

**NWS Holdings garners the Award of Public Affairs
in the Asia Pacific PR Awards 2004**

(19 November 2004, Hong Kong) NWS Holdings Limited (“NWS Holdings” or the “Group”; 0659.HK) has received the Award of Public Affairs in the Specialist and Technique category of Asia Pacific PR Awards 2004 organized by *Media Magazine*. The award recognizes the Group’s effective communications during the realignment exercise of its transport businesses.

NWS Holdings and Chow Tai Fook Enterprises Limited announced the plan to realign their local transport as well as related services in Mainland China in December 2003. As the realignment would place all bus services on Hong Kong Island under a single management company, this situation raised concerns over service quality and public interest. Addressing common fears and public misunderstanding, the Group adopted a proactive communications approach to convey clear messages that helped alleviate these concerns. Among the core messages explained to various stakeholders were the benefits of the realignment such as improved operational efficiency and higher quality service. The realignment eventually earned positive comments from stakeholders and won approval from shareholders and the regulatory authorities.

Mr C F Kwan, General Manager - Corporate Communication of NWS Holdings, said, “We are honoured to receive this prestigious award. The realignment has now proved to be a win-win-win situation for the community, passengers and shareholders. We will continue to maintain a high standard of corporate transparency with open and constant communications with stakeholders.”

Organized by *Media Magazine*, Asia’s number one media, advertising and marketing publication, the annual Asia Pacific PR Awards recognizes best practice across the entire spectrum of the public relations industry in the Asia Pacific region. This year, there were more than 200 entries from 15 countries or cities. The panel of judges comprises leading in-house and consultancy talent, media experts and communication specialists in Asia Pacific. The award presentation ceremony was held at the Grand Hyatt Hotel, Hong Kong, on 18 November 2004.

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This press release is also available at the Group’s website (www.nwsh.com.hk).

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新創建集團有限公司 NWS Holdings Limited

(incorporated in Bermuda with limited liability)

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▪ Service 服務 ▪ Infrastructure 基建 ▪ Ports 港口

NWS Holdings Limited

NWS Holdings Limited (Stock code: 0659.HK), the service flagship of New World Development Company Limited (Stock code: 0017.HK), embraces a diversified range of businesses in Hong Kong, Mainland China and Macau. These businesses can be broadly grouped under three main divisions: Service, Infrastructure and Ports. Its **Service** division comprises Facilities (*Urban Property, General Security* and the management of *Hong Kong Convention and Exhibition Centre*), Contracting (*Hip Hing Group* and *NWS Engineering Group*), Transport (*New World First Bus, Citybus* and *New World First Ferry*), Financial and Environmental. The **Infrastructure** portfolio includes energy, water treatment and waste management as well as roads and bridges projects. For **Ports**, NWS Holdings is principally engaged in container handling as well as logistics and warehousing.

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Attachment:



Mr C F Kwan, General Manager – Corporate Communication, and Ms Maria Cheung, Manager – Corporate Communication, of NWS Holdings received the award on behalf of the Group

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