

'Tis the SEASON

The Hutchison global family celebrates the spirit of the holiday season from storefront decorations to community involvement

No matter where you are in the world, holidays seem to elicit warm feelings, happy memories and the desire to celebrate with family and friends. As a global family, Hutchison's business units around the world find ways to celebrate the holiday season according to local customs. As their communities join in the spirit of the season, the Group's businesses must also perform in top shape in order to meet their customers' expectations.



FOR THE HUTCHISON FAMILY, with a quarter of a million staff in 52 countries, the holidays are seen as more than simply an opportunity for increased sales. Around the world, the Group's divisions participate in the local holiday traditions of the communities in which they operate and often go to great lengths to spread holiday cheer to their patrons. For the Property and Hotels division, this is particularly important.

"When guests choose to stay with us for the holidays, we are excited to prepare our hotel for their stay and fill the air with festive ambience," said Christina Cheng, General Manager of the Harbour Plaza 8 Degrees in Hong Kong. "We decorate the entire hotel, offer special festive room packages and fill our on-site menus with special holiday dishes."

"In Hong Kong, the Christmas festivities are celebrated as a commercial holiday in addition to a formal day off work, and thus, the whole city has begun to participate," shared Andy Castillejos, General Manager of the Harbour Plaza Metropolis in Hong Kong. "We begin organising our festive programme six months in advance, planning our food and beverage menus, lobby and individual venue decorations and special holiday performances, such as live carol singing in our hotel lobby. This advance preparation ensures a smooth, festive atmosphere during the holiday season."

Even in Mainland China, where Christmas is not as widely celebrated compared to Chinese New Year a few weeks later, the Harbour Plaza Chongqing decorates its lobby, restaurant and grounds. "We put up a traditional fir tree outside our hotel every year and include a festive lighting display indoors. We even serve a traditional Western-style Christmas dinner, complete with a roasted turkey and all the trimmings" said

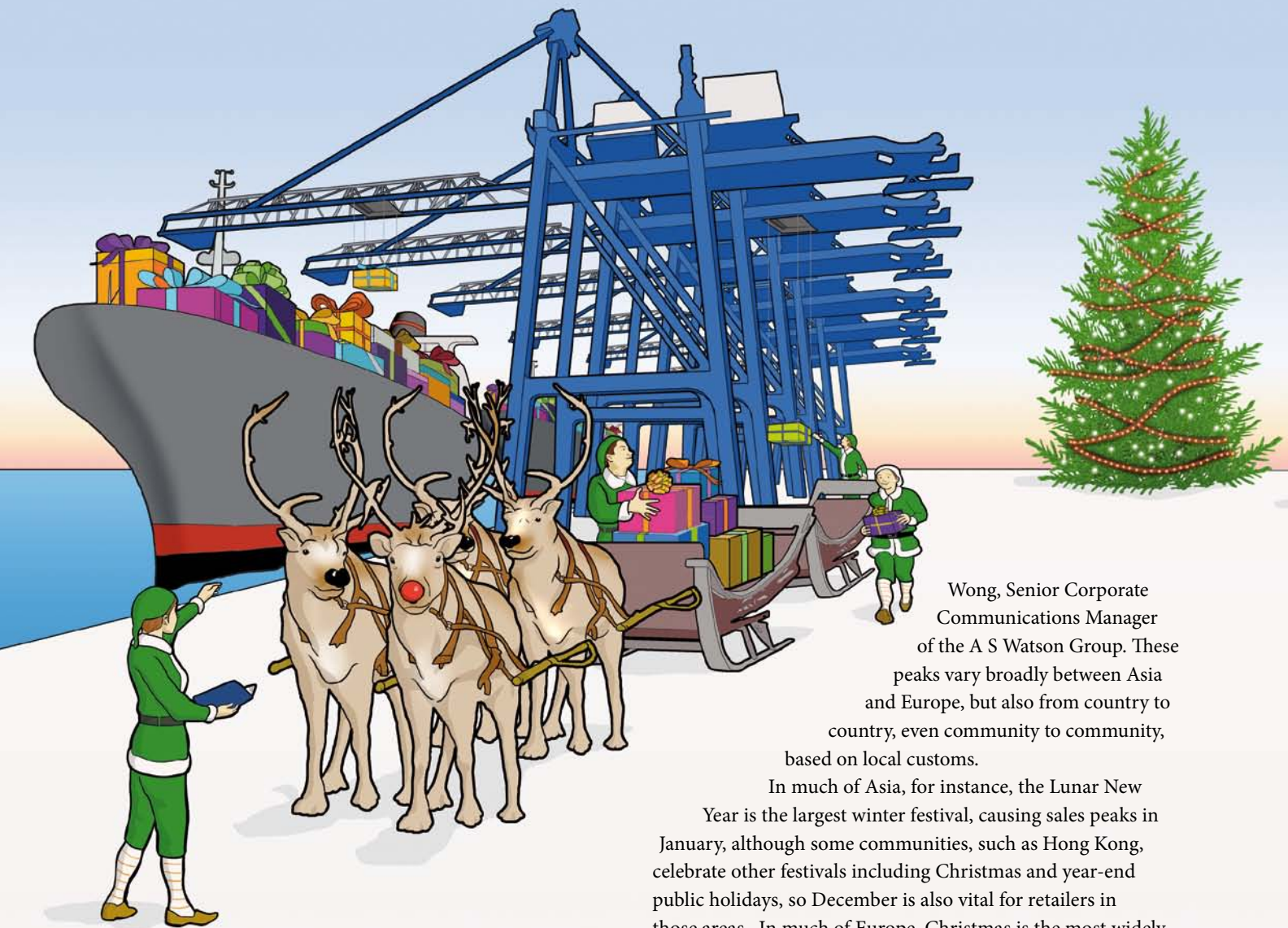
Peter Wong, General Manager.

