

10 August 2004

### **Cheung Kong Group Pledges \$3 for Every \$3 Chest Donation Public Makes**

As a Hong Kong based multi-national conglomerate, the Cheung Kong Group (comprising Cheung Kong (Holdings) Limited, Hutchison Whampoa Limited, Cheung Kong Infrastructure Holdings Limited and Hongkong Electric Holdings Limited) has always played an active role in Hong Kong's community activities. In the past, the Cheung Kong Group has partnered closely and effectively with the Community Chest to serve the needs of the community. Indeed, the Cheung Kong Group has earned the honour of being one of the Community Chest's top three contributing organizations for the last four years. This year, the Cheung Kong Group has again mobilized its member companies to initiate a charity program entitled "3 for 3 for the Chest", which will take place from 13 to 23 August, 2004. Under the program, the Group pledges to donate HK\$3 for every HK\$3 the public makes to the Community Chest.

Mr Victor Li, Managing Director and Deputy Chairman of Cheung Kong (Holdings) Limited; Mrs Agnes Nardi, Managing Director of 3 Hong Kong; and representatives of the Community Chest including: Mr Raymond Or, JP, Campaign Committee Chairman; Mr Charles Lee, GBS, JP, Campaign Committee Co-Chairman; and Mr Leon Lai, MH, Campaign Committee Member attended today's launch of the "3 for 3 for the Chest" program to announce the details of the initiative.

Under the "3 for 3 for the Chest" program, the Cheung Kong Group will set up donation boxes at all 3 Hong Kong's 3Shops and 3ServiceCentres; PARKnSHOP, Watsons and Fortress outlets; Hongkong Electric Customer Centre and Pay-in Centre; as well as Cheung Kong and Hutchison Whampoa property sales offices; and housing estates managed by the Group.

During the program period, "3 for 3 for the Chest" will also open up new channels for donations. An additional HK\$33 will be donated by the Cheung Kong Group to the Community Chest for each purchase of a 3 mobile phone, Vfone, rechargeable prepaid SIM, or 3 service subscription. Furthermore, every time a 3 user makes a video call with a 3 -3G- video phone, the Cheung Kong Group will donate an extra HK\$3 to the Community Chest.

Mr Victor Li, Managing Director and Deputy Chairman of Cheung Kong (Holdings) Limited, said "The Community Chest of Hong Kong has done a sterling job of assisting the needy and the disadvantaged in society. As a Hong Kong based commercial organization, the Cheung Kong Group has always supported the invaluable role played by the Community Chest. In the past few years when fund-raising was faced with challenges, we launched a number of special initiatives to promote donations. This year we continue to match public donations to raise more funds – for every HK\$3 the public donates, the Cheung Kong Group will donate \$3 to double the amount received by the Community Chest. We hope that this initiative will trigger

more public donations and consequently, a larger overall amount raised for the Chest”.

The Community Chest Campaign Committee Chairman, Mr Raymond Or, JP, noted: "The Cheung Kong Group has continually partnered with the Community Chest to promote charitable causes, displaying a great commitment to the people of Hong Kong. By organizing innovative donation programs and through promoting active participation from its member companies and business partners, the Cheung Kong Group has set an excellent example of good corporate citizenship".

Donations received from "3 for 3 for the Chest" will be allocated to the 141 social welfare agencies of the Community Chest to benefit over 1 million needy people through numerous social welfare services.