

OUTSTANDING

# Corporate Social Responsibility

AWARD

*The award will be presented to the company which shows it has carried out a range of outstanding initiatives, campaigns and projects that provide social benefits. The winning entrant must demonstrate its commitment to ethical practices and contribute to economic development that improves the quality of life for the local community and society in general.*



## THE TOP 3



▲ AIA Scholarships is a long-term commitment of US\$100 million to support local undergraduates over the next several decades; while YLDP aims to groom elite university students to become future leaders.

▼ AIA Foundation Online Wellness Playground provides over 160 educational and fun workshops for children as well as monthly events for parents.



**HEALTHIER, LONGER,  
BETTER LIVES**

AIA has been committed to creating shared value in Hong Kong and making a positive impact to the society. Through AIA Foundation, we affirm our long-term commitment to investing in and nurturing young generations, striving to cultivate healthier and more productive future human capital through three ongoing initiatives:

1. The over-two-decade-old annual Young Leaders Development Programme provides all-round training outside the textbook for selected group of elite university students each year, benefiting over 510 students since its establishment in 1996.

2. AIA Scholarships is a long-term commitment of US\$100 million to provide financial assistance to 100 local university undergraduates every year for the next several decades.

3. AIA Foundation Online Wellness Playground is a free online platform that provides over 160 educational and fun workshops hosted by renowned instructors and monthly parenting talks and concerts hosted by distinguished guests. It helps children and parents enrich themselves, stay positive and enhance their physical and mental well-being without having to set foot outdoor.



▲ Manulife partners with five NGOs to provide free preventive healthcare services for low-income families that are hardest hit by COVID-19.



▲ With COVID-19 disrupting school classes, Manulife's donation of iPads gives the much-needed tools to vulnerable children to learn at home.

## Manulife 宏利

### #ShareYourHumanity in an Unprecedented Pandemic

Rooted in Hong Kong for over 124 years, Manulife is trusted in health and retirement solutions. COVID-19 took everyone by surprise, but the company's centennial history meant that the team knew how best to support the community.

As the pandemic evolved, Manulife responded swiftly with targeted necessary actions to meet the immediate social needs. This was an effective decision – while COVID-19 was unpredictable, but Manulife knew who was most in need and what they needed through its well-built NGO network.

From being the first insurer to give out free masks and health service vouchers to enabling at-home education with donations of iPads, everyone from CEO to employees worked hard to implement a steady drumbeat of campaigns leveraging its competencies in health and digital.

Even customers participated – Manulife**MOVE** members contributed their efforts to the donation of festive meals for the needy and sports gear for children.

Since the start of the pandemic, Manulife partnered with more than 10 NGOs to help over 7,000 people.



▲ During the COVID-19 pandemic, Prudential urgently mobilised its volunteer team to reach out to the community and provide care and support to those in need



▲ "As a long-term supporter of HK Red Cross Blood Donation, Prudential's management initiated the 'Blood Donation Community Meal Pledge' to help patients and underprivileged people during this challenging time



Building on our company purpose of helping people get the most out of life, our CSR work supports the communities where we operate, through investment and community support activities. Built around our four strategic CSR pillars of Youth, Education, Health and Community, our long-committed programme involves flagship projects and impactful activities to make Hong Kong a better place.

During 2020, we continued to deliver our flagship CSR programmes, demonstrating our unwavering commitment to Hong Kong. We adapted projects to maintain our support

for the local community and launched new initiatives to protect Hong Kong citizens with free insurance coverage related to COVID-19. We also worked to encourage vaccination in the city and set aside funds for COVID-19 support.

Where possible, we took steps to provide additional care for our key stakeholders, including our employees, agents, policyholders and the community. Through such measures, Prudential has continued to invest in our community, making Hong Kong a better place and delivering on our company purpose to help local people get the most out of life.