Holiday decorating is equally important for the other sector of the property group, where shopping malls begin their holiday decorating in early November. "In Hong Kong, the Christmas holiday and the Lunar New Year are back-to-back and so full of joy," said Florence Lee, Chief Manager of PR & Promotions Development and Marketing of Hutchison Whampoa Property. "Thus, we allocate more resources to decorating our properties during this holiday season than for any other festival throughout the year."

This spreading of holiday cheer extends beyond these customer-facing businesses, however. SA Power Networks in Australia, for example, has come to be known in its community for its generous contribution to spreading holiday joyfulness. "For the past 17 years, we have hung holiday lights on the building of our head office in Keswick. This tradition has become a well-known and loved part of Adelaide's Christmas celebrations," said Kylie Kerrigan, Communications Consultant.

In addition, SA Power Networks provides support for the holiday decorating efforts of the communities throughout its service area. "Across the region, we volunteer to hang Christmas decorations on the main streets of our communities, and even occasionally participate in local holiday parades!" For instance, SA Power Networks has contributed to the Lights of Lobethal display, the largest community holiday light display in the Southern Hemisphere, and the Loving Tree light display erected at the Mary Potter Hospice facility in honour and remembrance of community members whose lives have been touched by cancer.





“We are honoured to contribute to these types of meaningful holiday traditions,” said Kylie Kerrigan. “They are important to our communities and, therefore, are important to us.”

In Hong Kong, even the Telecommunications division takes part in the spreading of holiday cheer. “Each year, we offer a wide spectrum of holiday-themed multimedia content services such as eBooks, music and movies,” said Debra Ma, Marketing Director of 3 Hong Kong. “For example, during the December 2011-January 2012 holiday season, we launched the ‘3Music has come’ campaign, which combined our content services with holiday songs and greetings from local pop stars. Customers could download the songs and greetings and send them to friends or set them as the connecting tones for their mobile numbers.”

A Season for Sales

In addition to sharing the spirit of the season with their communities, for most of Hutchison’s divisions, the holiday season also represents an important time of the year financially. Nearly every business unit, from the more obvious Retail division to the less likely Telecommunications division, sees higher sales and an increased demand for their top services.

