

# Corporate Social Responsibility

In 2005, The Sunway Group's financial mission to produce strong returns for shareholders by leveraging on intellectual capital to create open and new markets was a success. However, sustained success for The Sunway Group requires a long-term commitment to corporate responsibility that reflects positively on customers, employees and communities where we operate. In line with this commitment, The Sunway Group instituted a formal Corporate Social Responsibility ("CSR") programme that establishes a framework of reference for Education, Environmental Conservation and Socio-economic activities to be implemented in a consistent manner. The Sunway Group is committed to making significant progress in defining and implementing the corporate responsibility programme and in executing the policy and standards in a manner that strives to continuously improve The Sunway Group's performance.

In 2006, The Sunway Group embarked on the 3-pronged 3R CSR programme (Reach Out, Respect, Realise) to maximise the impact as a constructive force for the community. In realising The Sunway Group's vision, it is essential to strive to make a difference in the lives of people, social and environmental considerations into our value system. Firmly entrenched in The Sunway Group's corporate value system is The Sunway Education Trust Fund that has, to date awarded more than RM23 million of scholarships to students. In helping the students to realise their dreams, The Sunway Group has made a significant contribution and remains committed to

provide young people with opportunities to excel by reinvesting profits from Sunway University College for the benefit of the students in terms of quality education and facilities upgrade.

The 3R programme also focuses on recycling and job placement programme for the special students of Sekolah Menengah Bandar Sunway that have been endorsed by the Ministry of Education. The Sunway Group is happy to report that tremendous progress in the recycling campaign in collaboration with Alam Flora and Ministry of Housing and Local Government has resulted in a significant increase of about 459% in the collection of recyclable items from all components within The Sunway Group from the year 2003 to 2005.



The Sunway Group will continue to monitor the progress made in all the 3 main thrust – Education, Environmental conservation and Socio-economic activities. The Sunway Group is especially proud of the CSR project with Sekolah Menengah Bandar Sunway because these special children are often left outside the mainstream as they are considered less productive. It is a pleasant surprise to learn that not only are they able to perform simple tasks diligently, their sunny disposition clearly shows they enjoy the opportunity we have helped to provide. We hope that this project will be held up as a model for similar programmes that provide opportunities for these special children to realise their dreams.

