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**Sun Hung Kai & Co Partners with Crossroads Foundation
to Create a “Trail of World Need”
Inspiring and Empowering Families to Engage with World Issues**

On 31 July 2021, **Sun Hung Kai & Co. Limited** (SEHK: 86) (“SHK & Co”) and **Crossroads Foundation** inaugurated their new partnership with a family day of experiential simulation and volunteering at Crossroads. The day comprised of various highlights; including a HK\$1 Million donation made through the **Sun Hung Kai & Co. Foundation**, to help develop a “**Trail of World Need**” showcase on Crossroads’ site at the Gold Coast, Tuen Mun, and to contribute towards **Crossroads’ Computer Refurbishment Programme**.



“We’re incredibly grateful for partnerships like this that go beyond the numbers on a cheque. SHK & Co’s donation has brought to life the Trail of World Need, which is a project that we’ve been excited to develop for several years. But it’s about more than dollars. They chose to bring their staff and families to see with their own eyes and feel with their hearts how this world is suffering, and how each of us can use our strengths to make a difference. It’s this kind of wide-angle approach to social responsibility that we love to see from Hong Kong companies.” David Begbie, Director of Crossroads Foundation.

Seng Huang Lee, Group Executive Chairman of SHK & Co said, “This family volunteer day marks our ongoing commitment to partnering with Crossroads. We strive to go beyond financial donations; and inspire our own children to work shoulder-to-shoulder to make a real difference in society.”

“We fully embrace Crossroad’s “Computer Refurbishment Programme” to help equip underprivileged children to access 600 refurbished computers for online learning, especially during this pandemic. Furthermore, the immersive and interactive “Trail of World Need” exhibits will hopefully provide heartening experiences for participants by engaging them in a range of world issues, so as to raise their awareness, empathy and enthusiasm to discover their own roles in a world of need.” Mr. Lee added.



Background: Solving the world’s biggest challenges, from poverty and hunger to climate change and more, requires all members of the community to play a role. But the size of the issues can leave individuals feeling helpless. For over a decade Crossroads has run “Global X-perience” simulation programmes that help participants better understand important issues and explore how they can respond. These powerful activities have reached more than 200,000 participants to date including students, NGOs, corporates, and world leaders at the World Economic Forum in Davos.

Crossroads is expanding its programmes in order to reach the general public in Hong Kong. By creating a “Trail of World Need” for the community, thousands more people will discover their potential to make a difference in society.

About the Trail of World Need – Proudly Presented by Sun Hung Kai & Co

The Trail of World Need is a series of immersive, interactive exhibits held inside shipping containers situated along Crossroads’ Tuen Mun campus. The exhibits enlighten participants on a range of important development issues. Bi-lingual, family-friendly formats ensure family members of all ages can discover their role in a world of need.



About Crossroads’ Computer Refurbishment Programme

Crossroads has given away many thousands of donated computers to schools, low-income families and charities in Hong Kong and other developing countries. Throughout online schooling during Covid lockdowns, Crossroads provided computers to hundreds of Hong Kong students who previously had no access to a computer at home.

When Crossroads refurbishes donated computers for redistribution, they return them as a near, or better than factory condition. Each computer undergoes a rigorous process at Crossroads’ facilities, including:

- Physical inspection and cleaning
- Secure erase of storage media using industry standard methods
- Thorough stress testing
- Installation of fully licensed software (Crossroads is an authorised Microsoft refurbisher)

The donation from Sun Hung Kai & Co will enable Crossroads to refurbish 600 computers for Hong Kong recipients with verified needs.

About Sun Hung Kai & Co

Sun Hung Kai & Co. Limited (SEHK: 86) ("SHK & Co", together with its subsidiaries, the "Group") is a leader in alternative investing headquartered in Hong Kong. Since its establishment in 1969, the Group has owned and operated market-leading platforms in Financial Services. The Group invests across public markets, alternatives and real assets and has an established track record of generating long-term risk adjusted returns for its shareholders. Most recently, SHK & Co has extended its strategy to incubate, accelerate and support emerging asset managers in the Asian region. SHK & Co is also the major shareholder of a leading Consumer Finance firm, United Asia Finance Limited. The Group currently holds about HK\$44 billion in total assets as at 31 December 2020.

Leveraging the resources and network of the Group, the Sun Hung Kai & Co. Foundation (the "Foundation") is a platform for the Group and its partners to promote and support caring, inclusive and sustainable communities. The Foundation takes an active interest in sponsoring initiatives that help improve the lives of the underprivileged, nurture future leaders and improve our environment.

For more information about SHK & Co, please visit www.shkco.com.

About Crossroads

Crossroads Foundation is a Hong Kong based, non-profit organisation serving global need, staffed entirely by volunteers. Crossroads started in 1995 and believes that, in a broken world that sees too much suffering, they should do all they can to connect people who are in need with those who can provide help. As well as collecting and redistributing donated goods, they offer experiential simulations on issues like refugees, urban poverty and disability, advocate fair trade through their shop and café, and help companies find non-profit projects to partner on. For more information on Crossroads, visit www.crossroads.org.hk.

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