米埔自然保護區，並參加由世界自然基金會香港分會舉辦的環保活動。

Students from Singapore Polytechnic visited BEA to learn more about the Bank's business and operations.

新加坡理工學院的學生參觀東亞銀行，瞭解本行的業務及營運。



A strong sense of identity with the community and a positive, enabling spirit lie at the heart of the corporate culture of The Bank of East Asia ("BEA") Group. This philosophy is actively promoted within our Group as well as in our relations with our customers, business partners, and the communities we serve through a wide range of social and environmental programmes. In this Report, we highlight many of the initiatives undertaken by the BEA Group in 2011 for the benefit of our stakeholders.

THE BANK OF EAST ASIA

Employees

Healthy Working Environment and Attractive Benefits

We strive to ensure that our staff of over 12,000 enjoys a healthy and positive environment in which to work and interact with others. Staff members receive comprehensive hospitalisation and outpatient medical benefits, dental benefits, as well as flexible maternity leave and compassionate leave. To ensure that we are in line with the best market practices, we have recently introduced a number of new benefits including paternity leave, birthday leave, and a gift celebrating the birth of an employee's child.

In recognition of its efforts to promote a healthy, smoke-free workplace, the Bank was named a "Grand Award" winner in the Hong Kong Smoke-free Leading Company Awards programme in January 2012 by the Hong Kong Council on Smoking and Health.

Personal and Professional Development

BEA supports life-long learning and encourages staff members to attain relevant professional qualifications. In 2011, we organised a total of 690 internal and external classes and delivered more than 4,200 training hours.

Staff Relations Programmes

In the event that an employee has difficulty coping with work or external pressures, the Bank offers counselling and psychological consultation, advice on stress management, and wellness programmes. To encourage staff members to lead healthy, active lives, the Bank's Staff Sports and Recreation Club offered more than 50 activities that involved thousands of employees and their family members.

Recruitment and 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 regardless of gender, religion, or ethnic background.

We conduct recruitment talks at many universities and secondary schools throughout the year. We also support the Work-Integrated Education Scheme organised by The Hong Kong Polytechnic University and the Cooperative Education Scheme of Tung Wah College. Graduates from our Management Trainee and Retail Management Trainee programmes provide the Bank with a steady supply of talented manpower.

企業責任報告



Graduates of BEA's
Management Trainee
Programme
「見習管理人員計劃」
畢業生。

東亞銀行的企業文化蘊含著強烈的社會責任感和積極進取的精神。本行不僅將此理念灌輸予本行員工，而且透過一系列社區及環保活動，廣泛宣揚至與我們緊密聯繫的客戶、業務夥伴，乃至我們服務的廣大社群。本報告綜述東亞銀行集團於2011年為我們的持份者所推行的相關措施和活動。

東亞銀行

僱員

健康的工作環境和完善福利

本行致力為逾12,000名員工提供一個健康及積極的工作環境，確保他們可安心工作，也經常互動交流。僱員可享有全面的住院及門診醫療福利、牙科福利、彈性的分晚假期及喪假等。為配合市場上的最佳做法，本行最近為僱員推出侍產假、生日假和發送新生子女賀禮等員工福利措施。

2012年1月，本行於香港吸煙與健康委員會主辦的「香港無煙領先企業大獎」活動中獲頒「領先大獎」，以表彰本行積極建立健康、無煙工作間的努力和成果。

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。2011年，本行安排員工參與了共690項內部和外間培訓課程，提供超過4,200小時的培訓時間。

員工關係活動

如僱員在工作或外間遭受壓力而感到困擾，本行會為他們給予適切和周全的協助，包括專業諮詢、心理輔導、壓力處理建議及其他康健訓練計劃等。為鼓勵員工能健康和積極地生活，本行的員工康體會在年內舉辦逾50項活動，員工及家屬的參與人數逾數千，反應相當熱烈。

招聘及延伸計劃

本行為平等機會僱主。我們制定了嚴格的政策，確保所有應徵者在求職過程中均獲得公平的考慮；而不論我們聘用的員工性別、宗教或種族背景為何，均會獲得在機構內平等發展事業的機會。

