

OUTSTANDING
Corporate Social Responsibility
AWARD

This award is in recognition of entries' overall initiatives, campaigns and projects in terms of social benefits. The entries must be able to demonstrate company's commitment to behave ethically and contribute to economic development while improving quality of life for the local community and society at large in terms of using environment, social and governance (ESG) factors as proxies for best practices.



◀ "Yes I Can", the first-in-Asia advanced psychological therapy using virtual reality (VR) technology to provide a new mental health solution for social avoidance, was launched in June 2019.



▲ Underserved teenagers from secondary schools across Hong Kong joined the AXA x Liverpool FC Young Football Talent Programme and benefited from football training at LFC International Academy (HK).

At AXA Hong Kong and Macau, "Empower People to Live a Better Life" is a mission embodying our commitment to the community. We place corporate responsibility at the heart of everything we do, and take pride in our company's efforts to build a more sustainable society.

In keeping with this, AXA Foundation pledges to support local programmes related to health and education. Through supporting different charities and social activities, AXA Foundation is committed to serving all walks

of life in the community and contributing to the sustainability of society, so that everyone can be empowered to enjoy a stable and prosperous life.

As a responsible insurer, we are also committed to protecting people against potential yet uncertain risks over the long term through AXA Research Fund. In addition to providing comprehensive protection solutions to our customers, we leverage on our skills, resources and expertise to help the community be better prepared to address risks.



◀ As part of the "Healthy City" campaign, Bupa sponsored a corporate spinathon challenge participated by corporate teams in Taikoo Place and raised donations for Mind HK supporting mental health.



▶ The "Bupa – Walk for Miles" individual steps challenge attracted a full house of participants who, together, walked over 79.5 million steps over a three-week period.



Bupa Hong Kong "Healthy City" campaign

Caring for our customers, employees, and communities where we operate lie at the heart of what we do at Bupa. As a healthcare partner of the people in Hong Kong, promoting the right focus on health and wellbeing to help everyone live longer, healthier, happier lives is at the core of our Corporate Responsibility and Sustainability approach.

As part of our commitment to being a responsible and sustainable business, Bupa has built a number of partnerships

throughout the years to create shared values for the society utilising our expertise in health and corporate wellness. To raise awareness on health and wellbeing in Hong Kong, this year we've launched the "Healthy City" campaign in partnership with Swire Properties. The campaign targeted the working population in Taikoo Place through individual and corporate challenges focusing on building healthy bodies and minds.

With the success of this campaign, we hope to bring the "Healthy City" concept to benefit the wider population in Hong Kong.



◀ Prudential has a long history of supporting the Hong Kong Red Cross blood donation programme, with record-breaking turnout among staff and financial consultants helping to save thousands of lives every year.



▶ Through innovative and effective coaching, we inspire children to develop healthy spending habits, as well as supporting parents to teach their children the importance of financial management



Good community work has listening and understanding at its heart. At Prudential, we apply our credo "Listening. Understanding. Delivering." in every aspect of our work, whether building financial solutions for our customers or developing community projects to support those in need.

Every year, our CSR work builds and innovates on our four long-term pillars of youth, education, health and community. These pillars align with Prudential's specific expertise as a leading insurance company and give us a solid foundation from which to address social challenges. In each pillar, we develop flagship

programmes and projects which draw on our specialist skills and resources to create maximum positive impact in our society.

Prudential's CSR programmes are constantly evolving, delivering innovative and sustainable campaigns aligned with our expertise. We believe greater impact can be achieved through a collaborative approach. With the growing force of PRUvolunteers and the expanding partnership with NGOs and other sectors of the community, the reach of our programmes will grow from strength to strength, imposing positive changes throughout the city.