

Stream Ideas Group Limited

源想集團有限公司

(Incorporated in the Cayman Islands with limited liability)

Stock Code: 8401



ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT 2022-2023



Environmental, Social and Governance Report

INTRODUCTION, ENVIRONMENTAL, SOCIAL AND GOVERNANCE POLICIES

Stream Ideas Group Limited (the “Company”), together with its subsidiaries, (the “Group” or “we”) is a well-established and leading advertising agency. The principal activity of the Group is to provide online advertising services to brand owners and advertising agencies, including social viral service, engager service, and mass blogging service. Its business primarily operates in Hong Kong, Taiwan, Malaysia, Indonesia, the Philippines and Singapore. The Group’s headquarter is located in Hong Kong and the Group has branch offices in Taiwan, Malaysia, Indonesia and the Philippines. The Group does not have branch office in Singapore.

This Environmental, Social and Governance Report (the “ESG Report”) summarises the environmental, social and governance (“ESG”) initiatives, plans and performances of the Group and demonstrates its commitment to sustainable development.

The ESG Governance Structure

The Group has developed an ESG governance structure to ensure that ESG governance aligns with its business strategy and to integrate ESG management into its business operations and decision-making process.

The board of directors (the “Board”) of the Company has the overall responsibility for the Group’s ESG issues and sets out ESG management approach, strategy, priorities and objectives. The Board is also responsible for formulating ESG targets, aiming at aligning with the global vision of carbon neutrality and enhancing corporate reputation. In order to better manage the Group’s ESG performance, related issues and potential risks, the Board regularly evaluates and identifies ESG-related risks and opportunities of the Group, as well as reviews its performance against ESG-related targets. The Board is also responsible for ensuring the effectiveness of the Group’s risk management and internal control systems and approving disclosures in the ESG Report.

To develop systematic management of ESG issues under the Board’s delegations, the Group has established the ESG working taskforce (the “Taskforce”). The Taskforce comprised of one executive director of the Company and staff from relevant departments, which facilitates the Board’s oversight of ESG matters. The Taskforce has the responsibility for collecting and analysing ESG data, monitoring and evaluating the Group’s ESG performance, keeping track of and reviewing the progress made against the Group’s ESG-related targets, ensuring compliance with ESG-related laws and regulations, assisting in conducting materiality assessment and preparing ESG reports. The Taskforce holds meetings regularly to evaluate the effectiveness of current policies and procedures, and formulates appropriate solutions to improve the overall performance of ESG policies. It also reports to the Board periodically, assists in assessing and identifying the Group’s ESG risks and opportunities, ensuring the implementation and effectiveness of the risk management and internal control systems.



Environmental, Social and Governance Report

SCOPE OF REPORTING

The ESG Report covers the Group's business activities in Hong Kong, Taiwan, Malaysia, Indonesia, the Philippines and Singapore with leased office premises located in Hong Kong, Taiwan and Malaysia, which represent the Group's major sources of revenue and follow the scope used in its Annual Report 2022–2023 (the "Annual Report"). The Group will extend the scope of disclosures when and where applicable. The key performance indicators ("KPIs") and the supplementary explanatory notes are shown in the ESG Report to establish benchmarks.

REPORTING PERIOD

The ESG Report describes the ESG activities, challenges and measures taken by the Group from 1 April 2022 to 31 March 2023 (the "Reporting Period" or "2023").

REPORTING FRAMEWORK

The ESG Report has been prepared in accordance with the Environmental, Social and Governance Reporting Guide (the "ESG Reporting Guide") as set out in the Appendix 20 of the Rules Governing the Listing of Securities on GEM ("GEM Listing Rules") of The Stock Exchange of Hong Kong Limited (the "Stock Exchange"). Information relating to the corporate governance practices of the Group has been set out in the Corporate Governance Report on pages 28 to 39 of the Annual Report.

REPORTING PRINCIPLES

During the preparation for the ESG Report, the Group has applied the reporting principles in the ESG Reporting Guide as follows:

Materiality: Materiality assessment was conducted to identify material issues for the Reporting Period, thereby adopting the confirmed material issues as the focus for the preparation of the ESG Report. The materiality of issues was reviewed and confirmed by the Board and senior management. For further details, please refer to the sections headed "Stakeholder Engagement" and "Materiality Assessment".

Quantitative: The standards, methodologies and applicable assumptions used in the calculation of KPIs data were supplemented by explanatory notes.

Consistency: As mentioned in the section headed "Scope of Reporting" and unless otherwise stated, the preparation approach of the ESG Report is consistent with the previous year for comparison. If there are any other changes in the scope of disclosure and calculation methodologies that may affect comparison with previous reports, explanations will be provided to the corresponding data.

Balance: The ESG Report has provided an unbiased picture of the Group's performance. It avoids selections, omissions, or presentation formats that may inappropriately influence a decision or judgment by the reader.

Environmental, Social and Governance Report

STAKEHOLDER ENGAGEMENT

We have always maintained close relationships with our stakeholders and appreciated the opinions of our stakeholders regarding our business and ESG performance and development. Through utilising diversified engagement methods and communication channels, the Group was able to gather feedback from its key stakeholders, including but not limited to the government, investors, customers, partners, employees, as well as community and the public, to formulate its business and ESG strategies.

Stakeholders' expectations and means of communication are shown below.

