

---

SUNDAY continued to make every effort during 2004 to be a caring company in relation to employees, the wider community and the environment.

## **OUR PEOPLE**

As a company committed to attracting and retaining the talent it needs to succeed in competitive markets, during the year SUNDAY worked hard to provide a rewarding and stimulating work environment.

As at 31st December 2004, SUNDAY employed 502 people in Hong Kong and 271 at its operations in Mainland China. Employees are remunerated based on market norms, supported by a range of benefits including annual leave and medical insurance. We provide our employees with opportunities for personal and professional development, in 2004 organising 271 training events that achieved a total of 1,667 man-days of training.

SUNDAY maintains a work force free of bias by race, sex and disability, encouraging participation by initiatives such as providing special PC monitors and specialised software for weak-sighted employees. Throughout the year, SUNDAY also made efforts to ensure a family friendly work environment by providing compassionate leave, flexible work schedules, and counselling during family crises.

## **COMMUNITY ENGAGEMENT**

SUNDAY regards engagement with the community as an important aspect of its business and supports charitable and sponsorship activities with a focus on youth and the environment. Through these commitments, we aim to help younger people to realise their full potential and to set an example on how one organisation can unite its employees to raise environmental and community awareness.

During 2004, SUNDAY continued its sponsorship of youth athletics with a particular focus on ice-hockey and adventure sports. Our sponsorship included the Outward Bound Adventure Youth Race, SUNDAY Night Hockey League and the Rugby Sevens World Cup. In addition, we have made contributions including donations of cash and/or mobile products and services to support a number of charity organisations and fund-raising events, including Lifeline Express, Anti-Domestic Violence, Riding for the Disabled Association, and Helping Hand's Cookie Campaign 2004. The company has also donated hundreds of personal computers to Caritas in support of its PC recycling scheme, and provides storage free of charge for the Make A Wish Foundation.

As a result, SUNDAY continues to qualify as a "Caring Company" under the scheme run by the Hong Kong Council of Social Service.

In addition, we responded to the terrible tragedy of the tsunami that swept Southeast Asia at the turn of the year. SUNDAY worked with the Hong Kong Police to contact citizens reported missing with SUNDAY phone numbers. On our own initiative, we analysed roaming calls during the period in the countries affected and contacted users who were in affected areas at the time. We also organised fund-raising via SMS to enable subscribers to donate funds easily to leading tsunami relief organisations.

## **ENVIRONMENT**

SUNDAY takes care to minimise the environmental impact of its operations. Throughout the year, we conducted Green Office activities to achieve a number of environmentally-friendly milestones for the Group. These included reducing the use of electricity in the office by 5%. The Group also joined the Wastewise Scheme, organised by the Environmental Protection Department and Hong Kong Productivity Council, to collect paper, aluminum cans and plastic bottles for recycling.