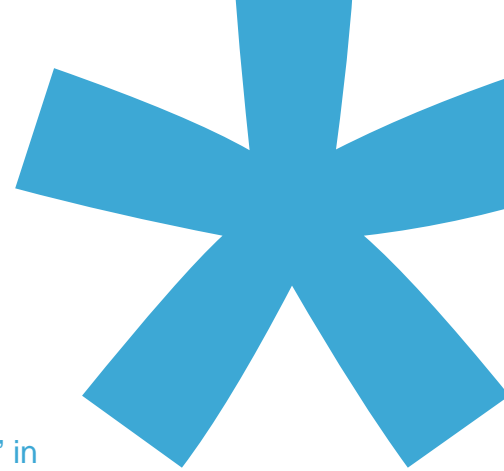


Passion! Meeting Opportunities and Challenges Wholeheartedly



Passion! is our new electronic newsletter. It's name begins with the "P" in PricewaterhouseCoopers, and I hope and expect it to constantly inspire passion among PwC Taiwan colleagues towards work as well as life, just as I hope it will convey that passion to those around us. This is the expectation I raised at the outset of this year for an internal electronic newsletter that would belong to all of the firm's colleagues.

PwC is the world's largest and most professional accounting firm. As a member firm of PwC, we need passion in order to embrace opportunities and challenges in our professional careers. Last Wednesday (July 2nd) I shared the following advice with newcomers at their orientation meeting:

- (1) To live is to dream; build your dreams while grounded in reality.
- (2) Life takes resolve; live well and find contentment.
- (3) "Keep your eyes on the road ahead, though you bend to pull the cart." That is, you need to have a direction for the future, but you also have to work hard to prepare for it.
- (4) With a heart full of enthusiasm, grasp opportunities and embrace challenges.

Colleagues ask me what passion means in my work, day-to-day living and life in general. I believe that passion in work means playing one's part well at each stage. In my capacity as Chairman, for example, my passion is to lay the groundwork for PwC's long-term development, build the best working and learning environment possible for colleagues, provide clients the most valuable services, and make PwC the best professional organization, bar none. Passion in day-to-day living means living my life mindfully, cultivating healthy habits, pursuing spiritual growth, and at the same time caring for those around me, including family, friends and colleagues, and the less fortunate people in our society. As for passion in life in general, that means for me "being active and happy, no worries and no regrets!"

I hope that our electronic newsletter *Passion!* will be more than an information exchange platform for colleagues. I hope that every member of the PwC Taiwan family will use *Passion!* to realize the joy of sharing, meeting each opportunity and challenge with enthusiasm!