Stakeholders	Expectations and Requirements	Means of Communication
Government	<ul style="list-style-type: none">• Observance of laws and disciplines	<ul style="list-style-type: none">• Complying with relevant laws and regulations
Investors	<ul style="list-style-type: none">• Stable reporting of investment	<ul style="list-style-type: none">• Regular reporting of operating information• Financial reports
Customers	<ul style="list-style-type: none">• Providing excellent services	<ul style="list-style-type: none">• Setting up a variety of communication channels to understand customer needs
Partners	<ul style="list-style-type: none">• Maintaining good business dealings	<ul style="list-style-type: none">• Carrying out strategic cooperation
Employees	<ul style="list-style-type: none">• Competitive salary and benefits• Fair promotion and development• Good working environment	<ul style="list-style-type: none">• Establishing a sound system of employee management• Strengthening communication between employees through multi-channels• Arranging employee training and development activities
Community and the public	<ul style="list-style-type: none">• Corporate social responsibility	<ul style="list-style-type: none">• ESG reports

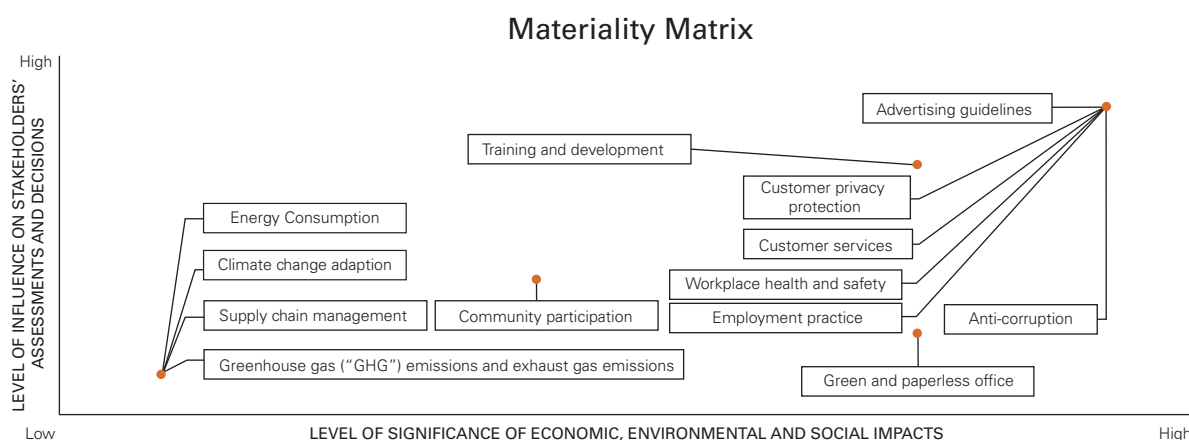
We aim to collaborate with our stakeholders to improve our ESG performance and create greater value for the wider community on a continuous basis.

Environmental, Social and Governance Report

MATERIALITY ASSESSMENT

In the preparation of the ESG Report, the management and relevant staff of the Group’s respective major operations have assisted in reviewing its operations, identifying relevant ESG issues and assessing the importance of related matters to our businesses and stakeholders. The Group has also issued a questionnaire in relation to the identified material ESG issues to collect information from relevant departments and business units of the Group.

The following is a matrix of the Group’s material ESG issues included in the ESG Report:



During the Reporting Period, the Group has established appropriate and effective management policies and internal control systems on ESG issues. The Group confirmed that the disclosures in the ESG Report are in compliance with the requirements of the ESG Reporting Guide.

CONTACT US

The Group welcomes opinions and suggestions from its stakeholders. You can provide valuable feedbacks and suggestions for improvement in respect of the ESG Report or our performances in sustainable development by email at contact@stream-ideas.com.



Environmental, Social and Governance Report

A. ENVIRONMENTAL

A1. Emissions

Due to our business nature as an online advertising service provider, we do not directly generate GHG emissions. Also, exhaust gas emissions and hazardous wastes are not generated during our business operations. Therefore, we consider these aspects as immaterial to our business. However, we generate a small amount of non-hazardous wastes, and we are eager to address any potential indirect negative environmental impacts associated with our business operations.

In striving to create an environmentally sustainable business, we have integrated environmental consideration into our decision-making processes. We are also committed to raising our employees' environmental awareness and complying with all relevant environmental laws and regulations.

The Group has also formulated relevant environmental protection policies to provide solid governance in managing and minimising the environmental impacts caused by its operations.

These policies encourage our staff to contribute towards sustainability of the business by adopting environmentally friendly operation methods. The Group has also established environmental targets in four areas, namely GHG reduction, energy efficiency, waste management and water conservation. The Group will strive to achieve the targets by implementing appropriate measures in its offices and reviewing the progress towards the targets set. The progress towards the targets set will be reported to the Board by the Taskforce at least once a year, and recommendations on related matters will be made to the Board when appropriate.

For each target set, the corresponding measures to achieve such target will be disclosed in details in the sections headed "Emissions" and "Use of Resources".

Environmental, Social and Governance Report

The following table summarises the targets established by the Group:

Aspects	Targets	Progress
GHG Emissions	<ul style="list-style-type: none"> Using the financial year ended 31 March 2022 ("2022") as the baseline year (i.e. 0.63 tCO₂e/HK\$ million of revenue), the Group will gradually reduce its GHG (Scope 2) intensity by the financial year ending 31 March 2026 ("2026") 	<ul style="list-style-type: none"> In progress
	<ul style="list-style-type: none"> The Group provides at least one environmental training or campaign to the employees to improve their awareness on climate change and/or low-carbon lifestyle in 2023 	<ul style="list-style-type: none"> Achieved
Waste Management	<ul style="list-style-type: none"> Using 2022 as the baseline year (i.e. 0.002 tonnes/HK\$ million of revenue), the Group will gradually reduce its non-hazardous waste intensity by 2026 	<ul style="list-style-type: none"> In progress
	<ul style="list-style-type: none"> The Group carries out at least one waste reduction activity in 2023 	<ul style="list-style-type: none"> Achieved
Energy Consumption	<ul style="list-style-type: none"> Using 2022 as the baseline year (i.e. 1,925.12 kWh/HK\$ million of revenue), the Group will gradually reduce its energy consumption intensity by 2026 	<ul style="list-style-type: none"> In progress
	<ul style="list-style-type: none"> The Group carries out at least one energy-saving activity in 2023 	<ul style="list-style-type: none"> Achieved
Water Management	<ul style="list-style-type: none"> The Group carries out at least one water-saving activity in 2023 	<ul style="list-style-type: none"> Achieved