“Foot traffic in our retail stores around the globe more than triples during local peak sales months,” said Joanna

Wong, Senior Corporate Communications Manager of the A S Watson Group. These peaks vary broadly between Asia and Europe, but also from country to country, even community to community, based on local customs.

In much of Asia, for instance, the Lunar New Year is the largest winter festival, causing sales peaks in January, although some communities, such as Hong Kong, celebrate other festivals including Christmas and year-end public holidays, so December is also vital for retailers in those areas. In much of Europe, Christmas is the most widely celebrated holiday, meaning early December will be key for retailers; however, the Three Kings holiday is given more prominence in some countries, such as Spain, and so January will see higher sales totals than December.

This local fluctuation also affects the Group’s Hotels division. “We are usually extremely busy during December and January, as Hong Kong celebrates Christmas, year-end festivities and the Lunar New Year, with occupancy rates steadily between 90 and 100 per cent,” said Benedict Chow, General Manager of the Harbour Grand Hong Kong. “We call in additional staff during these two months, particularly for our housekeeping and restaurant departments.”

Despite the current sluggish global economy, the outlook for the upcoming holiday season is as bright as the lights that herald its arrival. The Retail and Hotels divisions both anticipate increased sales this season, in accordance with the timing of local holiday celebrations.

Even the Group’s Telecommunications division, a less apparent benefactor, has seen a steady increase in sales during the holiday season over the past few years. “Our industry is really benefitting from the rising popularity of smart phones as gifts,” shared Maritheres Paul, Head of Corporate Communications of 3 Austria. “The Christmas season



is becoming a promotion-intense period because of this trend, and now the holiday months account for a significant proportion of our yearly sales volumes.”

3 Hong Kong and 3 Ireland agree. “We have seen an increase in the purchase of phones and phone plans as Christmas gifts, and thus we often hold promotions during the winter months in which shoppers can buy discounted plans, obtain a free smart phone with the signing of a contract or make use of other rebates and special offers during this time,” said Debra Ma.

However, not every division sees the increase in profits one might expect. The Group’s Energy and Infrastructure division, for example, sees sales remain steady throughout the holiday season, despite the prevalence of holiday lights and travelling home to be with family. “Surprisingly, the holiday season is not a particularly higher period for electricity consumption,” shared Alex Sturge, Communications Manager of UK Power Networks in the UK. “Occasionally we see a slight spike on Christmas Day, for example, when many families are using

their stoves, ovens and domestic electrical appliances at full force, but for the most part, we do not register higher usage rates during the holidays.”

Husky Energy in Canada echoes these findings. “Winter is a peak period for energy use, but this is not necessarily driven by the holidays. More likely, the cold winter weather is the root cause, because people must use their central heating systems more steadily,” said Carla Yuill, Manager, Corporate Communications.

The holidays signal more than simply an opportunity for financial gain in the Hutchison family, though. Many of the company’s divisions take great measures, such as doubling their on-site staff, to ensure that their services go uninterrupted during the holiday season, recognising that many of their customers rely upon them for a smooth and enjoyable holiday celebration.


“The power we supply enables more than a quarter of the UK to relax and enjoy the holiday festivities,” said Alex Sturge.

“Whether it is the glow of Christmas lights, the illumination of busy streets and shop fronts or the cooking of a traditional roast turkey with all the seasonal trimmings, the distribution of reliable and secure electricity plays a key role in helping communities across the UK enjoy a happy celebration with family and friends.”

Likewise, the Telecommunications division goes to great lengths to ensure that their customers can share holiday greetings at all times. “At 3 Austria, we see a huge surge in the number of text messages being sent during the holidays, alongside a steep increase in data usage as a result of people doing a portion of their holiday shopping online,” said Maritheres Paul. “We must ensure that we are able to maintain our service despite the increased load on all our networks.” Similarly, 3 Ireland works to keep its networks running smoothly during the holiday season, keeping its customer service centre open 24/7 through the holidays. “It is our goal to always provide our customers with the service they expect and to give them the help they need at all times, regardless of what day of the year it happens to be,” said Joanna Kavanagh, 3 Ireland’s press office manager.

