



**Theme**

Hong Kong’s modern cityscape is complemented by its wealth of natural resources. The formation of these world-class rock and geological features takes hundred million of years. Hong Kong Geopark helps ensure that our future generations will be able to enjoy the legacy of these beautiful natural wonders.

The Group takes great pleasure in pioneering the “Hong Kong Geopark Charity Green Walk”, a key focus of our Corporate Social Responsibility (CSR) programme in the year ahead. Our commitment to CSR is at the heart of our long-term competitiveness, enabling younger generations to enjoy the natural environment we are endowed with, and contributing to the sustainable development of the economy, society and environment as a whole.

By embracing CSR, we reinforce our vision of becoming the premier bank of choice and creating greater value for our customers, shareholders and employees.

**OUR VISION**

**TO BE YOUR PREMIER BANK**

**OUR MISSION**

**Build**

customer satisfaction and provide quality and professional service

**Offer**

rewarding career opportunities and cultivate staff commitment

**Create**

values and deliver superior returns to shareholders

Combining the initials of mission and core values, we have

**BOC SPIRIT**

**OUR CORE VALUES**

**Social Responsibility**

We care for and contribute to our communities

**Performance**

We measure results and reward achievement

**Integrity**

We uphold trustworthiness and business ethics

**Respect**

We cherish every individual

**Innovation**

We encourage creativity

**Teamwork**

We work together to succeed

**Be environmentally friendly for our better future:** As a good corporate citizen, we do not use lamination as normally adopted by the industry in our Annual Report 2009. Instead, we use varnishing, an environmentally friendly technique. The whole report is also printed on recyclable and elemental chlorine-free paper. This demonstrates our efforts in working for the betterment of our future generations.