



## Corporate Social Responsibility (continued)

### 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), it is 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 and CEO Fredy Bush personally has supported nearly 700 students in Ningxia. We are now working with Red Cross in Inner Mongolia and the Xinhua Finance librarians in Ningxia to identify more children in the respective locations, who need financial aid in order to fulfill their potential and prepare for the betterment of both their lives and that of society.



As a company providing information and intelligence, we are thoroughly aware of the importance of knowledge and talent in our industries. We have also heeded the call to nurture talents in China as we promote the

## Corporate Social Responsibility (continued)



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 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.

*"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*

*"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*

*"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*

*"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 US*