本行在年內於香港多家大學及中學舉辦職業講座，並支持香港理工大學的「校企協作教育」和東華學院的「企業協作計劃」，為學生提供結合傳統課堂學習及實際工作經驗的教育模式。同時，本行推行「見習管理人員計劃」和「零售業務見習管理人員計劃」，為發展各項業務作好準備，提供更多穩定而優秀的員工。

CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)



BEA received The Community Chest's "President's Award" for the 12th consecutive year.
東亞銀行連續 12 年獲香港公益金頒發「公益榮譽獎」。



BEA was recognised as a "Caring Company" by The Hong Kong Council of Social Service for the eighth consecutive year.
本行履行良好的企業公民責任，並連續第 8 年獲香港社會服務聯會嘉許為「商界展關懷」機構。

Community Involvement

BEA upholds its duties as a responsible corporate citizen by supporting the community and its members through donation, sponsorship, and many other forms of support.

For the eighth consecutive year, the Bank was named a "Caring Company" by The Hong Kong Council of Social Service ("HKCSS") in recognition of its exemplary corporate citizenship. In addition, BEA's wholly-owned subsidiaries Blue Cross (Asia-Pacific) Insurance Limited ("Blue Cross") and Credit Gain Finance Company Limited ("Credit Gain") were both named a "Caring Company", for the third consecutive year and first year, respectively.

Education

A long-term supporter of education, BEA awards prizes to students who excel in their studies. These include the Top Candidate Prize, which is awarded to the highest achievers in the Associate Examinations administered by the Hong Kong Institute of Bankers ("HKIB"). In addition, the Bank gives awards to staff members who achieve excellent results in the HKIB's associateship examination and Outstanding Financial Management Planner Award programme. In 2011, we also sponsored the Hong Kong Institute of Certified Public Accountants' Qualification Programme Case Analysis Competition, an inter-tertiary event that involved teams from both Hong Kong and Mainland China.

Health

BEA continued to play an important role in many health-related programmes and events during the year including the development of the Hong Kong Red Cross' planned blood donation centre in West Kowloon. We also sponsored the New Life Psychiatric Rehabilitation Association's "The Same, Not The Same" Social Inclusive Arts Exhibition, and donated bicycles to the Association for use at the New Life Farm in Tuen Mun. In addition, we arranged outside catering service for Bank functions from the New Life Restaurant, a social enterprise that employs people recovering from mental illness. The Bank also supported the Hong Kong Cancer Fund, Hong Kong Hereditary Breast Cancer Family Registry, and the Hospital Authority in 2011.

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 the 1999/2000 campaign year. In 2011, the Bank and its staff participated in many of the Chest's programmes, such as the "Corporate and Employee Contribution Programme", "Dress Casual Day", "Walk for Millions", and "The Community Chest Sports Corporate Challenge 2011". We also supported the "Scheme \$6,000 for the Chest" by posting a donation appeal message on our website, printing a message on account statements mailed to customers, and placing a donation box in our Main Branch.



The Group and its staff support numerous charitable causes. In 2011, these included: (clockwise from the top) The Community Chest Sports Corporate Challenge 2011, Oxfam Trailwalker, and the UNICEF Charity Run 2011.

集團及員工一向積極支持慈善活動，其中包括：(上起，順時針)「公益競技大比拼2011」、「樂施毅行者」，以及「聯合國兒童基金會慈善跑2011」。

參與社區

本行透過捐贈、贊助及不同的參與形式，積極履行企業公民責任，全力支持及投入社區事務。

東亞銀行參與社區、服務社群的表現屢獲嘉許，已連續第8年獲香港社會服務聯會(「社聯」)嘉許為「商界展關懷」機構。此外，本行的全資附屬公司——藍十字(亞太)保險有限公司(「藍十字」)及領達財務有限公司(「領達財務」)，亦分別連續第3年及首年獲社聯嘉許為「商界展關懷」機構。

教育

長期以來，東亞銀行積極支持教育發展，設立獎學金以嘉許成績優異的學生或學員。本行頒發 Top Candidate Prize 予在香港銀行學會會試中考取最優越成績的從業員。此外，在香港銀行學會會試及「傑出財富管理師大獎」中獲取優異成績的本行員工，亦可獲發獎勵。2011年，本行並贊助由香港會計師公會舉辦的「專業資格課程個案分析」比賽，該比賽是為香港及內地的大學參賽隊伍而設。

