

Share for Good Receives Over HK\$40 Million in Donation and Supplies in First Phase of Initiative

Lenovo Hong Kong, HKT and Microsoft Make Joint Donation to Provide Disadvantaged Children with Free Online Edutainment Package

(14 April, 2022 – Hong Kong) When the fifth wave of COVID-19 hit Hong Kong three months ago, the day-to-day needs for anti-epidemic supplies among the underprivileged rose quickly. Amidst these immediate challenges, New World Development responded with the launch of Hong Kong’s first large-scale, crowd-donation platform Share for Good that directly matches donors with beneficiaries. Since launching in March 2022, the online platform has received overwhelming support from the society, raising over HK\$40 million in donation and supplies, and benefiting over 100,000 underprivileged families in just one month.

Share for Good announces today that prior to the resumption of in-person classes, the platform is making a special donation of 100,000 sets of rapid antigen test kits to schools for COVID-19 self-tests among students. In addition, telecommunications company HKT, technology company Lenovo Hong Kong and Microsoft Hong Kong have recently become Share for Good donors by sponsoring an edutainment package that comprises cellular SIM cards, computers and online classes. The joint donation will support approximately 300 underprivileged students on their online learning.

Adrian Cheng, CEO of New World Development, said, “Share for Good continues to monitor the situation of the COVID-19 outbreak, and is gathering resources from across Hong Kong to offer timely support to those in need. We are also grateful for all the donations we have received since the launch. Given the disruption students have experienced since the outbreak, we hope the donation of test kits, computers, SIM cards and online classes can offer some much-needed support to students and parents.”

Benefitted Over 100,000 Underprivileged Families, 500,000 Test Kits Already Distributed

With the aim of creating a platform that connects donors, non-profit organisations and individual beneficiaries, Share for Good has partnered with 34 non-profit organisations and social enterprises, and published a needs list for donors to make targeted in-kind donations or cash donation for the purchase of supplies. In addition, to ensure high efficiency of the platform, Share for Good has entrusted all cash donations to its partner Yan Chai Hospital for the bulk purchase of supplies, which are subsequently delivered by the non-profits to those in need. In just one month, Share for Good has received a total donation of HK\$40 million in cash and supplies,

benefitting over 100,000 underprivileged families. Donated supplies include face masks, supermarket coupons, fast-food restaurant vouchers and a total of 500,000 rapid test kits.

Donation of Over 100,000 Antigen Test Kits for the Resumption of In-person Classes

As kindergartens, primary and secondary schools in Hong Kong are set to reopen on 19 April for in-person classes, all students will soon be required to take daily rapid self-tests, further adding to the financial burden of underprivileged families. In light of the pressing issue, Share for Good will donate 100,000 sets of rapid antigen test kits to Hong Kong Subsidized Secondary Schools Council, Hong Kong Direct Subsidy Scheme Schools Council, Subsidized Primary School Council, Hong Kong Special Schools Council, and a number of schools. Hong Kong Subsidized Secondary Schools Council is offering additional support as the donation coordinator to help distribute all test kits to the families in need.

In this new round donation, 50,000 sets are donated by the HKCPPCC (Provincial) Members Association. Its Chairman, Mr. Irons Sze, said, “Since the outbreak of COVID-19 two years ago, schools and students have experienced multiple disruptions that have caused much social concern. The resumption of in-person classes is therefore of extra significance. We hope the donation can lower the risk of COVID-19 infection among students, and provide them with a worry-free learning environment that they deserve.”

Microsoft Hong Kong Sponsors Minecraft Edutainment Programme; HKT and Lenovo Hong Kong Donates SIM cards and Laptop & Tablet Computers

The Share for Good platform accepts a wide range of donations that include learning materials for underprivileged students. The initiative has been supported by many private enterprises, including Lenovo Hong Kong and HKT, which are donating Lenovo ex-demo laptop and tablet computers, and 4G cellular SIM cards with 300GB of annual local data, respectively. Microsoft Hong Kong is also sponsoring 10 hours of Minecraft Education online classes. These classes introduce students to coding through a game-based concept, while also immersing them in Minecraft Education’s virtual Tsim Sha Tsui map, where they will be brought on guided tours and learn about sustainable community development through the district’s surroundings, history and culture.