During the Reporting Period, the Group did not have any material non-compliance with the relevant environmental laws and regulations in the jurisdictions where the Group operates that have a significant impact on the Group's operations, including but not limited to the Waste Disposal Ordinance, Air Pollution Control Ordinance and Noise Control Ordinance of Hong Kong, Waste Disposal Act of Taiwan, Environmental Quality Act of Malaysia, Law No. 32 of 2009 on Environmental Protection and Management of Indonesia, Clean Air Act of the Philippines, and Environmental Protection and Management Act of Singapore.

Exhaust Gas Emissions

As the Group's business does not involve any factory processes, the Group does not emit material exhaust gas. During the Reporting Period, the amount of nitrogen oxides (NO_x), sulphur oxides (SO_x) and particulate matters (PM) emitted from the Group's vehicles were approximately 1.45 kg, 0.03 kg and 0.11 kg (2022: 1.82 kg, 0.04 kg and 0.13 kg) respectively.

Environmental, Social and Governance Report

GHG Emissions

The Group understands the impact of climate change and the urgency of reducing its GHG emissions. As such, the Group is determined to maintain the efforts in raising its employees' awareness on environmental protection, and actively implement its environmental protection measures.

Given the Group's business nature, the principal GHG emissions of the Group are generated from the use of fuel combustion vehicles (Scope 1), purchased electricity (Scope 2) and the aircraft navigation during employees' business trip (Scope 3).

During the Reporting Period, the Group's GHG emission intensity has increased due to the combined effect of (i) inclusion of business aircraft navigation and (ii) the increase in the electricity consumption for energy indirect GHG emissions (Scope 2) resulting from the increase in business activities due to the slowdown of the COVID-19 pandemic. The summary of GHG emissions and its intensity were as follows:

Indicator ¹	Unit	GHG emissions	
		2023	2022
Direct GHG emissions (Scope 1)	tCO ₂ e	5.05	6.60
Energy indirect GHG emissions (Scope 2) — Electricity ²	tCO ₂ e	7.67	4.99
Other indirect GHG emissions (Scope 3) — Business aircraft navigation	tCO ₂ e	0.53	—
Total GHG emissions (Scope 1, 2 and 3)	tCO ₂ e	13.25	11.59
GHG emissions intensity ³	tCO ₂ e/HK\$ million	0.88	0.63

Notes:

- GHG emission data is presented in terms of carbon dioxide equivalent and are based on, including but not limited to, "The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standards" issued by the World Resources Institute and the World Business Council for Sustainable Development, the released emission factor published in 2022 Sustainability Report of CLP Holdings Limited, the released emission factor published in 2022 Sustainability Report of Tenaga Nasional Berhad, the 2021 Electricity Carbon Emission Factor issued by Bureau of Energy of Taiwan, "How to prepare an ESG Report — Appendix 2: Reporting Guidance on Environmental KPIs" issued by the Stock Exchange, and "Global Warming Potential Values" from the IPCC Fifth Assessment Report, 2014 (AR5).
- Data on electricity consumption in Indonesia and the Philippines are not available due to the co-working space arrangement, and the Group has no office in Singapore.
- During the Reporting Period, the Group recorded revenue of approximately HK\$15,105,000 (2022: HK\$18,320,000). Unless specified otherwise, the data is also used for calculating other intensity data.



Environmental, Social and Governance Report

Although we have a relatively small carbon footprint in comparison to other industries, we have adopted the following measures to further mitigate the indirect GHG emissions from electricity consumption in our operations, raise employees' environmental awareness as well as to achieve its established target:

- Encouraging employees to avoid overtime working as far as possible and leave the office before 8 pm;
- Requiring employees to turn off their computers' power after work;
- Switching off lights during lunch hour;
- Keeping the air-conditioning temperature at 24 degrees Celsius in summer; and
- Encouraging employees to turn off the air-conditioners and open the windows for ventilation in winter.

As we recognise that electricity usage is the major source of our GHG emissions, additional measures related to reducing energy consumption are further elaborated in the sub-section headed "Energy Consumption" under the section headed "A2. Use of Resources" below.

Sewage Discharge

Due to our business nature, we do not consume a significant volume of water in our business activities, and therefore our business activities did not discharge material volume of sewage during the Reporting Period. The majority of the water discharge facilities are managed by the property management company.

Waste Management

Hazardous waste handling method

While no hazardous waste has been generated by the Group during the Reporting Period, we have established guidelines governing the management and disposal of hazardous wastes. In case there is any hazardous waste produced, we must engage a qualified chemical waste collector to handle such waste, which is in compliance with the relevant environmental laws and regulations.

Environmental, Social and Governance Report

Non-hazardous waste handling method

The Group's non-hazardous wastes were mainly generated from office operation, such as paper. To minimise the environmental impacts from non-hazardous wastes generated from our business operations, we have implemented a series of measures to guide employees in handling and minimising such wastes. The waste reduction measures are as follows:

- Using double-sided printing or photocopying wherever possible;
- Utilising electronic communication wherever possible;
- Recycling one-sided printed paper;
- Avoiding single-use disposable items; and
- Placing "Green Message" reminders on office equipment.

