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企業管治及企業社會  
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## vision

To contribute to the growth and future of the communities we serve, inspiring hope and happiness in people all over the world.

## mission

To be a dynamic conglomerate that leads the field in leisure and entertainment; we continually explore new opportunities for growth and development that create value for all stakeholders.

## brand essence

Entertaining Possibilities  
Achieving Growth

## values

Motivation  
Enrichment  
Loyalty  
Credibility  
Optimism



*smell the fresh air*

**16 green  
environment  
綠色環境**

## 願景

對所服務社群的成長及未來作出貢獻，  
並為世界各地人士燃點希望及帶來  
歡樂。

## 使命

成為充滿活力的綜合企業，在領導消閒  
及娛樂行業之餘繼續開創先機，為股東  
創造理想回報。

## 品牌精神

開創新機 追求卓越

## 價值觀

幹勁  
豐盛  
忠誠  
可靠  
樂觀



*dreams come true*  
**24 education**  
教育



*touch your heart*  
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*listen to your voices*  
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# foreword: message from Group Chairman & CEO

## 前言： 集團主席兼行政總裁 獻辭



Increasing globalization of the economy has opened up floodgates to new opportunities for business development. We derive improved profits from these new opportunities, which may, however, pose challenges to our collective sustainability. As a new generation Asian conglomerate, Melco has a vision to contribute to the growth and future of the communities we serve, and to inspire hope and happiness in people all over the world. We undertake to realize our vision by maintaining our long-standing commitment to corporate social responsibility (CSR). Melco has thus taken the important step of publishing our first CSR Report as a means to communicate directly with our stakeholders about our CSR vision, strategies and performance.

As a major player in the leisure and entertainment sector in Asia, we believe that CSR forms an integral part of our commitment to sustainable development. Our staff members strongly support charitable causes and are active participants in initiatives that contribute to the improvement of education, youth development and the environment. Our social commitment is further enhanced by a series of ongoing initiatives, which are described in detail on pages 16 to 29.

In 2008, we set up a Corporate Social Responsibility board committee to bring our CSR disciplines to a new level and to integrate our many individual programs into a strategic plan with clear targets and objectives. Meanwhile, we have driven forward the implementation of CSR in our “Core Charity Pillars”, namely, youth development, education and environment. We have also committed ourselves to the continuous development of corporate governance in order to enhance the monitoring, transparency and accountability of the Group’s operations and management. All these areas pertain to our primary concern for the sustainable growth and social enhancement of the new generation in Asia.

As a responsible leading corporation upholding the best CSR and corporate governance practices, we aspire to become a role model for our commercial peers and fellow conglomerates under the principle of “We Can, You Can!” It is both our duty and sound business sense to encourage other corporations to integrate good CSR and governance principles into their business management philosophy. At the same time, we are determined to uphold these principles, which will continue to drive our core businesses forward to achieve sustainable business growth in the future.

愈趨全球化的經濟為業務發展創造新機會。在我們獲得更可觀利潤的同時，此等機會亦可能為人類的持續發展構成威脅。作為新一代亞洲集團，新濠期望對所服務社群的成長及未來作出貢獻，並為世界各地人士燃點希望及帶來歡樂。我們積極履行企業社會責任以實現集團的願景。因此，新濠跨出重要一步，發佈首份企業社會責任報告，以此作為新濠與股東之間就實施企業社會責任信念、策略及成績的溝通橋樑。

作為亞洲消閒娛樂行業的主要經營者，我們相信企業社會責任是實現可持續發展不可或缺的部份。一直以來，我們全力支持員工參與促進教育、青少年成長及環保的公益事務。我們對社會的貢獻，亦藉着連串活動而進一步提升，詳情載於第16至29頁。

於二零零八年，我們成立企業社會責任委員會，將企業社會責任提升至一個新水平，並將許多單項活動整合為有明確目的和目標的策略性計劃。我們亦在青少年發展、教育及環境這三大「核心公益範疇」上積極履行企業社會責任。此外，我們亦繼續完善企業管治，提高集團營運管理工作的透明度及問責監察性。這些工作皆建基於我們對亞洲新一代的可持續成長及締造和諧社會的關切。

新濠作為俱承擔的領導企業，集團致力奉行最佳的企業社會責任及企業管治常規。我們熱切希望能以身作則，成為商界同儕及同業的楷模。我們認為，作為一間奉行良好企業公民責任的機構，我們有責任鼓勵其他企業將良好企業社會責任及管治原則納入其業務管理理念內。與此同時，我們亦會恪守這些目標繼續推動核心業務發展及實現日後業務可持續增長的原則。

“ As a new generation Asian conglomerate, Melco has a vision to contribute to the growth and future of the communities we serve, and to inspire hope and happiness in people all over the world.

作為新一代亞洲集團，新濠期望對我們所服務社群的成長及未來作出貢獻，並為世界各地人士燃點希望及帶來歡樂。 ”

see  
I can see the future

Mr. Lawrence Ho  
Group Chairman & CEO  
集團主席兼行政總裁  
何猷龍先生





# corporate profile

## 集團業務概覽

Founded in 1910 and listed in Hong Kong in 1927, Melco is a company with a long history and a bright future. Today, under the leadership of Chairman and CEO Lawrence Ho, Melco has found new energy and direction as a dynamic conglomerate that leads the field in the leisure and entertainment sector.

Melco is in fact a conglomerate for a new generation in Asia – a generation of consumers who are eager for new experiences and ways to live their lives to the fullest. Our Group companies are responding to the changing dynamics with vibrant, imaginative products and services that fulfill the demands and dreams of this increasingly affluent and ambitious generation.

In brief, our operations as a conglomerate cover three areas:

### Leisure and Entertainment

Listed on NASDAQ in 2006, Melco PBL Entertainment (Macau) Limited (MPEL) headlines this area. MPEL focuses exclusively on Macau's rapidly expanding leisure and entertainment market. Opened in May 2007, Crown Macau sets a new standard in Macau for luxury and style and aims to provide a six star experience to patrons from all over the world. Other development projects include City of Dreams, a must-see integrated urban entertainment resort located in Cotai. MPEL's commitment to Macau also includes the highly successful Mocha Club, which offers the trendy atmosphere of a coffee lounge combined with the excitement of electronic games. MPEL has also entered into an agreement, subject to certain conditions, to acquire a third development site on the Macau Peninsula.



