

## Remembering our Human Roots

# SOCIAL ENGAGEMENT

At GK Investment Holding and GSD, we define social engagement not only as a social media platform to engage with communities, but also the ability to work constructively within those communities in ways that foster resilient relations and allow us to actively improve and provide lasting solutions to given problems; in the context of our group, this specifically means access to healthcare services and treatments.

Often, the business world forgets the less fortunate of this world, especially during times of economic difficulty. We find it hard to stay committed to the humanitarian pledges that have we made as businesses, governments and nations, to solve the problems faced by foreign communities struggling against war, armed conflict or gaining access to suitable infrastructures.



GK Investment Holding Group and GSD will continue to focus on healthcare solutions in their efforts to make a difference by making them available to all members of society, regardless of race, religion or ethnicity. We have endeavoured to make a small difference by providing the opportunity for critically ill children to gain access to treatments that under normal circumstance they could never afford to gain access to.

We do this through philanthropy and as with many noble concepts in life, we have the ancient Greeks to thank for the concept - *'philos'* loving + *'anthrōpos'* man - the two roots combine to convey the ideal of altruistic love of humanity. GK Investment Holding Group and GSD firmly believe that by honouring the principles of philanthropy, then we automatically build bridges that in turn foster cooperation across all sectors, whether healthcare, business, education or among political institutions and, ultimately nations.

In the final analysis, GK Investment Holding Group and GSD believe that cooperation creates the foundation for politically advanced and stable societies based on the principles of tolerance, respect and understanding.

In our own small way we hope that we too can help to make a difference.