

MEDIA RELEASE

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STOCKBROKING COMMUNITY PLEDGES TO RAISE \$1 MILLION FOR COMMUNITY CHEST

Singapore, January 28, 2011 – Community Chest launched the second sector-wide campaign - ‘Stockbrokers with a Heart’ - to raise funds for the needy through SHARE, a monthly workplace giving programme, on 28 January 2011. The campaign is supported by the Securities Association of Singapore (SAS).

With this campaign, Community Chest, the fund-raising arm of the National Council of Social Service, hopes to raise at least \$1 million over two years through its SHARE programme. “This target is achievable if a greater number of the 10,000 strong stockbroker community participate by regularly contributing a modest amount. The initial combined contributions from the 9 securities firms have already created a direct impact by adding \$230,000 to the SHARE programme,” said Mr Wong Ann Chai, Chairman, ‘Stockbrokers with a Heart’ campaign and investment banker at Nomura, South-East Asia.

Nine securities firms donated a total of \$230,000 to Community Chest to kick-start the campaign. These firms are Amfraser Securities Pte Ltd, CIMB Securities (Singapore) Pte Ltd, DBS Vickers Securities (Singapore) Pte Ltd, DMG & Partners Securities Pte Ltd, Kim Eng Securities Pte Ltd, Lim & Tan Securities Pte Ltd, Phillip Securities Pte Ltd, OCBC Securities Private Limited and UOB Kay Hian Private Limited. These firms will also be encouraging their staff and other stockbroking firms in the sector to join the SHARE programme.

“Community Chest hopes to reach out to the stockbroking community given its largely untapped potential in contributing to charity. Currently, there are five securities firms who are in the SHARE programme and through the ‘Stockbrokers with a Heart’ campaign, we are hopeful that more firms will support the SHARE programme,” said Mr Eric Ang, Vice Chairman, Community Chest. Community Chest plans to launch similar sector-wide campaigns in the property, retail, entertainment, electronics and pharmaceutical sectors.

COMMUNITY CHEST | The NCSS Fund-raising Division

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“SAS will continue to encourage more securities firms and their employees to participate in the SHARE programme. To give our charity drive a further boost, SAS would like to invite vendors, suppliers, patrons and clients of our member firms to join in the effort through upcoming special events in conjunction with the ‘Stockbrokers with a Heart’ campaign,” said Mr Esmond Choo, Chairman, SAS.

Last June, Community Chest held in its first sector-wide campaign – ‘Hoteliers with a Heart’. Seven new hotels have come on board the SHARE programme as a result of this campaign, with 1,000 new SHARE donors.

The series of SHARE campaigns is part of Community Chest’s effort to promote SHARE and encourage employees of the targeted sectors to donate regularly through the SHARE programme, and at the same time to encourage current SHARE donors to raise their donation amounts. This financial year, Community Chest needs to raise \$55.2 million to support 161 social service programmes serving more than 320,000 people in need.

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Community Chest

Community Chest raises funds on a yearly basis to meet the needs of the social service programmes we help support. Community Chest ensures that the fund-raising costs are kept to a minimum. As these costs are covered mainly by Tote Board and Singapore Pools (Private) Limited, every dollar raised by Community Chest will be made available to social service programmes under its care.

Community Chest has made it easier for individuals to donate from the comfort of their homes via websites such as www.comchest.org.sg and www.vpost.com.sg, through the internet (DBS, UOB or Citibank) or phone banking (DBS or POSB) and even at SAM machines across the island. Individuals can also reap tax benefits on donations through hassle-free modes like the Community Chest's SHARE programme (the sign-up form is available at www.comchest.org.sg) where one can make monthly donations

via GIRO, credit card or payroll and have his or her tax deductions automatically included in their tax assessments.

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National Council of Social Service
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**'Stockbrokers with a Heart'
Campaign Launch
28 January 2011
UOB Kay Hian Private Limited Auditorium**

Programme:

- 5.30pm Arrival and Registration of Guests
Media Registration
- 5.55pm Guests to be seated
- 6.00pm Welcome and screening of SHARE video
- 6.10pm Performance by Community Chest beneficiaries, Mr Fahan of SIA-
MINDS Employment Development Centre and Hazmi of Metta School
- 6.20pm Welcome address by Mr Eric Ang, Vice Chairman, Community Chest
- Opening address by Mr Wong Ann Chai, Chairman, 'Stockbrokers with a
Heart' Campaign
- Speech by Mr Esmond Choo, Chairman, Securities Association of
Singapore
- 6.40pm Launch of 'Stockbrokers with a Heart' campaign
- 6.55pm Photo-taking session with beneficiaries
- 7.00pm Reception
Media Interviews
- 7.30pm End of programme