新濠創立於一九一零年，早於一九二七年已在香港上市，是一家歷史悠久和擁有璀璨未來的公司。今天，在集團主席兼行政總裁何猷龍先生的卓越領導下，新濠注入了嶄新力量，並制定了新方向，成為充滿動力的集團，引領消閒及娛樂行業。

現今新一代的消費者日趨優裕，熱切追求新的體驗和生活方式，以令生活更加豐富精彩。作為新一代的亞洲集團，新濠旗下公司將隨着社會時代變化不斷進取，全力開拓富創意的產品及服務，全面滿足顧客對優越生活的追求和夢想。

簡言之，本集團的業務涵蓋三個領域：

### 消閒娛樂

新濠博亞娛樂(澳門)有限公司(MPEL)於二零零六年在美國納斯達克證券市場上市，主要集中發展澳門高速擴展的消閒娛樂市場。於二零零七年五月開業的澳門皇冠為澳門的優裕時尚風格制定了新標準，並為來自全球的貴賓提供六星級超凡禮遇。其他發展項目包括位於澳門路氹的新濠天地，一個極具特色的綜合娛樂渡假村。新濠博亞娛樂於澳門的項目亦包括摩卡娛樂場，該娛樂場結合了咖啡室的時尚消閒氣派和電子娛樂的刺激體驗。新濠博亞娛樂亦已根據若干條款，訂立一項協議，於澳門半島收購第三個發展地段。



Melco has spread its wings beyond Macau to capture opportunities arising in Greater China and elsewhere in Asia. Melco has ventured into the Asian lottery industry via Melco LottVentures. In addition, Melco is taking to the slopes in China with groundbreaking projects that will put the Group at the forefront of the ski resort industry.

In Hong Kong, Melco carries on the tradition of operating the world famous floating landmark – Jumbo Kingdom.

### Technology

Melco's technology business comprises the brands Elixir and iAsia. Elixir is a premier gaming technology solutions provider. To further strengthen its leading position in Asia's gaming technology industry, Elixir has recently moved into a lucrative slot machine revenue participation business with slot placements being made across Asia (Cambodia, Philippines, and Vietnam). The slot machine revenue participation business is conducted through Elixir Gaming Technologies Inc, a controlled entity of Elixir that is publicly listed in the US.

iAsia has built its reputation in the area of online trading and financial technology. Based in Hong Kong, iAsia provides a comprehensive range of advanced online trading and related systems and services to financial institutions and intermediaries, primarily in the Asia region.

新濠已將其業務拓展至澳門以外的地區，以把握大中華地區及亞洲其他地區的商機。集團透過新濠環彩投資亞洲彩票業。此外，新濠在中國展開大型的滑雪旅遊渡假村計劃，勢必成為業界在當地首屈一指的品牌。

新濠在香港繼續經營世界知名的海上食府 — 珍寶王國。

### 資訊科技

新濠的科技業務包括御想集團及亞洲網易集團。御想為一家頂級娛樂科技方案供應商。為進一步鞏固於亞洲的領導地位，御想最近更進軍利潤可觀的電子娛樂市場，其業務覆蓋多個亞洲地區（柬埔寨、菲律賓和越南）。御想的電子娛樂業務透過在美國上市的御想博彩技術進行。

亞洲網易集團在網上交易及金融服務科技領域已建立卓越聲譽。亞洲網易集團以香港為基地，主力為亞洲地區的金融機構以及經紀公司提供全面而先進的網上交易以及相關系統和服務。



## Financial Services

VC Group is a major financial services group that provides professional brokerage, corporate finance and asset management services to a broad base of clients in the Greater China region. Its holding company, Value Convergence Holdings Limited (Stock code: 8101) is a company listed on the Growth Enterprise Market (GEM) of the Hong Kong Stock Exchange.

Melco has grown substantially in recent years and has opened offices in Hong Kong, Macau, Beijing, Shanghai, Shenzhen and Manila with over 7,000 employees within the Group.

To fulfil our vision amidst the rapid growth of the Group, Melco is committed to upholding the highest standards of corporate governance and corporate social responsibility. The Group is dedicated to the establishment of an effective organization structure, which includes a robust and detailed framework for corporate governance as well as clear programmes for the achievement of CSR goals. We believe these two principles form the very cornerstone of all our business activities and are one of the key elements in bringing the Group to greater and long lasting success.

## 金融服務

滙盈集團是一家首屈一指的金服務機構，主力提供專業經紀、企業融資及資產管理等服務，客戶遍佈大中華地區，其控股公司滙盈控股有限公司（股票編號：8101）在香港聯交所創業版上市。

新濠於過去數年發展迅速，於香港、澳門、北京、上海、深圳及馬尼拉均設有辦事處。集團現時共有逾7,000名員工。

為求在快速發展中實現集團的願景，新濠致力於維持最高企業管治水平及履行企業社會責任。此外，集團積極建立有效的管理組織架構，包括有穩健而具體的企業管治架構，及達致企業社會責任目標的明確計劃。我們相信此等原則為集團所有業務活動的基石，亦是帶引新濠取得更大及長久成功的重要因素之一。





## Leisure and Entertainment 消閒及娛樂



**Melco PBL Entertainment**  
新濠博亞娛樂

a NASDAQ-listed company  
ticker symbol "MPEL"  
美國納斯達克證券上市公司  
代號 "MPEL"



a HK-listed company stock code: 8198  
香港聯合交易所上市公司  
(股票編號: 8198)



## Financial Services 金融服務



**VC GROUP**  
滙盈集團

a HK-listed company stock code: 8101  
香港聯合交易所上市公司  
(股票編號: 8101)

## Technology 資訊科技



**E L I X I R**  
御 想 集 團



an AMEX listed company  
ticker symbol "EGT"  
美國上市代號 "EGT"



**iAsia Online Systems Limited**  
亞洲網上系統有限公司



a HK-listed company stock code: 200  
香港聯合交易所上市公司  
(股票編號: 200)

Corporate Structure  
集團架構

# major CSR achievements

## 企業社會責任的主要成就



### Core Charity Pillars

Melco encourages staff members to reach out and contribute to the sustainable growth and future of the communities in which we live and work because, in Melco's view, it is crucial to maintain harmony between corporations and society. As a well-established corporation we believe we have an obligation to improve the quality of life for not just our employees, but also for the local community and society at large. This forms the basis of our active support for numerous community and charity initiatives over the years in Hong Kong, Macau and mainland China.