The online learning programme is designed for students between Primary 4 and Form 3. Together with the donation by HKT and Lenovo Hong Kong, the joint donation creates an online edutainment package that allows underprivileged students to learn about Hong Kong and coding in a game-based learning environment. The package will be donated to three non-profit

organisations participating in the Share for Good platform, including Children's Cancer Foundation, Hong Kong Single Parents Association, and Principal Chan Free Tutorial World, benefiting approximately 300 underprivileged students. Through Share for Good, Microsoft Hong Kong is also set to provide 10,000 students with a number of online classes for free. In addition, electronics company ELECOM will also donate 345 computer mice to supplement the online learning experience.

Over 100 Organisations Made Donations in First Phase of Initiative; Second Phase to be Launched within April

Since its launch in March 2022, Share for Good has received donations from over 100 private enterprises. Corporate donors include Chow Tai Fook Jewellery and CTFE Social Solutions, which made cash donations of HK\$1 million and HK\$300,000, respectively for the purchase of supplies by platform partner Yan Chai Hospital; Airport Authority Hong Kong donated HK\$200,000; Citi donated approximately 100,000 face masks and rapid antigen test kits; international fashion accessories brand CASEIFY also donated 100,000 adult face masks to those in need. Other donors include Cornerstone Properties Holdings, Ernst & Young, JC Happiness Charity Foundation, KOS International, Pat Chun Fine Foods, Hong Kong Youth Development Alliance, Tricor Group, U-Friight Limited, and more.

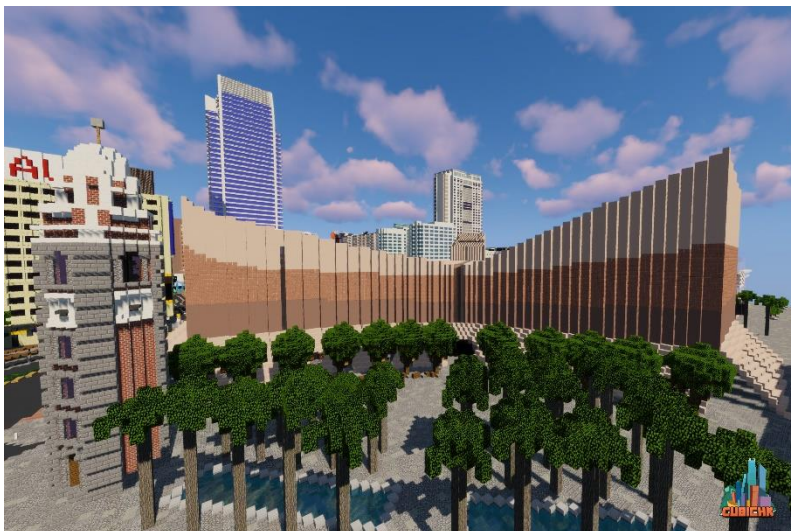
Blessed with overwhelming response, and as the needs of the underprivileged continue to evolve, Share for Good is entering the second phase of its initiative, which will welcome more participating non-profit organisations while also updating the list of supplies. Additional details to be shared shortly.

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Photo Captions



Share for Good platform has raised over HK\$40 million in cash and supplies in just one month, benefitting over 100,000 underprivileged families.



Microsoft Hong Kong is donating free online courses to Share for Good centred around Minecraft and guided tours in local communities. Together with the cellular SIM cards and computers donated by HKT and Lenovo Hong Kong, respectively, the latest round of donation creates an edutainment coding programme for underprivileged students in Hong Kong.

Please download high-res photos via the link below

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Media Enquiries

Corporate Communications, New World Development

Martin Lam

Justin Lam

Tel: +852 6652 7360

Tel: +852 9081 6759

Email: martinlam@nwd.com.hk

Email: justinlam@nwd.com.hk

About New World Development Company Limited

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