During the Reporting Period, the total non-hazardous waste generated was shown below:

Type of non-hazardous waste	Unit	Waste disposal volume	
		2023	2022
Paper	tonnes	0.05	0.04
Total non-hazardous waste	tonnes	0.05	0.04
Non-hazardous waste intensity	tonnes/HK\$ million	0.003	0.002

Environmental, Social and Governance Report

A2. Use of Resources

The Group strives to optimise resource utilisation in its business operations and has taken proactive initiatives in promoting resource efficiency and adopting eco-friendly approaches in its operations. As an office-based business, the Group's major resource consumption includes energy consumption and office paper consumption. We have established policies and initiatives to govern energy consumption, which will be set out in details below in this section. We have also recognised the potential environmental impacts brought by the consumption of other natural resources, such as water consumption, and related policies and initiatives are also implemented to mitigate such impacts.

Energy Consumption

With electricity consumption contributing to all of the Group's energy consumption, the Group continues to look for new ways to optimise, integrate and use the resources efficiently with the support of the latest information science, technology and control, thereby achieving sustainable development. Relevant policies and initiatives on energy conservation have been formulated to show the Group's concern on energy efficiency and to achieve its established target. All employees are required to follow the adopted policies and measures in resource utilisation. Energy usage review is conducted regularly and we target to seek continuous improvement in our energy performance.

The Group also closely monitors the monthly consumption of electricity, water and other resources. Should any unexpected high energy consumption occur, it will be investigated to find out the root cause, and corresponding remedial measures will be formulated and implemented. During the Reporting Period, the Group has implemented the following measures:

- Switching off idle lightings and electrical appliances when not in use; and
- Setting all printers, photocopiers and computers to energy saving mode.

During the Reporting Period, the energy consumption intensity has increased as compared to 2022. This is mainly due to the decrease in revenue, which has resulted in a higher energy consumption intensity despite the decrease in total energy consumption. During the Reporting Period, the energy consumption of the Group and its intensity were as follows:

Types of energy	Unit	Energy consumption	
		2023	2022
Direct energy consumption			
— fuel consumption	kWh	18,384.39	24,065.19
Indirect energy consumption			
— electricity consumption ⁴	kWh	15,806.70	11,203.00
Total energy consumption	kWh	34,191.09	35,268.19
Energy consumption intensity	kWh/HK\$ million	2,263.56	1,925.12

Note:

4. The electricity consumption only includes Hong Kong, Malaysia and Taiwan offices. Data on the actual electricity consumption of Indonesia and the Philippines offices are not available due to the co-working space arrangement, and the Company has no office located in Singapore.

Environmental, Social and Governance Report

Water Consumption

Water consumed by the Group is mainly used for the daily needs of employees and to fulfil basic business operation. The Group endeavours to drive behavioural change and encourages all employees to adopt a habit of water conservation. We have been strengthening our water-saving promotion to achieve the target of water use efficiency. Water saving reminders are posted in the office to remind and guide our employees to use water in a proper and reasonable manner.

Since our principal business operation is the provision of online advertising services, we do not consume significant amount of water in our business activities. Due to the geographical location of the Group's operation, it does not encounter any problems in sourcing water that is fit for purpose. The Group's water consumption is mainly from tap water supplied by the municipal pipeline network.

During the Reporting Period, the water consumption and its intensity have decreased since the data on the actual water consumption of the office in Malaysia is not available due to the co-working space arrangement. The water consumption of the Group and its intensity were as follows:

Water consumption	Unit	Consumption volume	
		2023	2022
Water consumption	Cubic meter	2.87	15.22
Water consumption intensity	Cubic meter/HK\$ million	0.19	0.83

Use of Packaging Materials

As the principal business of the Group is the provision of online advertising service, we did not consume any packaging materials for product packaging during the Reporting Period.

A3. The Environment and Natural Resources

Although the core business of the Group has limited impact on the environment and natural resources, the Group strives to make an ongoing commitment towards good corporate social responsibility. The Group recognises the importance of minimising the negative environmental impacts caused by its business operations, and is devoted to achieve sustainable development through generating long-term values to the community and its stakeholders. The Group also attaches great importance to adopting industrial best practices and regularly assesses the environmental risks of its business, adopts preventive measures to reduce potential risks and ensures compliance with the relevant laws and regulations.

Paperless Office

In order to reduce paper usage, the Group strongly advocated paperless office operations. All offices are operated in the electronic system as far as possible to reduce the consumption of office paper. We also encourage electronic communications within the office and with suppliers.



Environmental, Social and Governance Report

A4. Climate Change

Identification and Response

The Group recognises that climate change has been affecting the Group's stakeholders, business operations and communities at different levels. The Group has formulated the Climate Change Policy to enhance its ability to respond to climate impacts and to mitigate the risks and impacts of climate change on the Group, thereby assisting the Group to adapt to and resist climate change. During the Reporting Period, the Group has been monitoring the potential and actual impact of climate change as described below.

Physical Risks

Extreme weather conditions such as typhoons and rainstorms caused by climate change may disrupt business operations in the short term, and this could also result in higher operating costs. To minimise the risks of disruptions to the Group's business operations, the Group has formulated measures for severe weather to identify risks with significant impact and take preventive measures in the first instance. At the same time, appropriate backups are made for important data and information to minimise the negative impact on our business. In addition, the Group is fully aware that extreme weather conditions may endanger the health and safety of its employees. As such, the Group has implemented a flexible working schedule for employees. Also, in the event of extreme weather conditions, the Human Resources Department will alert and notify employees of the latest weather conditions through communication software or email.

