



(For immediate release)

Share for Good Collaborates with Adobe, DBS Hong Kong to launch “Next-Gen AI-Imagination Initiative”, Benefiting Students from 5 TWGHs Schools

(10 July 2023, Hong Kong) Generative AI is a new global technological phenomenon. To enable more teenagers to learn the skills required to embrace this latest trend, Share for Good, the first large-scale donation matching platform in Hong Kong under New World Development, announced that it will collaborate with international digital technology corporate Adobe and DBS Bank (Hong Kong) Limited (“DBS Hong Kong”) to launch the Next-Gen AI-Imagination Initiative this summer. As part of the initiative, teaching on creative Generative AI engine Adobe Firefly will be provided with laptops donated by DBS Hong Kong to about 200 underprivileged junior secondary school students from five schools under Tung Wah Group of Hospitals (“TWGHs”) to help enhance their digital skills.

Established during the fifth wave of the pandemic last year, Share for Good has been responding to different social needs creatively by connecting individual and corporate donors with those in need. The donated goods and services are matched innovatively with the right non-profit organisations on Share for Good to provide the most appropriate support for the community.

Adobe Provides Free Creative Generative AI Tutorial, DBS Hong Kong Donates 200 Laptops

The Next-Gen AI-Imagination Initiative, led by Share for Good, is a combined effort of Adobe's tutorial on the latest Generative AI engine Adobe Firefly and all-in-one creative application Adobe Express, with DBS Hong Kong's donation of 200 refurbished laptops. The initiative creates a creative Generative AI education package while Adobe provides free courses from end of June until early August. About 200 junior secondary school students from five schools under TWGHs, including TWGHs Chang Ming Thien College, TWGHs Lee Ching Dea Memorial College, TWGHs Lui Yun Choy Memorial College, TWGHs S. C. Gaw Memorial College, and TWGHs Yau Tze Tin Memorial College will benefit from this initiative.

Embrace the Latest Technology Trends, Avenue of Stars as Design Theme

Adobe Firefly is the latest creative Generative AI engine by Adobe. With simple text prompts, users can add, extend, or remove content in images as well as create text effects

in just a few seconds. With Generative AI, users will unleash their creativity and produce unique images, posters, social media posts, and other content. To enable students to better relate to the everyday usage of the technology, volunteer tutors from Adobe will use Avenue of Stars in Tsim Sha Tsui as the theme of the course, teaching students to use Adobe Firefly to design event photos along the famous promenade. Through this initiative, students will not only learn the latest AI technology but also understand Hong Kong's famous landmark and its significant movie culture.

Fiona Wan, Director of Share for Good, said, " New World Group has always upheld the principle of Creating Shared Value in all projects. Working with different organisations through its Share for Good platform, the Group inspires social innovation and initiates diverse charitable actions. We would like to express our gratitude to Adobe, DBS Hong Kong, and TWGHs for joining us on the launch the Next-Gen AI-Imagination Initiative, which will support students in need of STEAM education and narrow the digital divide as they are introduced to the latest technology."

Kelvin Shiu, Head of sales, Digital Media, Adobe (Hong Kong & Taiwan), said, "Generative AI has already brought revolutionary changes in various industries. Understanding and mastering this cutting-edge technology will help students better prepare for the future. Adobe is pleased to contribute to the cultivation of future technology and design talents in Hong Kong through this initiative."

Amy Wu, Executive Director and Head of Group Strategic Marketing & Communications, DBS (Hong Kong) Limited, said, "As a purpose-driven bank, we are committed to nurturing the next generation of digital and innovative champions. It is DBS Hong Kong's honour to collaborate with Share for Good, the first large-scale donation matching platform in Hong Kong, as well as digital technology corporate Adobe, to upskill underprivileged Hong Kong junior secondary school students. We are pleased to play our part in setting them up for future success by equipping them with future-proof skills."

Herman Wai, Chairman of Tung Wah Group of Hospitals, expressed his gratitude to Adobe, DBS Hong Kong and Share for Good. He said, "This charity collaboration, facilitated by Share for Good, not only provides the latest technology hardware but also professional tutorials. It gives participating students the opportunity to apply the latest technology to their learning and it enhances their confidence in using AI. Schools under TWGHs have been committed to implementing diversified STEAM education in recent years, continuously improving equipment and facilities for technology learning, and actively cultivating students' creative thinking and problem-solving skills. We believe that students participating in this project will have a better performance in this learning field later."

Share for Good is also pleased to announce that TWGHs has joined the Share for Good platform as a beneficiary non-profit organisation. TWGHs is the largest charitable organisation in Hong Kong that operates 363 services units, including medical and health, education, community services, etc. This will significantly broaden the breadth and depth of Share for Good's beneficiaries.