The Melco Volunteer team encourages participation in activities that focus on youth development, education and the environment. All three areas pertain to a concern for the sustainable growth and well-being of a new generation in Asia. In 2007, the Group sponsored over 30 meaningful projects organized by various charitable organizations and professional bodies benefiting over 4,000 children and families, with our Melco Volunteer Team participating in one-third of these events.

### 核心公益範疇

新濠認為，企業與社會之間維持和諧關係極為重要，集團鼓勵員工關心社會，為我們所身處社區的成長及未來作出貢獻。作為一間擁有良好業務基礎的企業，我們認為集團不僅有義務提高員工的生活質素，亦有責任改善所在社區以至整個社會的生活水平。這是多年來本集團在香港、澳門及內地積極支持各類公益及慈善活動的動力泉源。

新濠義工隊一直身體力行地參與以青少年發展、教育及環境為主題的活動。這三個範疇均對亞洲新一代可持續發展及健康成長起着舉足輕重的作用。於二零零七年，新濠贊助了逾30個由不同慈善組織及專業機構主辦的慈善活動項目，共有逾4,000名兒童及家庭受惠，而新濠義工隊亦有參與其中三分之一的活動項目。



### Awards and Recognition

As a result of our many CSR activities, Melco is proud to have been recognized as a Caring Company since 2005 by the Hong Kong Council of Social Service and a Double Diamond corporate member of WWF Hong Kong since 2007. The Group was also granted the President Award by the Community Chest in recognition of its ongoing support for the community over the years.

These examples of recognition have assured us that we are moving in the right direction. In 2005, Melco introduced a Code on Corporate Governance that sets out the corporate standards used by the group and its board of directors. Melco is supervised by seven board committees including the newly established Corporate Social Responsibility Committee, as opposed to the minimum three recommended by the Code of Best Practice issued by the Hong Kong Stock Exchange, reflecting Melco's commitment to promoting stringent internal control and risk management principles. Melco is one of the founding signatories of the Hong Kong Corporate Governance Charter, launched by the Chamber of Hong Kong Listed Companies. It was also awarded the Corporate Governance Asia Annual Recognition Award 2006 by Corporate Governance Asia Magazine.

### 獎項及嘉許

新濠參與眾多企業社會責任活動，令其自二零零五年起獲香港社會服務聯會嘉許為「商界展關懷」機構，並自二零零七年起成為世界自然基金會香港分會公司會員計劃的雙鑽石會員。集團亦獲香港公益金頒授「公益最高榮譽獎」，以嘉許其於過往數年對社區的持續支持。

這些獎項確認了我們對企業社會責任的發展方向。於二零零五年，新濠引入企業管治守則，該守則制定了集團及其董事會所應採納的企業管治標準。新濠設有七個董事會委員會（其中包括新成立的企業社會責任委員會），較香港聯交所頒佈的最佳常規守則所建議最少三個委員會的標準為多，反映出新濠推行嚴格的內部控制及風險管理準則的決心。新濠亦為香港上市公司商會草擬的「香港企業管治約章」的發起簽署機構之一，並獲《亞洲企業管治》雜誌頒授「亞洲最佳企業管治大獎」。

# significant achievements

## 主要成就

2004-2007



2004/2005

- Melco Volunteer Team formed in 2004
- Recognized as “Caring Company” by the Hong Kong Council of Social Service since 2005 and etc.
- 於二零零四年成立新濠義工隊
- 自二零零五年起獲得香港社會服務聯會嘉許為「商界展關懷」機構等獎項

2006

- Melco became a constituent of the MSCI Hong Kong Index, part of the MSCI Standard Index Series
- “Business Superbrands” award by The Superbrands Organization
- “Diamond Corporate Member” of the World Wide Fund Hong Kong
- “President Award” 2006-07 by The Community Chest
- 新濠被納入為摩根士丹利綜合指數系列摩根士丹利香港指數成分股
- 獲全球品牌認可組織「超級品牌」評為「香港商業超級品牌」
- 成為世界自然基金會香港分會的「鑽石會員」
- 獲公益金頒授二零零六年至二零零七年度「公益最高榮譽獎」





# 2007

- “Corporate Governance Asia Annual Recognition Award” 2006-07 by Corporate Governance Asia
- “Asia’s Best Managed Companies 2007” awards by FinanceAsia
  - Best Managed Companies
  - Best Corporate Governance
  - Best Investor Relations
- “Double Diamond Corporate Member” of the World Wide Fund Hong Kong
- 獲《亞洲企業管治》雜誌頒發二零零六年至零七年度「亞洲最佳企業管治大獎」
- 獲《亞洲金融》雜誌頒發「二零零七年亞洲管理最佳公司獎」，包括：
  - 管理最佳公司
  - 最佳企業管治
  - 最佳投資者關係
- 成為世界自然基金會香港分會公司會員計劃的「雙鑽石會員」

# corporate governance and Corporate Social Responsibility Committee

## 企業管治及企業社會 責任委員會

While keeping step with the frenetic development of Asia, Melco remains steadfast in upholding the highest level of corporate governance and achieving sustainable growth to contribute to the wellbeing of society. To this end, Melco is committed to maintaining a sound corporate governance framework with an emphasis on transparency, integrity, accountability and sustainable development. We believe that good corporate governance is essential to the enhancement of shareholders' value and to attract quality investors to create a stable and solid shareholder base.

In 2006, Melco was a recipient of the Corporate Governance Asia Annual Recognition Award and in 2007 received Asia's Best Managed Companies Award. In 2007, under the stewardship of our Chairman and CEO, Melco became a founding signatory of the Hong Kong Corporate Governance Charter launched by the Chamber of Hong Kong Listed Companies, the aim of which was to strengthen and foster a corporate governance culture among Hong Kong's listed companies.