Transition Risks

In terms of legal and regulatory risks, the Group anticipates that the laws and regulations related to climate change, such as the possibility of more stringent policies and measures for decarbonisation by various governments. As a result, the Group may be exposed to legal and regulatory risks and may need to incur higher operating costs to comply with regulatory changes, including any updates related to climate change under the GEM Listing Rules. The Group has taken a number of measures to address the potential legal and regulatory risks: firstly, the Group continuously monitors any changes in laws, regulations and policies to avoid reputational risk due to delayed response; secondly, the Group has sought compliance advisory services to improve compliance; thirdly, the Group has been implementing measures to minimise GHG emissions.

On the other hand, the Group's success depends on its ability to maintain relationships with its existing customers and to attract new customers. If the Group cannot adapt and respond timely and effectively to the emerging market expectations for climate change actions, it may not be able to compete with its peers in the market. In light of that, the Group has gradually incorporated the concept of sustainability into its business operation by taking various measures aimed at minimising GHG emissions.

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B. SOCIAL

B1. Employment

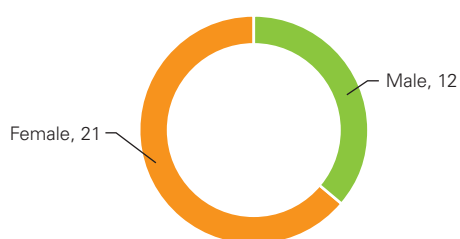
The Group highly values its employees as it regards its human resources as the cornerstone of its continuous success. As such, the Group has always adopted a people-oriented management approach to maximise the full potential of employees. The Group has also formulated employment policies, covering recruitment, compensation, promotion, working hours and rest periods, diversity and equal opportunities, etc. We review these policies and our employment practices periodically to ensure continuous improvements in our employment standards.

During the Reporting Period, the Group was not aware of any material non-compliance with employment-related laws and regulations in those jurisdictions where the Group operates that have a significant impact on the Group, including but not limited to the Employment Ordinance of Hong Kong, Labour Standards Act of Taiwan, Employment Act 1955 of Malaysia, Law No. 13 of 2003 concerning Manpower of Indonesia, Labour Code of the Philippines, and Employment Act of Singapore.

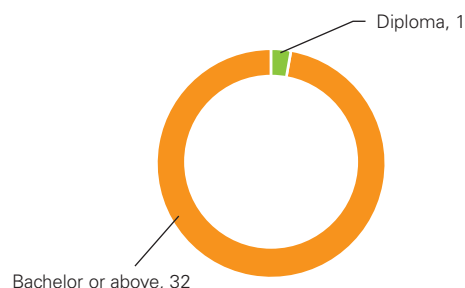
As at 31 March 2023, the Group had 33 employees (2022: 33 employees) in total, of which all of them are full-time employees (2022: 33 full-time employees). Breakdown of the employees by different categories are as follows:

As at 31 March 2023

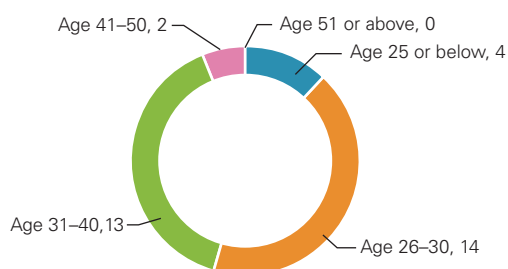
Breakdown of the Group's employees by gender



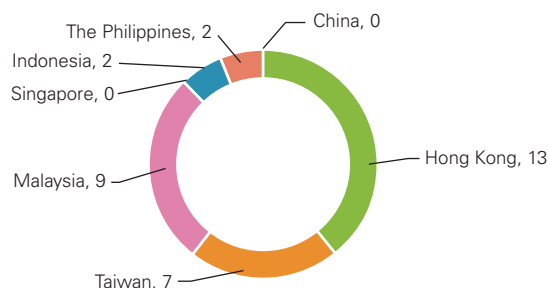
Breakdown of the Group's employees by education level



Breakdown of the Group's employees by age group



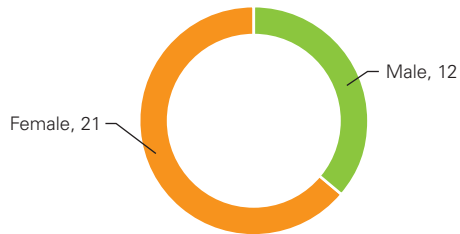
Breakdown of the Group's employees by geographical region



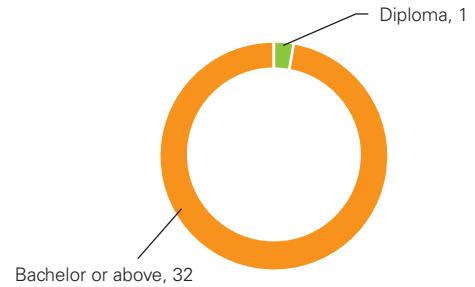
Environmental, Social and Governance Report

As at 31 March 2022

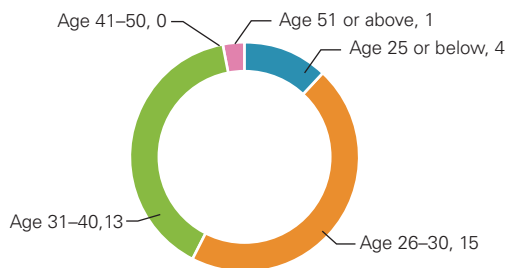
Breakdown of the Group's employees by gender



