



Wellcome Gives Back HK\$ 120m to Hong Kong

Wellcome today, 22nd September 2020, announces an unprecedented Give-Back programme of over HK \$120m to support Hong Kong's community including:

- ***1 million cash vouchers and 1 million meal vouchers to be distributed to those most in need***
- ***HK\$ 5m in donations to help vulnerable groups***
- ***Price freeze on over 300 everyday essentials held for 6 months – a Hong Kong First***

At Wellcome, supporting our community is part of our DNA, especially as the impact of COVID continues to be felt across the city.

Our 'Heartfelt Give-Back' demonstrates our commitment to assisting vulnerable groups, customers and our team members in these tough times. And, as the virus impact isn't short term, neither is our Give-Back, which will run well into next year.

Voucher Distribution

Over the next 10 months we will be distributing 2 million cash and meal vouchers, worth \$HK 80m to those most in need through our trusted charity partners, amongst other NGOs in order to reach the widest parts of our community through their extensive networks.

Yuu Give-Back

As part of our launch of Yuu in July we also included a 'Yuu Give-Back' programme where customers can donate points to selected charities. We will match any donations made by our Yuu members to an additional value of up to HK\$5m, offering further support to those in need in our community.

Freezing Prices

We are also freezing prices on more than 300 everyday essential items for at least 6 months, from the end of September, protecting our customers from price fluctuations, as we shoulder any increases in transportation/distribution costs, increases in raw material, and any other cost pressures. More details in store soon.

And finally, as a thank you to our team members for their outstanding contribution and service to our customers and our community, we will be giving each Hong Kong team member a cash voucher for their or their family's use.

Our 'Heartfelt Give-Back' programme is simple yet substantial and is offered to support our community as we look to come through this challenging pandemic together.