

COMMUNITY INVOLVEMENT

We believe that if the communities in which we operate prosper, so do our businesses. We support the communities in which we operate through the long-term projects of the Swire Group Charitable Trust and through the community programmes of our operating companies.

The Swire Group Charitable Trust ("The Trust")

The Trust was established in 1983. It is overseen by a Philanthropy Council chaired by an executive director of Swire Pacific. The Trust receives all of its income from companies in the Swire group and provides funds for charitable purposes to non-profit organisations, mainly in Hong Kong and Mainland China. Its principal focus is on education, the environment, and arts and culture. In 2014, The Trust donated HK\$35.5 million to charity – see page 89 for details.

In 2014, the Trust engaged professional philanthropic advisers to help with a strategic review. The review considered internal capacities and activities and external concerns, challenges and opportunities. More than 100 people were interviewed. Four outside groups were consulted. Substantial documentary research was done. There were meetings (including a full-day meeting of the Philanthropy Council) and workshops. The Trust decided to focus additionally on arts for the disadvantaged and

sustainable ecosystems and to continue to support education.

Swire in the Community

Staff of operating companies volunteer their time and skills to help the communities where they work. Some operating companies offer staff time off work to enable them to do this. In 2014, staff in Hong Kong contributed 9,400 hours of voluntary service. Their efforts are recorded in a volunteering newsletter.

Operating companies arrange their own community programmes in accordance with the principles below.

We align our community programmes with our businesses. In 2014, Cathay Pacific invited over 160 people from underprivileged families on the Spirit of Hong Kong Community Flight to experience flying for the first time. Dragonair runs the Dragonair Aviation Certificate Programme to nurture new talent and support the growth of Hong Kong aviation. Swire Coca-Cola Hong Kong organises the annual Coca-



Cola Running Fun event and in 2014 conducted 42 workshops promoting the importance of hydration and a balanced diet for 1,385 primary school students. Swire Resources donated shoes to Hong Kong charities for the needy. SPO has helped 125 disadvantaged youths in the Philippines to acquire marine skills at 18-month residential training courses. Promising students are offered employment.

We support local communities near where we operate. Swire Properties' annual White Christmas Street Fair raises funds for Operation Santa Claus. 'Stories from Island East' documented stories and memories of Island East residents. A book was published and an exhibition



was held. Cathay Pacific and HAECO Hong Kong work with non-profit organisations to bring benefits to the residents of Tung Chung. HAESL works with non-profit organisations in Kowloon East. In Mainland China, our volunteers organise programmes for the communities where they work.

We use the expertise of our staff.

Vogue Laundry provides free laundry and blanket cleaning to underprivileged families. Under Swire Properties' blueprint programme, we provide space for start-up businesses and senior staff to mentor their owners. Swire Properties' technical staff do home maintenance, repairs and minor home renovations for the less fortunate. Cathay Pacific's I Can Fly programme aims to generate

enthusiasm for aviation and social service among young people in Hong Kong. 500 students from underprivileged families participated in the programme in 2014. 3,700 students have participated in the programme in total. HAECO Hong Kong supports the ORBIS Flying Eye Hospital by offering maintenance services.

We work with non-profit organisations.

Cathay Pacific Catering Services works with a Tung Chung based group to support the elderly and underprivileged families in Tung Chung. Swire Coca-Cola Hong Kong organises festive programmes for children at the Ronald McDonald House.

We engage with our customers. In early 2014, members of Asia Miles donated over two million miles in order to provide sweaters for elderly residents in Sham Shui Po. 900 sweaters were delivered before Chinese New Year. Cathay Pacific's Change for Good inflight fundraising programme encourages passengers to donate spare change to UNICEF.

MEASURING OUR IMPACT

Cathay Pacific uses the London benchmarking group guidelines to

measure the impact of its English on Air programme. 94% of participants indicated that the programme had encouraged them to practise spoken English. 88% of participants indicated that the programme had increased their confidence in speaking English. SPO uses a social return on investment framework to assess the impact of its community programmes. Swire Trust monitors the qualitative and quantitative results of its grants.