健康

本行持續支持社會上與健康相關的計劃及活動，包括捐助香港紅十字會於西九龍發展新總部中所設的全新捐血中心。本行又贊助新生精神康復會「一樣、不一樣」的社區共融藝術展覽、捐贈單車予該會在屯門的「新生有機農場」，並且訂購其轄下社會企業——「新生餐廳」提供的外送餐飲服務，以支持精神病康復者重投社會工作及重新適應社會。此外，本行在2011年內分別贊助了香港癌症基金會、香港遺傳性乳癌家族資料庫，以及醫院管理局的相關健康計劃。

社會福利

東亞銀行多年以來一直熱心支持香港公益金(「公益金」)，自1999/2000年度起，每年均獲頒「公益榮譽獎」。於2011年，本行及員工積極參與公益金不同的慈善活動，包括「商業及僱員募捐計劃」、「公益金便服日」、「公益金百萬行」和「公益競技大比拼2011」，為不同的受助社群籌募善款。本行並積極支持「公益金共享\$6,000計劃」，透過不同渠道向客戶宣傳募捐訊息，包括在本行網站上載及在客戶的賬戶月結單上列印有關的募捐訊息，以及在總行放置捐款箱以收集善款。

CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)



BEA and S.K.H. St. Christopher's Home jointly organised an outing for children in May 2011.

2011年5月，本行與聖公會聖基道兒童院合作，為旗下中心的兒童舉辦「愛心展關懷兒童日」外遊活動。



Staff members volunteered to help run a winter solstice gathering jointly held by the Bank and the Senior Citizen Home Safety Association for elderly citizens in December 2011.

本行義工籌備並踴躍參加在2011年12月由本行與長者安居協會攜手為長者送上的冬至午宴，共享溫馨熱鬧的氣氛。



In 2011, BEA was a major sponsor of the People's Food Bank run by St. James' Settlement. The Bank also supported the annual fundraising campaigns of Fu Hong Society, Haven of Hope Christian Service, Po Leung Kuk, Ronald McDonald House Charities Hong Kong Limited, Sedan Chair Charities Fund, Senior Citizen Home Safety Association, The Society for the Promotion of Hospice Care, and Tung Wah Group of Hospitals.

BEA also arranged for staff volunteers to participate in a series of financial education workshops under the Joint Community Education Program organised by The Hong Kong Association of Banks and the HKCSS for low-income and single-parent families. Representatives of the Bank shared their professional knowledge with participants, discussing the concepts of savings and credit, and stressing the importance of proper financial management.

Staff Volunteering

The Bank encourages its staff members to offer their time and care to disadvantaged members of our society. In 2011, we joined hands with Sheng Kung Hui St. Christopher's Home to organise an outing for underprivileged children. In addition, we supported events organised by the Families of SMA Charitable Trust, Senior Citizen Home Safety Association, and The Salvation Army Hong Kong and Macau Command (the "Salvation Army"). In total, the Bank's staff provided more than 2,000 hours of volunteer service to the local community during the year.

Environment

BEA is committed to conducting business in an environmentally responsible manner. In 2011, we became a Silver Member of the World Wide Fund for Nature ("WWF") and participated in WWF's "Earth Hour" in March together with Group subsidiaries – The Bank of East Asia (China) Limited ("BEA China"), Credit Gain, and BEA Wealth Management Services (Taiwan) Limited.

BEA once again became an "Earth Partner" of Friends of the Earth (HK) ("FoEHK") and participated in various programmes organised by the FoEHK including the "Power Smart" Energy Saving Contest. BEA's Head Office Building in Central and BEA Tower in Kwun Tong received the "Class of Excellence" and the "Class of Good" distinction in the Energywise Label Scheme as part of the Hong Kong Awards for Environmental Excellence ("HKAEE") programme for the fourth and third consecutive year, respectively.