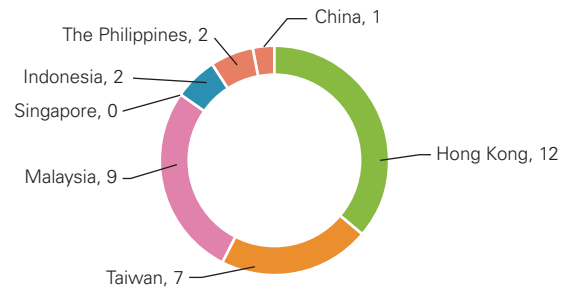
Breakdown of the Group's employees by education level



Breakdown of the Group's employees by age group



Breakdown of the Group's employees by geographical region



Environmental, Social and Governance Report

The number and rate of employee turnover of the Group by category for the Reporting Period were as follows:

Categories	2023		2022	
	Turnover employee	Turnover rate ⁵	Turnover employee	Turnover rate ⁵
By gender				
Male	2	15.38%	5	38.46%
Female	1	4.55%	3	14.29%
By age group				
Aged 25 or below	1	25.00%	3	42.86%
Aged 26–30	2	13.33%	4	28.57%
Aged 31–40	–	–	1	8.00%
Aged 41–50	–	–	–	–
Aged 51 or above	–	–	–	–
By geographical regions				
Hong Kong	–	–	3	23.08%
Taiwan	–	–	3	40.00%
Malaysia	2	18.18%	1	11.11%
The Philippines	–	–	1	50.00%
Indonesia	1	50.00%	–	–
Others	–	–	–	–

Note:

5. Calculation of turnover rate by category: (total number of employees who left the Group in that category ÷ total number of employees in that category) × 100%.

Recruitment, Remuneration, Promotion and Dismissal

The Group adopts an open, fair and just principle and considers candidates based on their merits, instead of age, gender, and ethnic background during recruitment process. We have also established clear human resources policies stipulating the procedures of recruitment, termination and payroll management, etc. We strictly comply with all relevant laws and regulations in all material respects and strive to provide all employees with benefits they should be entitled to.

The Group has formulated a series of sound employment rules and regulations with clear provisions on the rights and obligations of the employees in the Employee Handbook. The Employee Handbook stipulates the daily working hours of employees, with office hours in Hong Kong and Malaysia offices being 10am to 6pm, including a one-hour lunch break. Employees work for 7 hours per day, with an average of 35 hours per week. The daily working hours of employees in Taiwan office are 10am to 6:30pm, including a one-hour lunch break. Taiwan employees work for 7.5 hours per day, with an average of 37.5 hours per week. Employees in different offices are also entitled to statutory holidays and annual leave benefits according to the laws and regulations of the relevant jurisdiction.



Environmental, Social and Governance Report

Employees' benefits of various branches of the Group include:

- Hong Kong office: The Group has made a defined contribution to the Mandatory Provident Fund ("MPF") as required under the MPF Schemes Ordinance for its eligible employees in Hong Kong.
- Taiwan office: The Group has participated in and contributed to the pension scheme as registered under the Labour Pension Act in Taiwan.
- Malaysia office: The Group has participated in the mandatory employee provident fund in accordance with the Employees Provident Fund Act 1991 providing for the retirement benefits for all employees who are Malaysian citizens.
- Indonesia office: The Group has participated in and contributed to the pension fund in accordance with the relevant employment laws and regulations in Indonesia.
- The Philippines office: The Group has contributed to the Social Security System as required by the relevant employment laws and regulations in the Philippines.

All housing, medical and other allowances will be proposed by local general manager and approved by another general manager.

Communication Channels

The Group has also adopted an open and willing attitude when communicating with its employees. Employees are encouraged to exchange information, ideas and views about matters of mutual interest and concerns through both formal and informal channels. Management will review the survey results and implement corresponding improvement actions.

Diversity, Equal Opportunities and Anti-discrimination

The Group believes in the value of diversity and strives to create and maintain an inclusive and collaborative workplace culture in which all employees can thrive. We are dedicated to providing equal opportunities in all aspects of employment and maintaining a workplace that is free from discrimination, physical or verbal harassment against any individual on the basis of race, religion, colour, gender, physical or mental disability, age, place of origin, marital status and sexual orientation. Employees are welcome to report any suspected cases to protect the rights and interests of each employee. We have zero tolerance on sexual harassment or abuse in the workplace in any forms.



Environmental, Social and Governance Report

B2. Health and Safety

Due to the Group's business nature, its business activities do not pose any significant threats to the health and safety of employees. Nonetheless, the Group is eager to protect and safeguard the health and safety of its employees and has established a comprehensive health and safety policy to guide employees into avoiding potential health risks. We have also continued to invest sufficient resources and devote efforts to maintain and enhance safety management so as to mitigate health and safety risks.

During each of the past three financial years including the Reporting Period, the Group has not recorded any work-related fatalities nor lost days due to work injury. Furthermore, the Group was not aware of any material non-compliance with the health and safety-related laws and regulations in those jurisdictions where the Group operates that have a significant impact on the Group, including but not limited to Occupational Safety and Health Ordinance of Hong Kong, Occupational Safety and Health Act of Taiwan, Occupational Safety and Health Act of Malaysia, Law No.1 of 1970 on Occupational Safety of Indonesia, Occupational Safety and Health Standards Act of the Philippines, and Workplace Safety and Health Act of Singapore.

Workplace Health and Safety

Regarding workplace health and safety, first aid boxes are available at readily accessible locations in the offices. Treatment for minor injuries can be received on request. Employees who suffer injury arising out of and in the course of employment are entitled to compensation in accordance with the relevant laws.

Fire safety measures in certain buildings or installations are also regulated in the Employee Handbook which contains guidelines for assisting employees to take proper immediate actions in case of a fire. Fire drills are conducted to provide employees an opportunity to rehearse emergency procedures in a safe environment and ensure that employees can evacuate quickly and safely in the event of a fire.

