

AMTD Digital Inc HKD under CEO Chi Hang Lo



|   |  |   |   |   |  |   |   |   |  |   |
|---|--|---|---|---|--|---|---|---|--|---|
| 6 |  | H | T | T |  | 3 | 2 | 2 |  | 7 |
| 5 |  | H | T | T |  | 3 | 2 | 2 |  | 7 |
| 4 |  | H | H | T |  | 3 | 3 | 2 |  | 8 |
|   |  |   |   |   |  |   |   |   |  |   |
| 3 |  | H | H | T |  | 3 | 3 | 2 |  | 8 |
| 2 |  | H | H | T |  | 3 | 3 | 2 |  | 8 |
| 1 |  | H | T | T |  | 3 | 2 | 2 |  | 7 |

**HEXAGRAM 42 – I - Increase**

Above SUN THE GENTLE, WIND  
 Below CHEN THE AROUSING, THUNDER

The **idea of increase** is expressed in the fact that the strong lowest line of the upper trigram

- has sunk down

and

- taken its place under the lower trigram.

This conception also expresses **the fundamental idea on which the Book of Changes is based. To rule truly is to serve.**

A sacrifice of the higher element that produces an increase of the lower is called an out-and-out increase: it

indicates the spirit that alone has power to help the world.

## THE JUDGMENT

INCREASE.

- It furthers one To undertake something.
- It furthers one to cross the great water.

Sacrifice on the part of those above for the increase of those below

- fills the people with a sense of joy and gratitude that
- is extremely valuable for the flowering of the commonwealth.

When people are thus devoted to their leaders,

- undertakings are possible,
- and
- even difficult and dangerous enterprises will succeed.

Therefore in such times of progress and successful development it is necessary to

- work
- and
- make the best use of the time.

This time resembles that of the marriage of heaven and earth, when the earth

- partakes of the creative power of heaven,
- forming and bringing forth living beings.

The time of INCREASE does not endure, therefore it

must be utilized while it lasts.

## THE IMAGE

Wind and thunder: the image Of INCREASE.

Thus the superior man:

If

- he sees good,
  - he imitates it;

If

- he has faults,
  - he rids himself of them.

While observing how thunder and wind increase and strengthen each other, a man can note the way to

- self-increase
- and
- self-improvement.

When he discovers good in others, he should

- imitate it
- and thus
- make everything on earth his own.

If

- he perceives something bad in himself,
  - let him rid himself of it.

In this way

- he becomes free of evil.

This ethical change represents the most important increase of personality.