In addition, we continued to explore ways to reduce waste in every area of business. For the third straight year, the Bank joined the HKAEE's "Wastewise Label" Scheme, which encourages Hong Kong businesses to adopt measures to reduce the amount of waste generated within their establishments and through the products and services they provide. In 2011, BEA sent nearly 393,000 kg. of paper waste for recycling, which is equivalent to a reduction of more than 1,800 tonnes of carbon dioxide.



BEA sponsored and organised teams to participate in the "Bank Cup of the 19th Green Power Hike" in January 2012.

本行贊助及組織員工隊伍參與2012年1月「第19屆綠色力量環島行慈善行山比賽(銀行杯)」。

2011年，東亞銀行成為聖雅各福群會主辦的食物銀行「眾膳坊」的主要贊助機構。此外，本行捐款贊助多個慈善和社會服務團體所舉辦的公益籌款活動，當中包括：扶康會、基督教靈實協會、保良局、麥當勞叔叔慈善之家有限公司、抬轎比賽慈善基金、長者安居協會、善寧會，以及東華三院等。

另外，在由香港銀行公會與社聯攜手推出「智有財能」教育坊計劃中，本行職員以義工身分，參與在社區舉行的理財教育坊，利用他們的專業知識為低收入及單親家庭講解儲蓄、借貸及正面的理財觀念。

員工義工活動

本行鼓勵員工付出一己時間及關懷，為社會上的弱勢社群服務。2011年，本行與聖公會聖基道兒童院合作，為來自基層家庭的兒童舉辦「愛心展關懷兒童日」外遊活動。此外，本行組織義工隊伍，支持脊髓肌肉萎縮症慈善基金、長者安居協會及香港救世軍港澳軍區(「救世軍」)的活動。本行員工均積極參與，僅僅在2011年，本行員工已提供超過2,000小時的義工服務時間。

The Bank and its staff work together to reduce energy consumption and wastage.

本行及員工上下齊心，實行措施以減少能源消耗和廢物的產生。



環境保護

本行一向關注環境保護，致力以負責任的態度營運業務。2011年，本行參加世界自然基金會成為「純銀會員」，並於3月聯同本集團的附屬公司——東亞銀行(中國)有限公司(「東亞中國」)、領達財務和東亞證券股份有限公司，共同參與該會每年一度的「地球一小時」關燈行動，以實際行動支持對全球暖化的關注。

此外，本行再次成為香港地球之友(「地球之友」)的「Earth Partner」，積極參與該會舉辦的多個節能項目如「知慳惜電」節能比賽。本行位於中環的總行大廈及觀塘的東亞銀行中心，更於「香港環保卓越計劃」中的「節能標誌計劃」中，分別連續第4年及第3年獲頒發「卓越級別」及「良好級別」節能標誌。

此外，我們持續在不同的業務範疇中積極尋求減少廢物的途徑。本行連續3年參加「香港環保卓越計劃」的「明智減廢計劃」，該計劃旨在鼓勵香港企業在其營運環境內及生產和提供服務的過程中，採取適當的措施減少廢物的產生。過去一年，本行將393,000公斤的辦公室廢紙送往供應商安排回收再造，這等同減少逾1,800噸二氧化碳當量的溫室氣體排放。

CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)



In 2011, BEA sponsored the Finale programme of the Hong Kong Arts Festival for the fourth consecutive year.
2011年，本行連續第4年贊助香港藝術節的閉幕演出。

Arts & Culture

BEA sponsored a variety of arts and cultural events in 2011, including “Le French May 2011” organised by the Association Culturelle France – Hong Kong Limited, and the Hong Kong Arts Festival – two of the major events on the Hong Kong cultural calendar. The Bank has sponsored the Arts Festival’s Finale programme since 2008.

Others Forms of Support

In addition to providing financial assistance, BEA supports non-governmental organisations (“NGOs”) through payment in kind. In 2011, this included the insertion of donation appeal material from NGOs (such as the Lions Kidney Educational Centre & Research Foundation and Yan Chai Hospital) in the Bank’s statement mailings to customers, and the assignment of branches to serve as collection depots for donations to the NGOs.

