

Human Resources Development and Corporate Social Responsibility



Our employees actively participate in team building exercises. Through their personal involvement and experience, employees develop a spirit of teamwork and co-operation, thereby enhancing the overall corporate culture.

Human Resources Development

As markets become increasingly competitive and the competition for talent grows more intense, human resources has become a core element of corporate competitiveness, which can greatly influence a company's present and future development. The Group has consistently subscribed to a management approach of "appreciating talent", endeavouring to do the utmost to attract, develop and motivate its employees; to seize the initiative in this competitive marketplace through the continuous enhancement and reform of its human resources management mechanisms.

During the past year, the Group further enhanced its job and remuneration management systems and rationalized its internal staff deployment structure, progressively constructing a market-oriented job grading structure and remuneration system, which align more closely with international best practice, to ensure that employee contributions and value are appropriately recognized and rewarded. As a long-term incentive measure, the Company implemented and enhanced its Share Option Scheme for middle and senior managers, as well as core technical employees, to more closely align the interests of the employees, the Group and the shareholders, and motivate its employees to make even greater contributions to the Group to increase efficiency and shareholder value.

Additionally, the Group is broadening the application of its performance management system to cover the daily work of various levels of management, adopting the "Balanced Scorecard" method to construct a top to bottom key performance indicators system, whereby the results of performance evaluations are closely linked to compensation and rewards so as to enhance the motivational effect of performance evaluations and stimulate employee initiative and activism, thereby ensuring employee enthusiasm and assertiveness, and the realization of the Group's strategic objectives.

With regard to employee management, the Group consistently maintains a "personal" approach, emphasizing communication and interaction with employees; ascribing importance to employee training and development, to create a pleasant work environment and an arena for personal growth, affording employees with opportunities for all-round physical and mental development through diverse training activities and internal job skills development



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initiatives. In its daily operations, the Group emphasizes teamwork and the importance of internal/external customers to achieve an efficient delivery mechanism centered on the strategic objectives of the business. Through effective teamwork and the implementation of comprehensive customer service management, the Group seeks to provide the most economical and highest possible quality services to satisfy its customers' needs.

Corporate Social Responsibility

As the industry leader and a responsible member of society, the Group has actively contributed to environmental protection and resource conservation; observing internationally accepted labor regulations; respecting the equal rights of employees; enthusiastically supporting various community benefit

activities, providing specific business and services to society's disadvantaged and stressing the importance of corporate social responsibility.

In 2002, the Group provided special mobile telecommunication services and assistance to the disadvantaged. As an example, the "Mobile Caring Card" service was specifically designed and developed to cater to the particular needs of the hearing and speech impaired. A multi-functional, advanced handset menu supports this primarily SMS-based, customized service. This service utilizes modern technology to provide a convenient means of communication for the hearing and speech impaired. Additionally, the Group specifically set up a "One Yuan Donation" charity hotline to support local charitable programs, including assistance programs for the "re-employment of retrenched workers".

The Group also specifically established the "8858" SMS-based charitable donation service for the China Children and Teenagers' Fund's "Spare Change Donation" program. The SMS number "8858" in Putonghua implies the meaning, "Help me, please". Customers can directly participate in the "Spare Change Donation" program by simply writing and sending short messages via the donation service. In addition, the Group enthusiastically participated as a donor and sponsor of the United Nations Children's Fund's initiative to improve the medical and health conditions of children in remote areas of Mainland China; and the Save the Children Hong Kong's effort to better the children's education and welfare in remote and distressed regions of Mainland China; funding programs to subsidize tuition fees for children who cannot afford schooling and supporting the World Children's Fund Hong Kong's "China Flood Emergency Relief 2002" program.



The "Mobile Caring Card" utilizes the modern technology of mobile data services to provide a convenient means of communication for the hearing and speech impaired.