在緊隨亞洲迅速發展步伐之同時，新濠繼續堅守以最高企業管治水平、不斷開創新機及追求卓越來造福社會。為此，新濠致力維持穩健的企業管治架構，強調業務的透明度、誠信、問責性及可持續發展性。新濠相信，良好的企業管治可提升股東價值及吸引優質投資者，從而建立穩固的股東基礎。

於二零零六年，新濠榮獲「亞洲最佳企業管治大獎」，並於二零零七年獲選為「亞洲管理最佳公司」之一。於二零零七年，在集團主席兼行政總裁的領導下，新濠成為香港上市公司商會《香港企業管治約章》的發起簽署機構，訂立約章以提升及促進香港上市公司的企業管治文化。



## Corporate governance - the roadmap to sustainability

In 2005, Melco enacted the Code on Corporate Governance, which sets out the corporate standards and practices used by the company to direct and manage its business affairs. The Code was prepared with reference to the principles, Code Provisions and Recommended Best Practices stipulated in the code on Corporate Governance Practices issued by the Hong Kong Stock Exchange, with the aim of ensuring high transparency and accountability to Melco's shareholders. While we believe it is important to abide by the Code and understand the values behind it, the Group's ultimate objective is to promote good corporate governance to shareholders and partners whereby sustainable growth can be achieved.

Melco is supervised by seven board committees including the newly set Corporate Social Responsibility Committee, as opposed to the minimum three recommended by the Code of Best Practice issued by the Hong Kong Stock Exchange. All these committees comprise members with highly experienced and professional backgrounds to oversee Melco's operation and practices. They reflect Melco's commitment to promoting stringent internal control and risk management principles as well as the Group's vision for the sustainable growth and social progress of the new generation in Asia.

As a pioneer in the pursuit of good corporate governance, Melco will continue to review and update its corporate governance practices and implement the highest social and ethical principles to achieve sustainable growth.

## 企業管治 — 走向可持續發展之路

於二零零五年，新濠制訂企業管治守則，當中載有集團用以指引及管理其業務的企業準則及常規。該守則乃參照香港聯交所守則內所載的原則、守則條文及建議最佳常規而編定，以確保集團以高透明度營運及對新濠股東負責。新濠相信遵守守則及理解其所蘊含的價值尤其重要，而集團的最終目標乃向股東及合夥人推廣良好的企業管治，從而實踐可持續發展。

新濠設有七個董事會委員會，包括新成立的企業社會責任委員會，較香港聯交所頒佈的最佳常規守則所推薦的三個基本委員會為多。所有委員會均由具備豐富經驗及專業背景的成員組成，負責監察新濠的營運及實務。董事會委員會的成立充分反映新濠對推行嚴格內部控制及風險管理的決心，以及集團對亞洲新一代的可持續發展及社會進步之願景。

作為奉行良好企業管治的先鋒，新濠將繼續檢討及更新其企業管治常規，並執行最高水平社會及道德準則以實現可持續發展。





### Corporate Social Responsibility Committee

In 2008, the Board of Directors of the Company established the Corporate Social Responsibility Committee, in order to formulate and integrate the corporate social responsibility (CSR) strategies and policies of the Group. Few companies in Hong Kong have such a committee, which underlines Melco's strong commitment to the implementation and further evolution of CSR principles within all the companies of the Group. As Sir Roger Lobo, the Chairman of the CSR Committee, has noted, "By developing more sustainable ways of working, CSR adds value to the performance and reputation of a company, to people's lives, and to society as a whole through enhanced effectiveness."

Among the Committee's duties and responsibilities is the review and approval of the annual plan of donations and long-term CSR engagement policies of the Group. The Committee also oversees the Melco Volunteer team and the development of charitable activities based on our defined target areas of environment, youth development and education. The CSR Committee monitors the standards set and performance achieved in CSR matters by the Group, relative to other benchmarked regional and global companies.

“By developing more sustainable ways of working, CSR adds value to the performance and reputation of a company, to people's lives, and to society as a whole through enhanced effectiveness.

透過探索更多可持續發展的營運方法，企業社會責任為公司業績表現及商譽增值之同時，亦為社群及社會整體締造價值。”

Sir Roger Lobo, CBE, JP  
Independent Non-executive Director and  
Chairman of Corporate Social Responsibility Committee

獨立非執行董事兼企業社會責任委員會主席  
羅保爵士, CBE, JP

### 企業社會責任委員會

於二零零八年，新濠董事會成立企業社會責任委員會，以制定及整合集團的企業社會責任策略及政策。現時，香港較少企業設有此專門委員會，由此反映新濠於旗下集團各公司進一步推行企業社會責任的決心。誠如企業社會責任委員會主席羅保爵士指出：「透過探索更多可持續發展的營運方法，企業社會責任為公司業績表現及商譽增值之同時，亦為社群及社會整體締造價值。」。

該委員會的職責包括審閱及批核新濠的年度捐贈計劃及長期企業社會責任政策的實施。該委員會亦負責管理新濠義工隊及與集團既定目標（環境、青少年發展及教育）相關慈善活動的發展。企業社會責任委員會負責監察集團在企業社會責任方面所制定的標準及表現，並定期與區內及全球其他模範公司作比較。







Corporate Social Responsibility Committee  
members (from left to right):

企業社會責任委員會成員（由左至右）：

Mr. Clarence Chung  
Executive Director and Chief Operating Officer  
執行董事兼營運總監  
鍾玉文先生

Mr. Lawrence Ho  
Group Chairman and Chief Executive Officer  
集團主席兼行政總裁  
何猷龍先生

Sir Roger Lobo, CBE, JP  
Independent Non-executive Director and  
Chairman of Corporate Social Responsibility Committee  
獨立非執行董事兼企業社會責任委員會主席  
羅保爵士, CBE, JP

Mr. Frank Tsui  
Executive Director  
執行董事  
徐志賢先生

Ms. Maggie Ma  
Senior Manager – Group Corporate Communications  
集團企業傳訊 – 高級經理  
馬寶明小姐

A young girl with dark hair is looking upwards with a joyful expression. Her hands are clasped under her chin. The background is a solid, vibrant green. A white, wavy line arches over the word 'smell' in the upper right corner.

smell

... oh ... I can smell  
the fresh air



WWF Hoi Ha Wan  
Marine Life Centre Education Tour  
世界自然基金會海下灣海洋生物中心教育活動



## green environment

In anticipation of the needs of current and future generations, Melco is strongly committed to environmental protection. Melco is in the process of conducting green audits to help in the formulation of green policy for the Group. We will continue to encourage the segregation of recyclables and to raise staff members' awareness of the importance of environmental protection by distributing regular "green news and tips" via intranet or e-mail. In addition, the Group has plans to launch a three-year tree planting program in collaboration with other organizations that have expertise in this area. In the future, Melco looks to further instil environmental responsibility into the Group's core values and business operations.