Customer-focused Initiatives

Helping Smaller Businesses

In 2011, BEA participated in three loan schemes that were primarily designed for small and medium enterprises (“SMEs”), namely the Special Loan Guarantee Scheme (loan facility renewal), SME Loan Guarantee Scheme, and the SME Financing Guarantee Scheme. These schemes helped SMEs and non-listed enterprises obtain facilities to meet their business needs and enhance their productivity and competitiveness.

Other Initiatives

In December 2011, following amendments to the Hong Kong Companies Ordinance and the Bank’s Articles of Association, BEA announced that all corporate communications would be disseminated to Shareholders via the Bank’s website at www.hkbea.com (unless otherwise instructed by Shareholders). At present, more than 80% of our Shareholders receive corporate communications from BEA via our website.

The Bank also continued to request non-registered holders of BEA’s ordinary shares in the Central Clearing and Settlement System to receive the Bank’s corporate communications via the Bank’s website. This paper conservation initiative was supported by the majority of the non-registered holders, with less than 16% of approximately 3,350 non-registered holders requesting printed materials.

BEA also encouraged its customers to adopt electronic channels when using the Bank’s services – including Cyberbanking and Corporate Cyberbanking – and receiving account-related information.



The Bank supports different sectors of our society, including small and medium enterprises.

本行致力協助社會各界社群，當中包括協助中小企業取得融資。



文化藝術

上年度，東亞銀行贊助了一系列的文化藝術節目，包括兩項每年一度的本地文化盛事：由 Association Culturelle France – Hong Kong Limited 舉辦的「法國五月」，以及香港藝術節。東亞銀行自 2008 年起，已一直贊助香港藝術節的閉幕演出。

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機構。年內，本行協助將慈善機構如國際獅子會腎病教育中心及研究基金和仁濟醫院的宣傳單張，隨本行之月結單寄付予本行客戶，從而把募捐的訊息傳達予廣大的社群。我們也選定個別分行，作為慈善機構賣旗籌款的收集站。

以客戶為主的措施

協助中小企業

2011 年，東亞銀行參與了 3 個專為中小企業而設的貸款計劃，分別為「特別信貸保證計劃」（主要為敝做續期貸款）、「中小企業信貸保證計劃」，以及「中小企融資擔保計劃」，以協助中小企業及非上市企業獲取融資，應付業務需要，並提升其生產力和競爭力。

其他措施

隨著香港《公司條例》及本行組織章程細則的有關修訂生效以後，本行自 2011 年 12 月起作出新安排，以透過本行網站 www.hkbea.com 發送本行公司通訊予股東（除非股東要求收取印刷本）。至今，超過 80% 的股東透過本行網站收取公司通訊。

同時，本行繼續要求在中央結算系統中持本行普通股股份的非登記持有人，透過本行網站閱覽本行的公司通訊，以替代收取印刷本。此節約紙張措施獲得大多數本行股份非登記持有人的支持，在約 3,350 名非登記持有人當中，僅不足 16% 要求收取印刷本。

此外，本行鼓勵客戶選用電子銀行服務，包括使用電子網路銀行及企業電子網路銀行等，並以電子渠道收取賬戶相關的資訊。

CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)



Four palliative care rooms were set up in 2011 as part of the "Palliative Care in Residential Care Homes for the Elderly" programme established by The Bank of East Asia Charitable Foundation and "la Caixa" Foundation.

東亞銀行慈善基金及"la Caixa"基金會推出「安老院舍完善人生關顧計劃」，4間「完善人生關顧房間」已在2011年改裝完成，並落成啟用。



BEA China distributed 5,000 "Firefly 60 Backpacks" containing books and school supplies to students on the Mainland in 2011.

2011年，東亞中國捐贈了5,000個包含書本及文具等學習用品的「螢火蟲60背包」予內地學童。

The Bank of East Asia Charitable Foundation

Education

The Bank of East Asia Charitable Foundation ("BEA Foundation") promotes and supports the advancement of education in Hong Kong, particularly at the tertiary level. In 2011, the BEA Foundation awarded scholarships to students in recognition of their outstanding academic achievements at the University of Hong Kong, the Chinese University of Hong Kong, the Hong Kong Polytechnic University, and the Hong Kong Institute of Education.

