

## CORPORATE SOCIAL RESPONSIBILITY

### Providing Gifts That Last Forever – Literacy and Education

As China's premier financial information and media services provider, we at Xinhua Finance Group are committed to providing the most relevant financial information developed to international standards and the most appealing entertainment and media services. With the same degree of devotion and talent we give to building our business, we are proud to have the opportunity to give back to our community – through the Xinhua Finance Library Foundation. We believe the gift of literacy and education lasts for a lifetime. We are achieving this through two primary endeavors.

#### The Xinhua Finance Library Foundation

The Xinhua Finance Library Foundation was established in 2005 to build and stock libraries in the remote villages of China to promote literacy in these communities. By establishing one library a year in these locales we believe that our efforts can help raise children and adults alike out of poverty. Knowledge gives them the power to choose a better life for themselves and their families.



## CORPORATE SOCIAL RESPONSIBILITY



Our employees and their families worldwide have been making a difference. To date we have provided financial assistance and books to one existing village library in Cang Wan Village in Ningxia province and have built two Xinhua Finance libraries in the remote and impoverished villages of You Fang Yuan and Bei Tang, same in Ningxia. Enthusiastic volunteers have included our staff and their children working side by side with the local villagers in the building process. Funding comes entirely from Xinhua Finance employees and associates worldwide. Individuals have donated funds and approximately 5,000 books in the last three years. Today our employees continue to contribute books to these libraries on an ongoing basis.

### Timeline of the Xinhua Finance Library Foundation

2005	The CEO of Xinhua Finance Group initiated the establishment of a foundation to build libraries in remote areas of China.
May 2006	Provided financial assistance and books to Cang Wan village library in Ningxia province.
Aug 2006	Xinhua Finance Library Foundation registered as a charitable organization in Hong Kong; completed the construction of Xinhua Finance You Fang Yuan Library in Ningxia province.
Oct 2007	Completed the construction of Xinhua Finance Bei Tang Library in Ningxia province.
Dec 2007	Xinhua Finance Library Foundation registered as a charitable organization in the USA.
Jan 2008	Started to sponsor students who would not be able to attend school without financial support.
Feb 2008	Started to donate clothing to the villages in Ningxia province.

With increased enthusiasm, dedication, passion and funding from our staff all over the world, we are in the process of building three more Xinhua Finance Libraries in China's northwestern provinces of Ningxia, Inner Mongolia and Shaanxi in 2008.

## CORPORATE SOCIAL RESPONSIBILITY



### Xinhua Finance Scholarship

In addition to building libraries, we have begun sponsoring students who would not be able to attend school without financial support. While the dollar amounts are small (US\$200–\$2,000 per year depending on the age and grade of the child), these contributions serve as the difference between an education with a promising future or no education and a life of continuing poverty. Some of our corporate executives have already committed to supporting 16 students from Inner Mongolia, while CEO Fredy Bush personally has supported nearly 700 students in Ningxia. We are now working with the Red Cross in Inner Mongolia and the Xinhua Finance librarians in Ningxia to identify more children in these locations who need financial aid to fulfill their potential and prepare for the betterment of their lives and of society.

***“As a company that provides information, intelligence and knowledge, we have a keen understanding of the importance of books to the growth of a child, and to the development of China as a whole. Xinhua Finance Group has benefited from the expansion of China’s markets; we as individuals are honored to be able to contribute something in return.”***

**CEO of Xinhua Finance Group**

*“The sincere and grateful spirit of the villagers; the warm smiles and generous hearts of the children melted my heart away. The experience is surely one of my most rewarding experiences and mind refreshing trips.”*

*A volunteer from IT Dept. in Hong Kong*

*“What I will remember most is the warmth of the people. They didn’t have much materially, but they were generous with what they did have. They made us feel at home. I didn’t know their names, but their shy smiles totally captivated me.”*

*A volunteer from News Dept. in Beijing*

## CORPORATE SOCIAL RESPONSIBILITY



As a company providing information and market intelligence, we are thoroughly aware of the importance of knowledge and talent to our industries. We have also heeded the call to nurture talents in China as we promote the development of its financial and media markets. In 2007, we granted the Xinhua Finance Scholarship to three finance-oriented post graduates at the Shanghai University of Finance and Economics. This is a leading university in China that has provided generations of aspiring students with an excellent education and made tremendous contributions to China's overall economic development. We will expand the scholarship program in 2008 to more universities and more students in the media field.

*"Building the library is only the beginning. We need to continue to fill up the library with books which are useful to children and villagers. There is still plenty of work ahead."*

*A volunteer from HR Dept. in Hong Kong*

*"The project is part of Fredy Bush's desire to give something tangible back to the people of China. While I shared Fredy's desire to make such an impact, I wondered if I still had it in me. All it took was the smile of a child to get me in gear."*

*A volunteer from a business partner in the U.S.*

*"You Fang Yuan village reinforced my belief that it's not what you have — but who you are that counts. Yes, the region is one of the poorest in the world, but I didn't expect this...the people of You Fang Yuan are some of the most gracious and engaging I've ever worked with."*

*A volunteer from Branding Dept. in Shanghai*