



# A Commitment to the Future

As it approaches its sesquicentennial, Aitken Spence finds itself steeped in the continuing cycle of change...of reinvention even, as it aligns strategies, processes and products to meet the future.

A new corporate identity leverages the heritage and values of the Company's brand to enhance its presence in an ever evolving market. Likewise, a new corporate headquarters complex nears completion at Vauxhall Street, in Colombo, which will enhance Group synergies.

Human Resources is a key investment area for the Company, where professional development of the employee will continue to receive high priority and support.

Aitken Spence is committed to sustainability. For a Group so deeply invested in hotels and tourism, two industries whose success depends on protecting the environment, this makes business as well as moral sense. Numerous awards, among them the Green Globe 21 certification won by the Group's flagship hotel, Heritance Kandalama, testify to the strength and persistence of this commitment.

However, good citizenship transcends the mere fact of being mindful of the environment. It necessitates a broader vision and an encapsulation of a greater body of thought and deed, which forms part of the Company's psyche itself.

Aitken Spence has helped rehouse victims of the 2004 Asian tsunami, partners several Sri Lankan universities in providing management programmes that lead undergraduates to a more productive career, and as agent for TNT, works with the World Food Programme to fight hunger. The Group is a participant in Global Compact, the UN's corporate citizenship initiative and has even received a UNESCO Asia-Pacific Heritage Merit Award for its show-piece hotel in the hills of Sri Lanka, The Tea Factory, in 2001.