Palliative Care

Jointly established by BEA Foundation and "la Caixa" Foundation in 2010, the "Palliative Care in Residential Care Homes for the Elderly" programme is an integrated care programme operated by The Salvation Army for terminally-ill senior citizens. In January 2011, the first two palliative care rooms were opened in the Kam Tin Residence for Senior Citizens and the Bradbury Home of Loving Kindness in Shatin. In May 2011, a third room was opened in the Hoi Tai Residence for Senior Citizens in Mongkok, and a fourth room was completed in the Kiangsu Chekiang and Shanghai Residents (H.K.) Association Tuen Mun Hostel for the Elderly in December 2011.

By the end of its three and a half-year pilot period in 2013, the programme will involve a multi-disciplinary team of 600 professionals and serve up to 900 elderly residents and their family members.

THE BANK OF EAST ASIA (CHINA) LIMITED

Shanghai Soong Ching Ling Foundation – BEA Charity Fund

BEA China, the Bank's wholly-owned subsidiary on the Mainland, supports a wide range of charitable causes through the activities of the Shanghai Soong Ching Ling Foundation – BEA Charity Fund (the "Fund"). The Fund has raised over RMB18.8 million since its establishment in 2009 by BEA China and the Shanghai Soong Ching Ling Foundation.

Firefly Project

In 2011, the Fund continued to focus on improving educational opportunities for children in rural areas of China by organising a number of activities under the Firefly Project.

Six Firefly Centres were established during the year in schools in Sichuan, Guangdong, and Liaoning provinces providing students with furniture, learning materials, and computers. In addition, 5,000 "Firefly 60 Backpacks" containing books and school supplies were distributed to students in China.



By the end of 2011, The Shanghai Soong Ching Ling Foundation – BEA Charity Fund (the “Fund”) had set up 15 Firefly Centres for the benefit of more than 14,000 under-privileged students on the Mainland.

至2011年年底，「上海宋慶齡基金會—東亞銀行公益基金」(「基金」)共成立15所「螢火蟲樂園」，為身處內地偏遠地區逾14,000名兒童提供較佳的學習環境。

東亞銀行慈善基金有限公司

教育

東亞銀行慈善基金積極支持和推動香港教育 — 特別是高等教育的發展。2011年，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，以及香港教育學院而考獲優異成績的學生提供多個獎學金，以茲嘉許鼓勵。

「香港安老院舍完善人生關顧計劃」

東亞銀行慈善基金及“la Caixa”基金會於2010年聯手推出「安老院舍完善人生關顧計劃」，目的是為末期病患長者提供綜合關顧服務。該計劃由救世軍負責營運和管理，首兩間分別位於元朗錦田的救世軍錦田長者之家，以及位於沙田大圍的白普理慈愛長者之家的「完善人生關顧房間」，已在2011年1月落成啟用。第3間及第4間「完善人生關顧房間」，則分別位於旺角的海泰長者之家和屯門的香港蘇浙同鄉會屯門安老院，也先後於去年5月及12月投入服務。

上述的計劃會推行至2013年，以3年半為試驗期。屆時，有關計劃涉及的跨界別專業服務隊伍將達600人，而提供綜合「紓緩關懷」服務的服務對象，包括末期病患長者及其家人，則估計會達到900人。

東亞銀行(中國)有限公司

上海宋慶齡基金會—東亞銀行公益基金

東亞銀行在內地的全資附屬公司—「東亞中國」，與上海宋慶齡基金會共同成立「上海宋慶齡基金會—東亞銀行公益基金」(「基金」)，致力支持社會公益事業。自2009年成立以來，基金已籌募善款逾人民幣1,880萬元。

螢火蟲計劃

2011年，基金繼續透過「螢火蟲計劃」的不同活動，改善內地偏遠地區的兒童教育。

年內，基金於四川、廣東及遼寧省捐建了6所「螢火蟲樂園」，為該等地區的學童提供課室家具、學習材料及電腦。此外，基金捐贈了共5,000個包含書本及文具等學習用品的「螢火蟲60背包」予內地有需要的學童。

CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)



The Fund raised more than RMB 6.7 million during its third annual “Firefly Charity Night” dinner on 8th December, 2011.