### Greening for the Chest 2006 – 2007

Melco sponsored "Greening for the Chest 2006-2007", an annual educational fund raising program organized by The Community Chest. By encouraging individuals and organizations to plant trees at designated locations, the Chest aims to build a greener and cleaner environment for new generations and at the same time raise funds for Volunteering Services supported by the Chest.



Melco Tree Planting Day  
新濠植樹日

## 綠色環境

新濠積極奉行環境保護，以照顧我們及下一代對環境的需要。新濠現正進行環保審核以幫助制定本集團的環保政策。我們將繼續透過內聯網或電子郵件定期發送「環保新聞及小知識」，鼓勵分類處理循環再用物料，並提高員工對環保重要性的認知。此外，集團計劃與在植樹方面具有專業知識的組織合作，推行三年植樹計劃，全情投入支持環保。新濠日後將進一步將環保責任融入其核心價值及業務營運當中。

### 二零零六至二零零七年環保為公益

新濠贊助了香港公益金主辦的年度教育基金籌款計劃「二零零六至二零零七年環保為公益」。公益金透過鼓勵個人及機構在指定地點植樹，建立未來一代對綠色及潔淨環境的意識，同時為公益金支持的社會服務機構籌款。



WWF Hoi Ha Wan Education Tour  
世界自然基金會海下灣教育活動



### WWF Hoi Ha Wan Marine Life Centre Education Tour

On 27 October 2007, Melco staff members visited WWF Hong Kong Hoi Ha Marine Life Centre, one of Hong Kong's first marine parks. During the visit, Melco staff members came to understand more about the unique and diverse marine environment and the best way to protect precious marine resources. Participants also had the opportunity to experience the beauty of marine nature and to view the unique underwater world of Hoi Ha Wan in glass-bottomed boat.

### WWF Walk For Nature @ Mai Po

Melco was one of a select group of sponsors of WWF Hong Kong's "Walk for Nature@Mai Po" held on 4 November 2007. The event aimed at raising funds for the organization's conservation and education programs. The event gave Melco staff members an opportunity to learn about the significance of climate change, as well as ways to reduce carbon footprints in daily life. Participants enjoyed the natural scenery and learnt about specific conservation issues in relation to the Mai Po Nature Reserve.



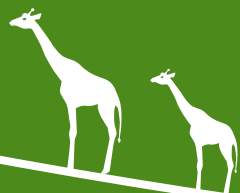
### 世界自然基金會海下灣海洋生物中心教育活動

於二零零七年十月二十七日，新濠員工參觀了世界自然基金會香港分會的海下灣海洋生物中心，該中心為香港首批海岸公園之一。於參觀過程中，新濠員工對瑰麗獨特的海洋生物、海底環境及保護珍貴海洋資源有更深切瞭解。參與該次活動的員工更有機會乘坐玻璃船欣賞美麗的海洋自然環境和親睹海下灣的奇特海底世界。

### 世界自然基金會「步走大自然@米埔」步行籌款

新濠為世界自然基金會香港分會於二零零七年十一月四日舉行的「步走大自然@米埔」步行籌款活動贊助機構之一，並為該組織的自然保護區及教育項目籌款。透過參與活動，讓新濠員工有機會瞭解到氣候變化的重要性，以及在日常生活中減少碳足印的方法。參與該活動的員工飽覽大自然的秀麗風光之餘，亦更清楚明白米埔自然保護區的具體保問題。





Melco Recycle Day  
新濠歲晚回收大行動



### Greening in Melco

Melco incorporates the “Reduce, Reuse, Recycle” philosophy in its operations to ensure that our materials are being used and disposed of efficiently. When possible, we use paper made exclusively of recycled paper products. Printer toner cartridges and cardboards are also recycled to reduce landfill waste.

Energy conservation is another Group priority. All of our offices use energy saving light bulbs while computers are switched off when not in use. Energy saving initiatives are undertaken at Melco resorts via the use of automatic water faucets and heat control thermostats for chairlifts and terminals. We also seek to offer ongoing environmental education for our staff and guests.

### 廢物及能源管理

新濠在所有業務營運中均注入「減排、再用、循環使用」的廢物管理哲學，以確保有效利用及處理集團所使用的物料。集團盡可能採用環保紙，亦會循環使用打印機墨盒及紙板，以減少堆填廢物。

節能是新濠的另一項首要任務。集團所有辦公室均使用節能燈泡，並關閉不需使用的電腦。此外，集團亦於新濠渡假村實施節能措施，其中包括使用自動水龍頭、在纜車椅及纜車站安裝熱控自動調溫器等。為進一步推動環保，我們亦擬向全體員工及客人進行持續的環保教育，全面傳遞環保的重要性。



WWF Walk for Nature@Mai Po  
世界自然基金會「步走大自然@米埔」步行籌款



touch

you touch my heart, thanks...



Melco Jumbo Play Day  
「奇珍異寶」醫院遊樂日



## youth development

Melco contributes to the dynamism of the younger generation in Asia by cultivating the personal development of youth. We support specific programs to help rebuild the self-awareness and confidence of underprivileged children and we advocate the all round development of young people.

In the future, we will continue to support training programs for children with physical difficulties and develop leadership training programs for students in Hong Kong and mainland China.

## 青少年發展

新濠透過培養青少年的個人發展以對亞洲年輕一代的健康及活力作出貢獻。我們支持幫助貧困兒童重建自我形象及信心的輔導或培訓計劃，並倡導青少年的全方位發展。

日後，本集團將繼續支持殘疾兒童培訓計劃，並為香港及內地學生制訂領袖才能培訓計劃。



The Community Chest Hong Kong &  
Kowloon Walk for Millions 2007  
公益金香港及九龍區百萬行 2007



Melco Jumbo Play Day  
「奇珍異寶」醫院遊樂日



UNICEF Charity Run 2007  
聯合國兒童基金會慈善跑 2007

### Melco Jumbo Playday 2007

Melco sponsored a Playday for hospitalized children and their families organized by the Playright's Children Play Association at the Jumbo Kingdom on 18 August 2007. The Playday provided a chance for the chronically ill children and their parents to play games and have fun.