Around the globe, as the Hutchison family steadfastly works to bring a happy, safe and smooth holiday season to its patrons, the spirit of the season remains strong within the Group. Whether it is decorating the office according to local and seasonal tradition and fashions or simply the fostering of a festive working atmosphere, the Group’s divisions work hard to make the holidays enjoyable for their staff, too.

“For Husky’s employees, the holidays are a time of giving, sharing and enjoying friends and family. Our company has many initiatives aimed at fostering this spirit of giving and happiness, including donations to organisations such as the Salvation Army and Women in Need,” shared Carla Yuill. “As a company, we have also created the Children’s Giving Tree programme, through which employees donate toys and gifts to the less fortunate children in their community. This spirit of giving truly generates a warm, festive atmosphere within the company.”

Wherever you are in the world, whatever holidays you celebrate, Hutchison wishes you a safe, happy and relaxing holiday season surrounded by the people you care about. 





I'M DREAMING OF A GREEN CHRISTMAS...

Wondering how you can make your festive season a little greener? Here are a number of useful ideas from our colleagues across the Group that you can implement into your holiday celebration to lessen your environmental impact.

1. Send festive e-cards instead of traditional greeting cards by post

Eliminate the carbon footprint of your holiday greeting cards by sending digital e-cards instead. If you typically send scores of greeting cards to friends and family around the world, the energy savings can be significant. Plus, you will save on postage and supplies – sending an e-card is free!

2. Give gifts au naturel

No wrapping necessary! Today, the packaging provided by many stores is pretty enough on its own, especially around the holidays, that additional wrapping is unnecessary.

3. Switch to energy efficient LED bulbs in your decorative lighting

Switching from incandescent to LED light bulbs can decrease your electricity consumption by as much as 95 per cent. As a bonus, LED lights are safer, too, as they are cool to the touch when they are switched on, even after long periods of time, unlike some traditional bulbs.

4. Use public transportation when doing your holiday shopping and travelling to see family and friends

Using public transportation, such as the bus and subway systems, will decrease your carbon footprint drastically. Even when travelling by more traditional methods, be creative with ways to be more fuel efficient, such as carpooling with friends to the airport to catch a holiday flight.

5. Switch off festive lighting and electrical equipment when not in use

Put outdoor lighting displays on a timer so that they automatically switch off at a pre-determined time, for example, in the middle of the night and during the daytime. When possible, unplug indoor decorations when not in use, rather than simply switching them off to reduce the amount of 'phantom power'. In addition, choose lights for decorations that operate at extra low voltage (less than 50 V AC or 120 V DC) to help you reduce the amount of energy used. Also ensure your festive lights are in good condition and correctly fitted to be, both, energy efficient and do not pose any electrical safety hazards. By the same token, if you have an extra refrigerator or freezer that you only use for special occasions, such as holidays, unplug it until you need it again, for that big occasion.

6. Use reusable mugs for hot and cold beverages

Whether you live in a hot or cold climate in December, bring your own mug to work for that hot coffee and tea or ice-chilled soft drink in the holiday months and make sure to use reusable cups, plates and cutlery at family gatherings, whatever the weather.

7. Be mindful when cooking your traditional Christmas holiday feast

Make a plan for maximising your efficiency when cooking your celebration dinner. For instance, determining how long your turkey will need to bake first and then roasting it for exactly that amount of time, will avoid wasting power, whilst maximising the tastiness of that special seasonal dish.

“Whilst there is a great deal of attention in the media about ‘food miles’, which comprise the energy used to transport food around the world from farm to plate, it is actually how you cook food that has the greatest impact on the environment,” explained Alex Sturge of UK Power Networks. “For instance, boiling potatoes without a lid on the pot is wasteful of power, and has more impact on the environment than flying them to the UK from Kenya or Israel.” 