

NWS Holdings garnered “Best Brand Enterprise Award and Outstanding Corporate Strategy”

(8 June 2007, Hong Kong) NWS Holdings Limited (“NWS Holdings” or the “Group”; Hong Kong stock code: 0659) was presented the “Best Brand Enterprise Award and Outstanding Corporate Strategy” in the Best Brand Enterprise Award 2007 (Greater China) organized by the Hong Kong Productivity Council. The panel of judges commended the Group’s branding management strategy and decision making system in particular.

NWS Holdings has established a distinguished brand management system. Through proactive and effective brand management strategies, the Group endeavors to project a positive and consistent image and ensure its member companies can adhere to the Group’s corporate image. Upon the completion of reorganization in 2003, the Group has issued the *Corporate Communication Handbook* in which the *Corporate Identity System* and *Corporate Style Guide* ensure a high level of consistency in editorial style throughout the Group and provide member companies effective brand strategies. In 2005, the Group has also launched its brand new corporate song sung by staff members from various member companies, aiming to promote its diversified businesses, service excellence and employer brand.

The Group also strives to uphold corporate governance in order to enhance its corporate brand. To maintain the goodwill of the Group, Corporate Governance Steering Committee has been established to formulate relevant policies to ensure related rules and regulations are fully complied by staff and member companies. NWS Holdings also believes that a successful brand very much hinges on its commitment in corporate social responsibility. As such, Corporate Social Responsibility Committee has been set up under the Board of Directors to oversee the Group’s strategies and development on corporate social responsibility. Furthermore, the Group has set up NWS Holdings Charities Foundation to expand the scope of community engagement.

Dr Cheng Kar Shun, Henry, Chairman of NWS Holdings, said, “We are honoured to receive this award. The Group believes that corporate image is a significant element to enhance its competitiveness. Looking forward, the Group will continue to establish a world class brand and nurture total integrity.”

Organized by the Hong Kong Productivity Council, the Best Brand Enterprise Award 2007 (Greater China) aims to recognize enterprises with outstanding achievements in brand building and management. Having

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(incorporated in Bermuda with limited liability)

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expanded the scope from Hong Kong and Guangdong province to Greater China region, the award has attracted over 100 enterprises to participate in. The award was judged according to five criteria, including organizational growth and self development, corporate strategy and management decision making system, leadership and corporate culture, corporate innovation management as well as corporate brand building and management.

- End -

This press release will be posted to the Group's website (www.nwsh.com.hk)

NWS Holdings Limited

NWS Holdings Limited (“NWS Holdings”, Hong Kong stock code: 0659), the infrastructure and service flagship of New World Development Company Limited (Hong Kong stock code: 0017), embraces a diversified range of businesses in Hong Kong, Mainland China and Macau. Its **Infrastructure** portfolio includes Roads, Energy, Water and Ports projects. Its **Service & Rental** division comprises Facilities Rental (the management of *Hong Kong Convention and Exhibition Centre* and *ATL Logistics Centre*), Contracting (*Hip Hing Construction Group* and *NWS Engineering Group*), Transport (*New World First Bus*, *Citybus* and *New World First Ferry*), etc.

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Photo 1: Ms Jiang Yin, member of the Standing Committee of the Tenth National People's Congress (right), presented the “Best Brand Enterprise Award and Outstanding Corporate Strategy” to Mr C F Kwan, General Manager – Corporate Communication of NWS Holdings (left).

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Photo 2: Mr C F Kwan, General Manager – Corporate Communication of NWS Holdings (back row, second from right) pictured with officiating guests and other awardees after receiving the award.

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