Melco also supports a Partnership Fund Project called “Playright's Brighten-Up the Life of Children in Caritas Medical Centre”, which is aimed at benefiting 800 children and parents. The project has been approved by the Social Welfare Department.

### UNICEF 10km and Half-Marathon Charity Run

Melco was one of the few Silver Sponsors of the “UNICEF Charity Run for Children” held on 2 December 2007 at Sunny Bay in support of the “Unite for Children, Unite against AIDS” Campaign. Over 30 Melco staff members, friends and families teamed up to join the run. The goal of the campaign is to enhance public awareness of the global issue of children and HIV/AIDS and to spread the message of “UNITE for CHILDREN. UNITE for AIDS”.

### 2007「奇珍異寶」醫院遊樂日

新濠贊助智樂兒童遊樂協會於二零零七年八月十八日在珍寶王國為住院兒童及其家長舉辦的遊樂日。該遊樂日為長期患病的兒童及其家長提供一個享受遊戲樂趣的機會。

此外，新濠亦支持一項名為「照亮明愛醫院住院兒童生命」的扶弱基金配對計劃，該計劃旨在援助800名兒童及其家長。有關計劃亦已獲社會福利署批核。

### 聯合國兒童基金會10公里及半馬拉松慈善跑

「聯合國兒童基金會慈善跑」於二零零七年十二月二日在欣澳舉行，新濠為活動的少數銀贊助機構之一。活動獲逾30名新濠員工及其親友組隊參加支持。該次活動旨在喚起大眾關注全球兒童及愛滋病問題，合力推廣「攜手為兒童，攜手抗愛滋」的訊息。





The Community Chest Western Corridor  
Walk for Millions 2007

公益金西部通道百萬行 2007



### Melco-HKPHAB Ngong Ping 360 Tour

On 24 March 2007, Melco sponsored the “Ngong Ping 360 Tour” organized by the Hong Kong PHAB Association and supported by Melco Volunteer Team members. The event aimed to express concern for the physically challenged and to encourage them to integrate into the community. Over 100 association members enjoyed the tour.

### The Community Chest

As one of the corporations that consistently supports the work of The Community Chest, Melco participated in the Hong Kong & Kowloon Walk, New Territories Walk, Western Corridor Walk, Charity Golf Day and various other Community Chest fundraising activities in 2007.

### 新濠送暖遍香江「遨遊昂坪」觀光活動

新濠贊助香港傷健協會於二零零七年三月二十四日舉辦的「遨遊昂坪」觀光活動。該活動旨在向殘疾人表示關愛，及鼓勵他們參與社區活動，實踐傷健共融。活動共有逾100名協會會員及20名新濠員工參加。

### 公益金

作為持續積極支持公益金活動的企業之一，新濠於二零零七年參加了多項公益金籌款活動，其中包括香港及九龍百萬行、新界百萬行、西部通道百萬行及慈善高爾夫球日等。



Melco-HKPHAB Ngong Ping 360 Tour  
新濠送暖遍香江之「遨遊昂坪」觀光活動



dream

I have a dream...  
a dream to be...



Central Rat Race  
鼠戰中環



## education

Melco is committed to enhancing education for the young in hopes of building a better world and a better tomorrow. We devote considerable resources to educational projects, particularly in the Greater China region. In the future, we intend to foster the development of cultural education in local schools and to establish a scholarship scheme for underprivileged children with outstanding performance.

### Melco-Red Cross “Pass-it-On” Volunteer Service

Melco showed love and care for over 200 children at the Princess Alexandra Red Cross Residential School in Christmas 2007 as a sponsor of the “Pass-it-On” Loving Bear and New Year greeting event. More than 20 Melco Volunteer Team members participated in this meaningful occasion and enjoyed a warm Christmas Party with the children.



Melco-Red Cross “Pass-it-on” Volunteer Service  
新濠·紅十字會「愛心相連」義工探訪

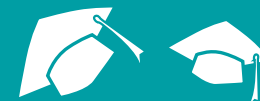


## 教育

新濠致力為兒童及青少年提供更良好的教育，以創造更美好世界和更美好明天。集團投入大量資源於教育計劃，並以大中華區為主。集團計劃日後在本地學校推動文化教育發展，並為表現傑出的貧困兒童設立新濠獎學金計劃。

### 新濠·紅十字會「愛心相連」義工服務

新濠全力支持紅十字會「愛心相連」心意熊及聖誕義工探訪活動，20名新濠義工於二零零七年聖誕到紅十字會雅麗珊郡主寄宿學校，向逾200名學童獻出愛心和關懷，共享快樂聖誕。



### **The Outstanding Young Persons' Association Beijing Study Tour**

Melco offered sponsorship for 15 students to participate in The Outstanding Young Persons' Association (TOYPA) Beijing Study Tour held in July 2007. Under the special theme of "Beijing Olympics", the tour offered an opportunity for participants to improve their understanding of China and Beijing via cultural exchange programmes.

### **Heep Hong Society ADHD Project**

Melco sponsored the "Attention Deficit & Hyperactivity Disorder (ADHD) Project" of Heep Hong Society. The project focuses on enhancing social awareness of the needs of ADHD children and their parents. Social and interest classes for the needy children, as well as further education for parents, teachers and medical practitioners formed part of the program. The project also featured both psychology and physiotherapy training for children with ADHD, benefited over 800 children and parents.

