

EMBRACE CHARTER

Embrace – 'The Care for People' project is a Corporate Social Responsibility (CSR) campaign undertaken by each hotel/resort property managed by Shangri-La International Hotel Management Limited (SLIM) so that each property plays its part as a member of the community in the locality it is situated in, by supporting and giving back to the people.

Focusing on education and healthcare, each property commits to a five- to ten-year partnership with an organisation or school in its local community to develop and support the non-profit entity to reach its full potential. This campaign is one of the five pillars which supports the CSR programme for SLIM. The period specified for the partnership is to ensure that the selected campaigns are providing essential services to the community that are much-needed, and that the property's involvement is vitally needed to make a difference over a long period of time and supports a sustainable solution for the community. In 2009, the campaign was officially launched across all SLIM managed properties worldwide.

Each project must comprise a sustainable structure, efficient execution and measurable outcomes. Each property is to focus on one or more of the following areas of development in their locality:

- A decent quality of life that meets physical, intellectual, emotional, spiritual and social needs
- Meeting basic needs of nutrition as well as a clean, healthy and safe learning and/or living environment
- Access to early education programmes and/or parenting support
- Safe places and time to play, enhancing overall health and enjoying recreational activities
- Quality education to enable people to be employable at the right age
- Access to mentors (colleague volunteers) and 'big brothers/ big sisters' to serve as positive role models
- Protection from neglect, abuse and any form of violence
- The right to exercise freedom and not be discriminated against

We recognise that our social responsibility also includes providing opportunities to the underprivileged through training in hotel skills that may allow them employment within the short to medium term. Whenever possible, hotels are encouraged to move their EMBRACE beneficiaries into a programme that runs skills training with the goal of employability in or outside the hotel, also known as Embrace++.

With regard to requests to terminate Embrace partnerships, a proposal must be submitted to the SLIM CSR Team and/or the Executive Vice President of the region with reasons justifying the termination. Upon approval from both or either the Director of CSR and/or Executive Vice President of the region, the property can progress the termination.

A partnership may cease its term upon agreement between both parties based on one of the following:

- The property and the organisation have accomplished the intended goals of the partnership
- The property is no longer able to support the organisation and its goals, or vice versa

This Charter serves as official documentation to ensure that a sustainable partnership with a community project and/or campaign for each property managed by SLIM is maintained throughout the tenure of that property until it is no longer managed by the company.

Acknowledgement of this document serves just enforcement of this charter with immediate effect.



Acting President