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Photo Captions



Share for Good collaborates with Adobe and DBS Hong Kong to launch the Next-Gen “AI-Imagination Initiative”, and donate creative Generative AI education package to about 200 underprivileged secondary school students from five schools under TWGHs.

In the photo: Jennifer Lee, Associate Director of Share for Good (1st from left); Ernest Wong, Principal Solutions Consultant, Digital Media, Adobe (Hong Kong & Taiwan) (4th from left); Kelvin Shiu, Head of sales, Digital Media, Adobe (Hong Kong & Taiwan) (5th from left); Kosby Fu, Senior Vice President, Group Strategic Marketing & Communications, DBS Bank (Hong Kong) Limited (6th from left); Fiona Wan, Director of Share for Good (7th from left); Herman Wai, Chairman of Tung Wah Group of Hospitals (6th from right); Albert Su, Chief Executive of Tung Wah Group of Hospitals (5th from right); Kenneth Wu, Head of Education Division of Tung Wah Group of Hospitals (4th from right); Martin Lam, Associate Director of Share for Good (1st from right) and students from TWGHs Chang Ming Thien College.



In this initiative, apart from Adobe instructors, volunteers from DBS will also be assisting students in their learning.



The Avenue of Stars is the theme of the course, students will learn to use Adobe Firefly to design event photos along the famous promenade.

High-res photos are available for download here:

<https://nwdrive.nwplatform.com.cn:443/link/33344BD8E0AC4F05CEEE8D91E9E49233>

Password: 7r20



Media Enquiry

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About Share for Good

Staying true to its spirit of Creating Shared Value, New World Group launched Hong Kong's first city-wide crowd donation platform Share for Good in March 2022, just three weeks into the fifth- and the worst- wave of COVID-19. It has brought together over 60 non-profit organisations and logistics partners to efficiently distribute much-needed supplies to those in need. Since its launch, Share for Good has received great support from all sectors and public, and has become an approved charity under Section 88 of the Inland Revenue Ordinance. We will continue to partner with different organisations to launch new, needed and innovative services in future to bring social innovation to our community, and create more shared value for the society.

About Adobe

Adobe is committed to changing the world through digital experiences. For more details, please visit the company's website: https://www.adobe.com/hk_zh/

About DBS

DBS is a leading financial services group in Asia with a presence in 19 markets. Headquartered and listed in Singapore, DBS is in the three key Asian axes of growth: Greater China, Southeast Asia and South Asia. The bank's "AA-" and "Aa1" credit ratings are among the highest in the world.

Recognised for its global leadership, DBS has been named “World’s Best Bank” by Global Finance, “World’s Best Bank” by Euromoney and “Global Bank of the Year” by The Banker. The bank is at the forefront of leveraging digital technology to shape the future of banking, having been named “World’s Best Digital Bank” by Euromoney and the world’s “Most Innovative in Digital Banking” by The Banker. In addition, DBS has been accorded the “Safest Bank in Asia“ award by Global Finance for 14 consecutive years from 2009 to 2022.

DBS provides a full range of services in consumer, SME and corporate banking. As a bank born and bred in Asia, DBS understands the intricacies of doing business in the region’s most dynamic markets. DBS is committed to building lasting relationships with customers, as it banks the Asian way. Through the DBS Foundation, the bank creates impact beyond



banking by supporting social enterprises: businesses with a double bottom-line of profit and social and/or environmental impact. DBS Foundation also gives back to society in various ways, including equipping communities with future-ready skills and building food resilience.

With its extensive network of operations in Asia and emphasis on engaging and empowering its staff, DBS presents exciting career opportunities. For more information, please visit www.dbs.com.

About Tung Wah Group of Hospitals

Since its establishment in 1870, TWGHs has been all along upholding its mission “To heal the sick and to relieve the distressed; to care for the elderly and to rehabilitate the disabled; to promote education and to nurture the youngsters; and to raise the infant and to guide the youth.” Nowadays, TWGHs is the largest charitable organisation with the longest history in Hong Kong. For more than one and a half centuries, TWGHs has persistently pioneered and marked significant milestones in medical and health, education, community, preservation of historical and cultural heritage, and traditional services to fulfill the needs of the society and to provide the public with high quality services at low rates or for free. Today, TWGHs operates 363 services units, including 5 hospitals and 37 Chinese and Western medicine services units, 60 education services units, 232 community services units that cover elderly, youth and family, rehabilitation, social enterprises and social innovation services, 2 transitional housing projects, 1 Geospatial Lab (Operating Partner), 2 records and heritage service units, namely, Tung Wah Museum and TWGHs Maisy Ho Archives and Relics Centre that aim to protect and preserve local traditional culture and history, as well as 24 traditional service units, offering funeral and burial services, and temple and ritualistic services.