### **傑出青年協會北京遊學活動**

新濠贊助15名學生參加於二零零七年七月舉行的傑出青年協會北京遊學活動。該項題為「北京奧運」的遊學活動，為參加者提供一個溝通平台，並通過文化交流項目，加深對中國及北京的瞭解。

### **協康會「火星小人類」計劃**

新濠贊助協康會的「火星小人類」計劃。該計劃旨在提高人們對患有專注力不足及過度活躍症兒童的認識、為有需要的兒童開設社交及興趣班，以及為家長、教師及醫護人員提供相關教育及培訓講座。該計劃亦為患有專注力不足及過度活躍症的兒童提供心理及物理治療，共有逾800名兒童及家長受惠。

The Outstanding Young Persons'  
Association Beijing Study Tour  
傑出青年協會北京遊學團





Heep Hong Society ADHD Project –  
Taekwondo interest class  
協康會火星小人類計劃「拳拳是道」跆拳道  
興趣小組



Melco also participated in a project called “Developing Untapped Potential of Children with ADHD through Tailor-made Training and Information Communication Technology”, which has been approved by the Social Welfare Department. The project is expected to benefit over 5,000 children a year.

#### **Macau Polytechnic R&D Center**

Melco has been a sponsor for the establishment and operation of a research and development centre, known as the MPI-Melco Gaming and Entertainment Information Technology Research and Development Centre, in Macau Polytechnic Institute since 2007.

新濠亦參與了一項名為「透過特別培訓及資訊傳播技術發掘專注力不足及過度活躍症兒童潛能」的計劃，該計劃已獲社會福利署批核，預期該計劃每年將有超過 5,000 名兒童受惠。

#### **澳門理工研發中心**

自二零零七年起，新濠贊助在澳門理工學院建立及運作的一間研發中心，該中心名為「理工 — 新濠博彩及娛樂資訊技術研發中心」。



Heep Hong Society ADHD Project – Physiotherapy Group  
協康會火星小人類計劃「愈動愈靈活」訓練



listen

yes.. I can hear you ...

# stakeholder and staff engagement

## Growing Talent

With over 7,000 people in the Group, Melco strongly believes in encouraging personal growth in addition to performance. Over the past few years, emphasis has been placed on recruitment to support our rapid expansion.

While finding the right people to join Melco and our Group companies remains a key component of our talent strategy, we are moving towards developing increasingly attractive reward schemes and enriching training programs for our staff members. This drive goes hand in hand with our value set, particularly in fulfilling our obligation to create rewarding, vibrant work environments across our Group companies.

In the future, we will continue to encourage staff members to enrol in degree-bearing programs at educational institutions as well as training and development courses offered by external training companies. We also aim to organize an annual Fun Day to enhance the sense of belonging in staff members.

## 股東及員工聯繫

### 不斷進取的精神

集團旗下員工超過7,000名，新濠堅信員工的個人成長與工作表現同樣重要。過往數年，新濠一直致力招聘人才以配合集團的迅速拓展。




新濠的人才策略為一方面重視招攬合適人士加盟新濠及集團旗下各公司，另方面亦致力為員工制訂具吸引力的獎勵計劃及內容充實的培訓課程。此策略配合集團價值觀，為集團及旗下各公司提供舒適及充滿活力的工作環境。

我們日後將繼續鼓勵員工報名參加教育機構開設的學位課程，及由培訓公司提供的培訓及發展課程。我們亦致力組織每年一度的「同樂日」，以增強員工的歸屬感。



# goals set for CSR development

## 企業社會責任的長遠目標

Issues 事項	Target for 2008 二零零八年目標	Long Term Target 長遠目標
<b>Community</b> <b>社區</b>	<ul style="list-style-type: none"> <li>To strengthen the strategic alliances with non-government organizations with more long-term partnership programs 加強與各非政府社會福利機構的策略聯盟關係，以開展更多長期合作計劃</li> <li>To effectively manage donations and increase beneficiary numbers from 4,000 to 6,000 有效管理捐款及將受益人數由4,000人增加至6,000人</li> </ul>	<ul style="list-style-type: none"> <li>To participate in consultation on community issues 參與社區問題諮詢</li> <li>To contribute to CSR or Sustainable Development policy making &amp; blueprint setting in Hong Kong 為香港的企業社會責任或可持續發展決策及藍圖規劃作出貢獻</li> </ul>
<b>Youth Development</b> <b>青少年發展</b> 	<ul style="list-style-type: none"> <li>To support programs that help to rebuild the self-awareness and confidence of underprivileged children 支持幫助弱勢兒童重建自我形象及信心的計劃</li> <li>To advocate the all round development of children and youth by supporting non-academic programs such as art appreciation, sports, etc 透過支持非學術活動如藝術欣賞、體育活動等，倡導兒童及青少年的全面發展</li> </ul>	<ul style="list-style-type: none"> <li>To support and participate in leadership training programs or mentor schemes for both China and Hong Kong students 支持為內地及香港學生而設的領袖才能培訓課程</li> </ul>
<b>Education</b> <b>教育</b> 	<ul style="list-style-type: none"> <li>To further contribute to education in Greater China since education is one of the cornerstones contributing the sustainable growth of cities and communities 支持大中華地區的教育，因為教育乃促進城市及社區可持續增長的基石</li> <li>To continue supporting education programs for children staying in hospital 支持住院兒童教育計劃</li> </ul>	<ul style="list-style-type: none"> <li>To set up scholarship scheme subsidizing underprivileged children and those with outstanding performance. 設立獎學金計劃以補助表現優異的弱勢兒童</li> </ul>
<b>Green Environment</b> <b>綠色環境</b> 	<ul style="list-style-type: none"> <li>To conduct Green Audit to help setting indicators for improvements 實行環保審核以協助制定改進指標</li> <li>To formulate "Green Policy" beginning with corporate office in order to gain third party endorsement and recognition 制定「環保政策」及開始在企業辦公室實施該政策以符合基本檢証規定</li> <li>To enroll in Hong Kong Clean Air Charter as a signatory party 註冊成為「香港清新空氣約章」的簽署機構</li> <li>To facilitate &amp; encourage segregating recyclables (paper, plastics, aluminium cans, printer cartridges, rechargeable batteries, etc) 促進及鼓勵分類處理循環再用物料（紙、塑料、鋁罐、打印機墨盒及充電電池等）</li> <li>To arouse staff members' awareness of the importance of environmental protection and climate change by distributing regular "Green News &amp; Tips" via Intranet or email 透過內聯網或電子郵件定期向員工提供「綠色新聞及小知識」，使員工認識環保及氣候變化的重要性</li> </ul>	<ul style="list-style-type: none"> <li>To commit to a three-year tree planting program 推行三年植樹計劃</li> <li>To instill environmental responsibility as a corporate value 推廣環保責任為企業價值之一</li> <li>To extend green policy to business operation level 在業務營運中貫徹環保政策</li> </ul>



