

New World Share for Good Partners with Fortune Pharmacal, S.F. Express (Hong Kong)

Donating 1,700 Boxes of Fever and Pain Relief Medicine to beneficiary organisations to Support the Underserved

(10 January, 2023 – Hong Kong) With daily confirmed cases in Hong Kong hovering above 10,000 in recent days, demand and prices for fever and pain relief medication have also risen, creating a severe medicine shortage among low-income families and nursing homes. Founded by New World Development, Hong Kong’s first large-scale crowd-donation platform Share for Good announces that it is partnering with the Hong Kong pharmaceutical company Fortune Pharmacal and the logistics company S.F. Express (Hong Kong) Limited (“SFHK”) in its latest initiative. The partnership will see Fortune Pharmacal donate approximately 1,700 boxes of fever and pain relief medicine to Share for Good. The platform will then allocate the donation to three non-profit organisations urgently in need of these medications. Subsequently, SFHK will expeditiously deliver them to those in need, answering to the severe medicine shortage.

Prices of Paracetamol Tripled to Tenfold, Low-income Families Priced Out

Long queues are seen in front of drug stores in recent days as customers try to stack up on paracetamol. Yet, with a supply shortage across Hong Kong, prices have skyrocketed to between three to ten times their original price. Participating non-profit organisations have flagged to Share for Good that a number of nursing homes, and many underprivileged families are unable to afford their medicines, putting them at high risk as the number of confirmed cases remain at a concerning level.

In light of recent developments, Share for Good has taken immediate action and is partnering with Fortune Pharmacal and SFHK to allocate 1,700 boxes of Fortolin Extra donated by Fortune Pharmacal – with anti-fever and pain relief formula – to three non-profit organisations, including Christian Family Service Centre, Hong Kong Single Parents Association and Principal Chan Free Tutorial World, through the delivery services provided by SFHK. The donated medicine will then be distributed by these non-profits to those in need. Services of the three non-profit organisations cover a wide range of beneficiaries, including low-income families, teenagers and elderly living alone etc.

Share for Good Reached Over 300,000 Beneficiaries, SFHK Offers “last-mile” Delivery Services

New World Development set up Share for Good during the fifth wave of COVID-19, and since then 60 non-profit organisations have joined the platform. It has also been widely supported by Hong Kong citizens and various sectors, receiving over HK\$58 million worth of donations and

supplies from the public and over 200 organisations. These donations included rapid antigen test kits, face masks, and supermarket and fast-food restaurant coupons, benefiting over 300,000 in just 9 months since Share for Good's establishment. These achievements were also made possible with the high-quality "last-mile" delivery services provided by SFHK, the platform's major logistics partner.

Share for Good will continue to pay close attention to the community's anti-pandemic needs, update its donation list and offer more innovative services in a timely manner.

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Image Captions



Amidst a supply shortage in medicine, New World's Share for Good is partnering with Fortune Pharmacal to donate approximately 1,700 boxes of paracetamol, which will be delivered to non-profit organisations by platform partner SFHK and then be distributed to those in need.



The latest donation will be received by non-profit organisation that serve low-income families, elderly living alone, etc. with an aim of alleviating the severe shortage in medicine.



Founded by New World, the Share for Good platform has been in operation for 9 months, and has received over HK\$58 million worth of donations and supplies, benefiting over 300,000 individuals. These achievements were also made possible with the high-quality “last-mile” delivery services provided by SFHK, the platform’s major logistics partner.

High-res images are available for download

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Media Enquiry

New World Development Corporate Communication Department

Justin Lam

Tel: +852 3110 4322

Email: justinlam@nwd.com.hk

About New World Development Company Limited

Founded in 1970, New World Development Company Limited (“The Group”, Hong Kong stock code: 0017) was publicly listed in Hong Kong in 1972 and is a constituent stock of the Hong Kong Hang Seng Index. A premium brand infused with a unique personality best defined by The Artisanal Movement, New World Group’s core business areas include property development, property investment, road, aviation, construction and insurance. Its operations in Greater China, especially the Greater Bay Area, had a total asset value of approximately HK\$635.9 billion as at 30 June 2022. The Group’s two listed companies are NWS Holdings Limited (Hong Kong stock code: 0659) (61%), and New World Department Store China Limited (Hong Kong stock code: 0825) (75%). New World China Land Limited is wholly owned by the Group.

About Fortune Pharmacal

Fortune Pharmacal was established in Hong Kong in 1954, and for 68 years we have witnessed and weathered the ups and downs together with the people of Hong Kong. In these challenging times, we truly believe that every action and step we take can bring help, happiness and fortune to those around us. Fortune will walk through the pandemic together with the people of Hong Kong, to a better tomorrow.

About S.F. Express (Hong Kong) Limited

With its strong logistics network, S.F. Express (Hong Kong) is committed to providing customers with diversified express delivery services and one-stop integrated logistics solutions. The core business in Hong Kong includes: local and cross-border express and logistics services, warehousing and distribution services, and SF Locker self-pick up services. For details, please visit the company website: <https://htm.sf-express.com/hk/en/>.