



**Jardine Matheson's mental health charity, MINDSET,
celebrates 20 years of support for community mental health**



Group photo of the representatives of MINDSET's Executive Committee and partners of MINDSET with Ben Keswick, Executive Chairman of Jardine Matheson

(Left) Ms Erica Lam, MINDSET; Ms Maggie Lam, MINDSET; Mr Alvin Kong, Executive Director, Hongkong Land; Mr Ben Keswick, Executive Chairman, Jardine Matheson; Mr Max Sunarcia, Group Treasurer, Jardine Matheson; Ms Natalie Wu, Head of Corporate Social Responsibility, Hongkong Land; Mr Ian Law, Head of Commercial Strategy & Operations and eCommerce Merchandising, Mannings Hong Kong and Macau, DFI Retail Group

- *New series of public engagement and awareness events planned from August 2022 to mark 20-year milestone*
- *Charity founded by the Jardine Matheson Group in 2002 to support mental health in communities across Hong Kong and Singapore*
- *Thousands of projects and people helped through extensive fundraising and philanthropic activities over 20-year history*

Hong Kong, 15 August 2022: MINDSET – the mental health charity founded by the **Jardine Matheson Group** in 2002 announced today a new series of events to mark its 20th anniversary. These events will engage the local community in Hong Kong on mental health, helping to raise awareness of mental health issues more widely and support the delivery of MINDSET's programmes and initiatives to more people.

MINDSET was founded by Jardine Matheson in 2002 and in the 20 years since, its scale and impact in the community have grown. Over that time, it has raised over HK\$78 million through its major fundraising events, with total donations of over HK\$107 million going to 33 different NGOs and charities to support 63 different projects. Through its charitable efforts, MINDSET has also enabled over 77,500 hours of volunteering and supported over 198,000 beneficiaries.



MINDSET Anniversary Exhibition at The Rotunda, Exchange Square, Central

To mark its anniversary, MINDSET will be organising a series of public-facing events and initiatives, all with the aim of making a positive impact on mental health in the community. From now until 28 August, the MINDSET Anniversary Exhibition ‘**A Journey of a Thousand Steps**’ will be running at The Rotunda, Exchange Square in Central, Hong Kong. This exhibition will highlight key programmes and achievements from MINDSET’s 20-year history and underscores the charity’s ambition of continuing to support positive change for mental health in the community. With a heart-shaped maze as the highlight, the exhibition will showcase artwork by beneficiaries of MINDSET’s programmes, in addition to highlights from volunteers in those programmes.

Alongside this exhibition, MINDSET will be running its annual **Walk Up Jardine House 2022** from late August 2022 through early October 2022 under the theme ‘**Beyond the Steps**’. This theme highlights MINDSET’s ongoing support for persons-in-recovery and symbolises the uphill battle they face daily, while also encouraging participants to do their part to create a more inclusive society for all. Walk Up Jardine House has been a key fundraising activity organised by Jardines, with MINDSET being the beneficiary since 2003. It has seen over 500 participants, including corporate partners and NGOs, take part in the 49-floor vertical race each year. This year, in line with public health best practice, the challenge will be run within individual company participant office buildings, helping to create an inclusive event for people of all fitness levels that can be enjoyed safely and conveniently.

As part of the anniversary events, MINDSET will also be expanding on its inclusive employment initiative **Mindbrew**. This initiative provides persons-in-recovery with skills and training to become professional baristas, supporting their reintegration back into the community. Further details about this initiative will be released in due course.

Commenting on the 20th anniversary of MINDSET, **Andrew Wong, Chairman of MINDSET** said: “**Since its founding 20 years ago in 2002, MINDSET has grown in scale and impact, providing support to many thousands of people’s mental health and wellbeing. From a small start, we’ve seen MINDSET grow into the impactful organisation it is today. The issue of mental health and wellbeing is core to Jardines’ sustainability agenda and all of us at Jardines are proud to support this charity as it continues its great work. We look forward to celebrating MINDSET’s 20th anniversary this year with the community through the exciting events that have been planned.**”

Providing support to the community for mental health and wellbeing is a key focus of Jardine Matheson’s social inclusion and sustainability strategy. Since its founding, MINDSET has helped to shine a light on mental health related issues and destigmatise mental illness in local communities. It has also encouraged corporate partners and employees to support the cause by providing much-needed resources and support to underserved groups for their mental health and wellbeing.

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About MINDSET

MINDSET is a registered charity in Hong Kong founded by the Jardine Matheson Group in 2002, focused on making a tangible and sustainable difference towards the underserved mental health community.

MINDSET operates in Hong Kong and Singapore. We aim to raise awareness and change perceptions towards mental illness, as well as support initiatives that foster improved mental health through our three focus areas of community partnership, the Jardines' network, as well as fundraising & financial support.

We lead through corporate partnership, education, advocacy and sponsorship, while engaging with the mental health community to drive positive change.

Please visit MINDSET's official website at www.mindset.org.hk, Facebook page www.facebook.com/MINDSETHongKong and LinkedIn page www.linkedin.com/company/mindset-hong-kong/ for the latest information on its 20th anniversary events and more.

About The Jardine Matheson Group

Jardine Matheson is a diversified Asian-based group founded in China in 1832, with unsurpassed experience in the region. It has a broad portfolio of market-leading businesses, which represent a combination of cash generating activities and long-term property assets and are closely aligned to the increasingly prosperous consumers of the region. The Group's businesses aim to produce sustainable returns by providing their customers with high quality products and services. The Group is committed to driving long-term sustainable success in our businesses and our communities.

Jardine Matheson operates principally in China and Southeast Asia, where its subsidiaries and affiliates benefit from the support of the Group's extensive knowledge of the region and its long-standing relationships. These companies are active in the fields of motor vehicles and related operations, property investment and development, food retailing, health and beauty, home furnishings, engineering and construction, transport services, restaurants, luxury hotels, financial services, heavy equipment, mining and agribusiness.

Jardine Matheson holds interests in Jardine Pacific (100%), Jardine Motors (100%), Hongkong Land (52.6%), DFI Retail Group (77.6%), Mandarin Oriental (79.5%) and Jardine Cycle & Carriage (75.9%) ('JC&C'). JC&C in turn has a 50.1% shareholding in Astra. Jardine Matheson Holdings Limited is incorporated in Bermuda and has a primary listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. Jardine Matheson Limited operates from Hong Kong and provides management services to Group companies.