## Issues 事項

### Corporate Governance & Stakeholder Engagement 企業管治及股東聯繫

## Target for 2008 二零零八年目標

- To further enhance disclosure in results announcements and receive widespread recognition  
進一步加強業績公佈披露及獲取廣泛認同
- To maintain and review the Group's practice of corporate governance and to ensure transparency and accountability to Melco's shareholders by organizing Brand Audit amongst stakeholders  
透過品牌審核以維持及檢討集團的企業管治常規，並確保對新濠股東的透明度及問責性
- To publish first ever Melco CSR Report 2007  
刊發首份《新濠集團二零零七年企業社會責任報告》
- To conduct CSR Audit so as to define improvement areas and formulate CSR policy  
進行企業社會責任審核以確定可改進的範疇及制訂企業社會責任政策

## Long Term Target 長遠目標

- To become known as "The Most Preferable Employer & Trustworthy Company with The Best Corporate Governance Practice in Asia"  
成為亞洲奉行最佳企業管治常規的最佳僱主及最值得信賴公司
- To further enhance the business risk assessment framework  
進一步加強業務營運的風險評估
- To extend the good corporate governance practice to business operation level  
推廣良好企業管治常規至業務營運層面

### Staff Engagement 員工聯繫

- To promote volunteerism by deriving competitive "Volunteer Award & Incentive Scheme" jointly with Group HR  
與集團人力資源部共同設立「義工獎勵計劃」以鼓勵義工服務
- To create rewarding, vibrant work environments across our Group companies  
集團公司均提供舒適及充滿活力的工作環境
- To continue the support for staff members to enroll in degree-bearing programs offered by educational institutions, as well as training and development courses offered by external training companies  
繼續支持員工參加各教育機構提供的學位課程及其他培訓及發展課程

- To organize regular guest lectures bringing in external speakers to talk about a range of topics  
定期舉辦嘉賓講座，邀請嘉賓講者講解各類型課題
- To build on-line learning platform on the Intranet, which offers access to books, videos, online e-learning modules, etc  
建立「網上學習平台」讓員工方便提取書籍及興趣課題的資訊
- To provide self development training programs certified by professional associations or universities for staff members  
為員工提供由專業協會或大學認證的自我發展培訓課程
- To organize annual "Melco Fun Day" so as to enhance the sense of belonging of staff members  
籌辦年度同樂日以加強員工的歸屬感



## looking ahead...

### 展望

Our contribution to charitable causes and dedicated involvement in community events serve as a solid foundation for our ongoing pursuit of corporate social responsibility. Looking ahead, we will seek to form strategic alliances with non-government organizations (NGOs) in order to launch more charity initiatives to benefit the public. Our CSR Committee will steer CSR policy formation forward to make Melco “The Most Preferable Employer and Trustworthy Company with The Best Corporate Governance Practice in Asia”.

一直以來，新濠致力公益事務及積極參與社區活動，為集團持續履行企業社會責任奠定穩健基礎。展望未來，我們將與非政府社會福利機構組成策略聯盟，以支持更多造福社群的慈善活動。集團的企業社會責任委員會將制定一系列企業社會責任政策，帶領新濠成為亞洲奉行最佳企業管治常規的最佳僱主及最值得信賴公司。



# verification statement

## 核實聲明

### scope and objective

Hong Kong Quality Assurance Agency (HKQAA) was commissioned by Melco International Development Limited (Melco) to conduct an independent verification of the Corporate Social Responsibility Report 2007 (herein referred to as “the Report”). The report described the corporate social responsibility (CSR) performance of Melco for the period from 1st January to 31st December 2007. The objective of the verification was to provide an independent opinion on the materiality, completeness, accuracy, and reliability of the information presented in the report. The scope of the verification included all content presented in the report.

HKQAA has not been involved in the preparation of any of the material included in the Report and acted as an independent verifier of the data and text.

Our verification process covered:

- Verifying the reliability of data and information management mechanism for gathering, collating, analyzing, and presenting the data in the report;
- Assessing the accuracy and consistency of the data and information presented in the report;
- Assessing the overall reasonableness and balance of report with regard to the information presented;
- Identifying areas for future improvement

### verification methodology

Our verification procedure included review of relevant documentation, interview with representative of Melco with accountability for preparing the report, analyze selected sample of data consolidated in the report. The sample data was verified for accuracy through examination of supporting information and cross-checking with Melco’s published annual report and applicable third parties’ information.

### our opinion

On the basis of the verification process described, the verifier satisfied that the information presented in the report provided a structured, balanced, reliable and present a fair representation of Melco’s performance in the context of corporate social responsibility aspects. All sample data examined during our verification was accurate and consistent with the supporting information reviewed.

Signed for and on behalf of HKQAA



Connie Sham, Lead Verifier  
04 April 2008

### 核實的範圍及目的

新濠集團(下稱新濠)已委任獨立核實機構“香港品質保證局”審核2007年度之企業社會責任報告(下稱報告)的全部內容。該報告載述新濠在2007年1月1日至2007年12月31日在企業社會責任方面的表現。核實工作的目的是對報告所記載之內容在充分性、完整性、準確性、可靠性及透明度上作出獨立的查核意見。審核的範圍涵蓋了該份報告之全部內容。

香港品質保證局並沒有參與制定及編印此份報告之所有內容。

核實的範圍包括：

- 評核資料數據管理機制是否能可靠地收集、核對、分析、監察及闡述報告內相關企業社會責任的數據。
- 評核經選定的報告內容及資料數據的準確性及一致性。
- 評核於報告內所記載的表現是否合理及平衡。
- 為將來編製報告提供改進建議。

### 核實方法

本局的核實程序包括審閱相關之文件、與負責編製報告的代表面談、選取具有代表性的資料和數據進行審核。查閱及測試報告內容及數據的支持資料，確保報告準確無誤，部份數據更透過第三方進行覆核。

### 核實意見

我們認為此報告的結構完善、平衡、可靠及清晰地反映新濠的表現，包括其企業社會責任方面的內容。在該次核實過程中所查閱的報告內容及數據與其支持的資料一致及準確。



香港品質保證局審核組長

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