Given the increased frequency of extreme weather events, adverse weather situation is becoming an increasingly alarming threat towards the health and safety of our employees. As such, the Group's Employee Handbook has included clear arrangements for adverse weather. For example, under adverse weather situations including typhoon and black rainstorm warning in Hong Kong, employees will be allowed to return home and those with particular travelling problems may be released earlier at the discretion of their head of department when the Hong Kong Observatory makes the announcement of possible hoisting of typhoon warning signal No.8 or Black Rainstorm Warning.

Employees are welcome to provide feedbacks on ways to improve the workplace safety and report any potential hazards that may lead to injury or danger. We emphasise the importance of strict compliance with safety requirements to our employees, and endeavour to enhance their awareness on health and safety issue.

Response to COVID-19

With the outbreak of the COVID-19 pandemic, the Group is highly conscious of the potential health and safety impacts brought to its employees. Apart from complying with the health and safety measures of the local governments, the Group has also enhanced environmental hygiene to ensure a healthy and safe working environment. For example, stringent temperature screenings are conducted before employees are allowed to enter the Group's office and warehouses. To reduce the risk of cross infection, the Group has also ensured that sufficient disinfection supplies such as face masks and hand sanitisers are available in its offices, and work from home arrangement is allowed to protect the health of its employees.

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Furthermore, the Group has divided its employees into team A and team B and required them to go to office on separate days so as to minimise the number of employees working in the office at the same time to prevent the office from becoming overcrowded and to reduce the chance of cross infection.

B3. Development and Training

The Group's success is largely dependent on the skills, ability and dedication of its employees. We believe that nurturing talents and polishing the skills of our human capital are crucial in leading us to excellence. This is achieved through development of training strategy that focuses on creating values and serving the needs of our customers, talents and society. Therefore, we encourage our employees to attend trainings and obtain further professional qualifications.

In order to keep up with the latest industry trend and dynamic development in the current market, our Employee Handbook stipulates that we shall encourage each employee to develop his/her own training objectives while sales staffs are expected to stay up to date with latest advertising market trends by conducting regular research. The Group will provide suitable training and development opportunities to assist employees to meet their training objectives as well as achieving business goals, specifically for sales team, customer service and administration team, finance team, and IT team. New employees are required to attend an orientation programme within the first week of employment. The programme will provide information on the Group's structure, mission and business model, employee's role in contributing to business success and objective, as well as office procedures.

During the Reporting Period, the average training hours per employee of the Group were approximately one hour. The percentages breakdown of employees trained by gender and employee category and their average training hours were as follows:

Indicator⁶	2023	2022
Percentage of employees trained		
By gender		
Male	41.18%	46.15%
Female	58.82%	53.85%
By employee category		
Senior Management	47.06%	38.46%
Middle Management	11.76%	23.08%
General staff	41.18%	38.46%
Indicator^{7, 8}	2023	2022
Average number of training hours for employees		
By gender		
Male	1	1
Female	1	1
By employee category		
Senior Management	1	1
Middle Management	1	1
General staff	1	1

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Notes:

6. Calculation of percentage of employees trained by category: $(\text{number of employees trained in that category} \div \text{total number of employees trained}) \times 100\%$.
7. Calculation of training hours: $\text{total training hours of employees} \div \text{total number of employees trained}$.
8. Calculation of training hours by category: $\text{total training hours of employees in that category} \div \text{number of employees trained in that category}$.

B4. Labour Standards

Prevention of Child and Forced Labour

The Group strictly complies with local laws and regulations of those jurisdictions where the Group operates during its recruitment process and stands firmly against any forms of child and forced labour.

During recruitment, the Human Resources Department collects personal data of suitable candidates to assist in the selection and verification process, and to ensure that no child labours are recruited.

To further ensure that all employees are treated fairly, overtime working is on a voluntary basis. Also, compensation is provided for overtime working with prior approval from the relevant supervisor. If violation is involved, it will be dealt with taking into account the circumstances as stated in the relevant policy.

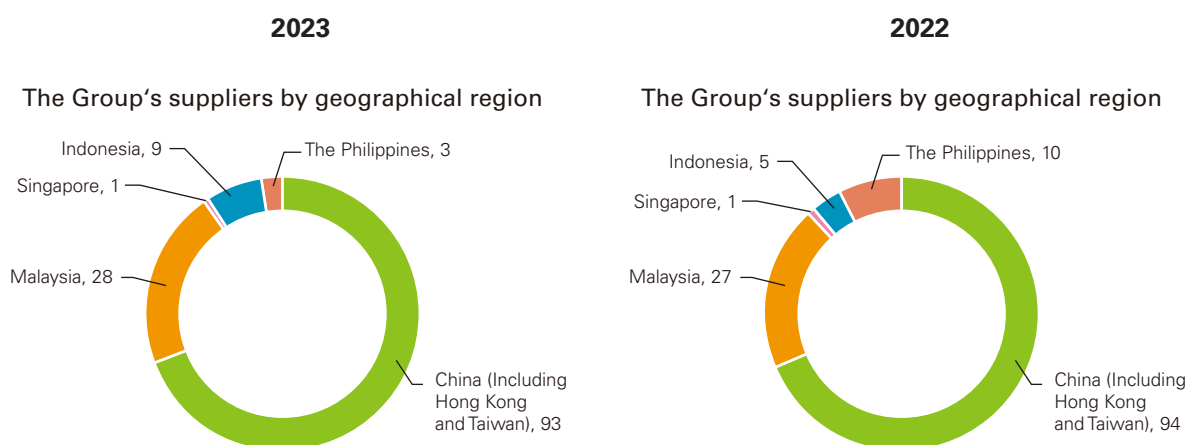
During the Reporting Period, the Group was not aware of any material non-compliance with child and forced labour-related laws and regulations of those jurisdictions where the Group operates that have a significant impact on the Group, including but not limited to the Employment Ordinance of Hong Kong, Labour Standards Act of Taiwan, Employment Act 1955 of Malaysia, Law No. 13 of 2003 concerning Manpower of Indonesia, Labour Code of the Philippines, and Employment Act of Singapore.