ENGAGING WITH OUR STAFF

In 2014, we completed a staff survey. Four fifths of respondents thought that we and they should be more involved in the community. We set up a head office staff volunteer team. Staff cleaned homes for the elderly and underprivileged in Sham Shui Po under the auspices of Operation Santa Claus, which we sponsor.

RECOGNITION

In 2014, Swire Pacific was awarded the 10+ Caring Company award by the Hong Kong Council of Social Service for good corporate citizenship.



Swire Jam

In 2014, working with St. James' Settlement People's Food Bank and underprivileged families, volunteers from the Group used Chinese New Year kumquats and sugar provided by Taikoo Sugar to make 700 pots of marmalade. The marmalade was given to poor families, as part of the St. James' Settlement's Happy Shopping Fair programme.

Major Recipients of Grants from Swire Trust in 2014

ASIAN CHARITY SERVICES

Grant Amount | HK\$2.2 million

Purpose | To build NGOs' organisational capacity at the leadership level

ARTS WITH THE DISABLED ASSOCIATION IN HONG KONG

Grant Amount | HK\$1.5 million annually

Purpose | To promote the arts and artistic talent among persons with disabilities, to create equal opportunities for them in the world of art and to foster social integration

COMMUNITY ENGLISH LANGUAGE LABORATORY

Grant Amount | HK\$2.0 million annually

Purpose | To improve English language capabilities in Hong Kong through a community centre offering free English language training

GLOBAL OCEAN COMMISSION

Grant Amount | HK\$3.0 million

Purpose | To support the Commission's examination of key threats, challenges and changes to the oceans in the 21st century, including by supporting a meeting of the Commission in Hong Kong

HONG KONG BAPTIST UNIVERSITY

Grant Amount | HK\$1.0 million

Purpose | To provide six scholarships to enable students from Mainland China's Ministry of Foreign Affairs and China Foreign Affairs University to study for masters degrees in translation

HONG KONG PHILHARMONIC ORCHESTRA



Grant Amount | HK\$39.0 million

Purpose | To inspire and expand musical appreciation in Hong Kong and elsewhere

HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (SWIRE PROFESSORSHIP IN AEROSPACE ENGINEERING)

Grant Amount | HK\$10.0 million

Purpose | To develop a degree in Aerospace Engineering in Hong Kong, to offer greater access for Hong Kong students to specialised studies and to increase the competitiveness of the Hong Kong academic and aviation sectors

HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (SWIRE INTERNATIONAL YOUNG FELLOWS PROGRAMME)

Grant Amount | HK\$12.4 million

Purpose | To promote internationalism on the university campus

THE LEPROSY PROJECT

Grant Amount | HK\$1.8 million

Purpose | To provide educational support to students affected by leprosy

LIFE EDUCATION ACTIVITY PROGRAMME



Grant Amount | HK\$6.0 million

Purpose | To help prevent substance abuse by providing health-based education programmes for children

RIGHT TO PLAY



Grant Amount | HK\$16.2 million

Purpose | To promote a child welfare system through early childhood education centres in 30 villages in Yunnan province in Mainland China

ST. JAMES' SETTLEMENT

Grant Amount | HK\$4.4 million

Purpose | To support immediate and basic needs for the disadvantaged in Hong Kong by operating subsidised food stores

TAIKOO PRIMARY SCHOOL

Grant Amount | HK\$1.7 million annually

Purpose | To strengthen the school's English and Mandarin language teaching, and for special projects

TEACH FOR CHINA



Grant Amount | HK\$3.5 million

Purpose | To address educational inequality in Mainland China by placing teaching fellows for two years at rural schools and to support future leaders committed to access to quality education

WORLD WIDE FUND FOR NATURE HONG KONG

Grant Amount | HK\$4.9 million

Purpose | To improve knowledge of sustainability matters among primary school students and to encourage them to make environmentally sustainable choices in their daily lives

XIAMEN UNIVERSITY

Grant Amount | HK\$6.9 million

Purpose | To support marine science through the establishment of a marine research centre at Xiamen University

Note 1: Some of the figures above are estimates. In these cases, final grant amounts will depend on exchange rates or actual expenses.

Note 2: Some of the grants extend over a number of years.