2011年12月8日，基金在上海舉辦了第3屆「螢火蟲慈善之夜」慈善晚宴，成功為基金籌得超過人民幣670萬元的善款。

In 2011, staff members and business partners of BEA China, together with members of the media spent more than 70 hours serving as volunteer teachers in schools in rural areas of China. In April 2011, a team of 15 volunteers organised a 3-day teaching programme for students at Wenchuan Number 2 Primary School in Sichuan and in June 2011, a team of five volunteers revisited the school.

The Fund also provided financial support to 10 teachers of the BEA Hope School in Xinjiang and 10 teachers of Liuji Secondary School in Jishishan County, Gansu Province attending teacher training programmes in July and August 2011, respectively.

BEA University Students Scholarship Programme in China

Launched in 2010, the BEA University Students Scholarship Programme in China provides education grants and subsidies to outstanding students who do not have the financial resources to pursue higher education. Originally offered to students of Fudan University, Sun Yat-sen University, and Shenzhen Polytechnic, the scholarships were further extended to the students of Jinan University's Shenzhen Tourism College in 2011.

BEA China's employees planted more than 400 trees in various tree planting initiatives in March 2011.

東亞中國致力支持環境保護工作，於2011年3月透過多個植樹活動，在內地植樹逾400棵。



In recognition of its dedication to society, BEA China received the “Best Corporate Social Responsibility Award” from CFO World in its 2011 Chinese CFO's Most Trustworthy Bank Awards programme and the “Multinational Enterprises Corporate Social Responsibility – Outstanding CSR Case Awards” from *China Philanthropy Times*, the China Association of Social Workers' Working Committee on Corporate Citizenship, and the School of Social Development and Public Policy of Beijing Normal University.

OTHER SUBSIDIARIES

Credit Gain Finance Company Limited

During the year under review, Credit Gain was awarded the “Heart to Heart Company Logo” by The Hong Kong Federation of Youth Groups in recognition of its generous support of school activities in Hong Kong.

Credit Gain also supported a number of charitable activities throughout the year. In co-operation with the Evangelical Lutheran Church Social Service – Hong Kong (“ELCHK”), Credit Gain employees visited disadvantaged elderly residents of Kwai Tsing district and brought them daily necessities. In addition, the Company organised an ecological outing with ELCHK for underprivileged children to the Hong Kong Wetland Park. In November 2011, Credit Gain employees took part in a Charity Walk held at the Shatin Racecourse organised by The Lok Sin Tong Benevolent Society Kowloon.



BEA China organised the "Today, You Are A Happy Angel" programme to mark the 2011 International Children's Day on 1st June.

為慶祝6月1日國際兒童節，東亞中國在2011年舉辦了「今天，你就是快樂天使」的學校和孤兒院探訪活動。



2011年，東亞中國員工、其業務夥伴，以及來自媒體的人士，共同為內地鄉村地區的學校進行超過70小時的義務教學。2011年4月，一支由15人組成的義工隊前往四川省汶川縣第二小學進行3天教學；同年6月，另一支5人的義工隊再次探訪該校。

基金同時撥款資助10名來自新疆喀什市疏附縣蘭幹鄉東亞銀行愛心小學的教師，以及10名來自甘肅省積石山縣劉集中學的教師，分別於2011年7月及8月接受教師培訓課程。

東亞銀行大學生助學金計劃

2010年，東亞中國在內地設立了「東亞銀行大學生助學金計劃」，為因經濟困難而無法繼續學業的優秀學生提供助學金。2011年，有關助學金計劃的助學範圍已由復旦大學、中山大學及深圳職業技術學院，進一步擴展至暨南大學深圳旅遊學院。

東亞中國對社會的投入和貢獻備受各界認同，在《首席財務官》雜誌社主辦的「2011年度中國CFO最信賴的銀行」評選中榮膺「最佳社會責任獎」。此外，東亞中國的「螢火蟲計劃」獲《公益時報》社、中國社會工作協會企業公民工作委員會和北京師範大學社會發展與公共政策學院聯合頒發「跨國公司企業社會責任(CSR)優秀案例獎」。

