

Press Release

**Everbright Project Commences with the Full Support of
Everbright Charitable Fund**

(27 March 2010, Hong Kong) The Inauguration Ceremony of the Everbright Project, jointly organized by Everbright Charitable Foundation and Caritas, was held on 27 March 2010. The Everbright Project is a life planning and emotional support service for middle-income persons. There inauguration, together with the ambassador appointment ceremony of the “Everbright Community Network”, was hosted by Mr. Chen Shuang, CEO of Everbright, Ms. Angie Lai Fung Yee, Head of Family Service of Caritas, Mr. Casper Tsui, Political Assistant of Home Affairs Bureau and Mr. Leung Chun-ying, Convenor of the Non-official Members of the Executive Council.

Advocating “Making Life Simple”, the Everbright Project provides life planning, emotional support and counseling for middle-income individuals and their families. Through its website, activities and seminars, the project promotes an attitude of life that focuses on simplicity and balance of body and mind. Meanwhile, the “Everbright Community Network”, formed by District Councillors and professional associations, will help to promote the Everbright Project. Everbright Wealth Management has also joined the “Everbright Community Network” and has promised to share wealth management tips with middle-income persons in future activities.

Mr. Chen Shuang, CEO of Everbright, said during the ceremony: “Everbright has achieved significant business progress in Hong Kong over the past decade. As our business grows, we must also address our corporate social responsibility and make contribution to society. Incorporating Everbright’s business philosophy “Making Wealth Simple”, the Everbright Project promotes a simple, relaxed lifestyle that helps middle-income individuals reduce stress, strengthen mental health and gain new perspectives to life. We want to help them live every day in positive mood and attain true happiness.”

For more information about the services and activities of the Everbright Project, please visit <http://everbright.caritas.org.hk/>.