其他附屬公司

領達財務有限公司

2011年內，領達財務榮獲香港青年協會頒發「有心企業」標誌，以表揚其對學校活動的貢獻。

領達財務及其義工隊並積極支持一系列的慈善活動，包括聯同基督教香港信義會社會服務部（「香港信義會」），帶同日常用品探訪葵青區的獨居長者，以及帶領一群低收入家庭兒童遊覽香港濕地公園，一起學習生態保育的重要性。2011年11月，領達財務員工又參與由九龍樂善堂於沙田馬場舉行的慈善步行活動。

CORPORATE SOCIAL RESPONSIBILITY REPORT (CONTINUED)



Blue Cross continued to partner with Hong Kong Physically Handicapped and Able-Bodied Association in 2011.
2011年，藍十字繼續與香港傷健協會攜手合作，透過參與其活動，宣揚「傷健共融」的理念。

Blue Cross (Asia-Pacific) Insurance Limited

Blue Cross continued to partner with the Hong Kong Physically Handicapped and Able-Bodied Association ("PHAB") in 2011. The Company sponsored the "Happy Teens, Full of Fun" Programme, a communication platform promoting the integration of teenagers, with and without disabilities, into society. More than 120 teenagers participated in this highly successful programme.

In January 2011, Blue Cross supported the "PHAB Walk for Integration", helping to raise funds for the PHAB's integration projects. Over 50 employees and their family members took part in this event. In March, Blue Cross participated in "The Community Chest Sports Corporate Challenge 2011" as a corporate team and helped raise funds for children and youth services supported by the Chest.

Tricor Holdings Limited

As in past years, Tricor offered summer and winter internships to university students in 2011, providing them with exposure to the professional practice environment and the business world. Tricor also awarded need-based scholarships to talented university students.

In addition, the Company sponsored staff members in a wide range of events during the year including the UNICEF Charity Run 2011 and "The Community Chest Sports Corporate Challenge 2011" in Hong Kong, and "The Edge – Bursa Malaysia Kuala Lumpur Rat Race 2011" charity run in Malaysia.

As a responsible corporate citizen, Tricor provides pro bono services to a number of charitable bodies and NGOs. Since 2009, Tricor Singapore has sponsored the secretarial, administrative, and accounting requirements of Lions Savesight Centre Singapore. In Japan, Tricor gives accounting, tax, and payroll service support to The Tyler Foundation, a non-profit organisation dedicated to improving the lives of young cancer patients and their families.



Tricor Malaysia staff members actively participated in “The Edge – Bursa Malaysia Kuala Lumpur Rat Race 2011” charity run.
卓佳的馬來西亞員工熱切參與「The Edge – Bursa Malaysia Kuala Lumpur Rat Race 2011」慈善跑。

藍十字（亞太）保險有限公司

2011 年，藍十字繼續與香港傷健協會攜手合作，並贊助該會的「樂Teen滿Fun計劃」，透過建立不同的溝通活動，讓傷殘及健全的青少年一起參與，從而促進「傷健共融」的理念。在是次計劃中，共有逾120名青少年參加並因而受惠。

2011 年 1 月，逾 50 名藍十字員工及家屬參加「傷健共融步行日」活動，為「傷健共融」項目籌募善款。3 月，藍十字組成機構隊伍參加「公益競技大比拼 2011」，為公益金之「兒童及青年服務」籌募善款。

卓佳集團有限公司

多年來，卓佳集團有限公司（「卓佳」）在暑假及寒假期間為大學及大專院校學生提供實習機會，讓他們親身體會專業服務及商業的環境。卓佳並提供獎學金，為成績優異而財政上有需要的大學生提供協助。

年內，卓佳贊助僱員參加一系列慈善活動，包括於香港舉辦的「聯合國兒童基金會慈善跑」及「公益競技大比拼 2011」，以及在馬來西亞舉辦的「The Edge – Bursa Malaysia Kuala Lumpur Rat Race 2011」的慈善跑。

作為良好的企業公民，卓佳為不少慈善團體及非政府機構提供義務企業秘書服務。自 2009 年起，卓佳新加坡辦事處已贊助 Lions Savesight Centre Singapore 的秘書、行政及會計方面的工作。在日本，卓佳亦為非牟利機構 The Tyler Foundation 提供會計、稅務及支薪的服務支援，致力支持日本的癌病兒童及其家人。