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B5. Supply Chain Management

The Group believes that maintaining healthy relationships with suppliers and partners are critical in ensuring business continuity. Therefore, the Group regularly conducts careful evaluations and assessments on all its suppliers to ensure that all suppliers has met its standards and requirements regarding quality, environment and safety. The Group has also formulated relevant procurement policies and procedures to manage its suppliers and such policies and procedures are reviewed annually.

As at 31 March 2023, the Group had a total of 134 suppliers (2022: 137 suppliers), which are all subject to the supplier engagement practice. The Group has set clear requirements on selection and management of suppliers to ensure standardised management and proper selection of suppliers and effective control over operational risks resulting from improper selection, unreasonable method or fraudulent practice of suppliers.



In order to manage the progress and quality of work conducted by our suppliers, we have formulated standards for our suppliers through the JAG Procurement Policies and Procedures so as to establish procedures for the procurement of supplies such as cash coupons, expendable properties, equipment, and other services. In addition, in the process of selecting and evaluating suppliers, the Group has included environmental and social performance as evaluation criteria to identify the environmental and social risks of its suppliers. For example, the compliance of candidate suppliers with environmental laws and laws governing minimum wage compensation would be reviewed. We have also established a database of suppliers, which includes the basic information of suppliers, the types of products or services they provide, the types of suppliers and the supply prices and, if applicable, the result of our long-term follow-up assessment. Our managers and project coordinators conduct regular reviews with the appointed suppliers. If a supplier fails to properly control and address its environmental and social risks, it may not be retained in the Group’s supplier database.

Fair and Open Procurement

The Group has formulated policies to ensure that the supplier selection process is conducted in an open and fair manner, such that all suppliers are subject to the same set of assessment standards. The Group does not have differentiated or discriminated treatment on certain suppliers. Furthermore, it would strictly monitor and prevent all kinds of business bribery, and employees or personnel having any interest relationship with the supplier should not be involved in the relevant business activity.



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The Group continuously monitors the policies implemented by the local governments in those jurisdictions where it operates. If the information on environmentally friendly products or services are found published by official organisations, the Group will seriously consider adopting the recommendations of official organisations, to purchase goods and services that have less negative impact on the environment.

B6. Product Responsibility

As an online marketing service provider, customers' satisfaction and service quality are of paramount importance. The Group has therefore set up a quality management system applicable to all operation related departments to provide quality assurance to its deliverables. Regular internal audits on the effectiveness and level of compliance of quality management system are carried out on an annual basis. Moreover, management review meeting is conducted at least once a year to ensure the stability, adequacy and effectiveness of the quality management system.

During the Reporting Period, there was no product recall for safety and health reasons. Also, there were no significant products and service-related complaints received.

During the Reporting Period, the Group was not aware of any incidents of non-compliance with the applicable laws and regulations in respect of advertising, labelling and privacy matters relating to products and services provided in the jurisdictions where the Group operates that have a significant impact on the Group, including but not limited to the Personal Data (Privacy) Ordinance of Hong Kong, Personal Information Protection Act of Taiwan, Personal Data Protection Act of Malaysia, Law No. 8 of 1999 on Consumer Protection of Indonesia, Data Privacy Act of the Philippines, and Personal Data Protection Act of Singapore.

Customer Privacy Protection

As our business operations involve the collection of the confidential information of our clients and employees, ensuring customer privacy protection is vital to our reputation. The Group therefore endeavours to protect its members' information and accounts by implementing data security measures such as encryption, passwords, firewalls, etc. Our employees are prohibited to use the personal information of our members for the purposes which are not related to the maintenance of their accounts, unless proper prior consent has been obtained. Except our executive directors, our employees cannot access the personal information of our members outside our offices. The Group provides its employees only the non-personal information such as the number of times their advertisements have been clicked. We do not sell or otherwise share the personal information of our members with any third parties without their prior consent. Besides, the Group adopts security policies and measures, including encryption technology, data backup and recovery system to further protect members' personal information. As stipulated in our Privacy Policy, we ensure that the processing of personal data for marketing purposes, including direct marketing and use of CRM-systems, fulfil the requirements of the applicable laws. Furthermore, each of our external websites includes an online privacy statement and procedures for fulfilling the requirements of the applicable laws.

Customer Services

To provide a pleasant user experience for our customers, we have long established a set of procedures to handle customers' feedbacks or complaints in a professional manner. Customers' information will be recorded and enquiries or complaints cases received will be transferred to the relevant department for further handling. Reviews on feedback or complaints will be conducted upon receipt, and action plans are in place to promptly address the identified issues. Customers' satisfaction is evaluated after the cases are settled, and feedbacks or complaints will be circulated to management if necessary.

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Protection of Intellectual Property Rights

The Group registered a trademark of the Company logo and branded its businesses by using “JAG” as its brand name in Hong Kong, Singapore, Taiwan, Malaysia, and the Philippines. For any infringement of our intellectual property rights, we will demand infringers to cease such action. The Human Resources Department will take further action if infringement continues.

Advertising Guidelines

The Group has formulated clear guidelines on advertising for its employees to follow so as to standardise its sales procedures. Sales procedures ranging from briefing, service recommendation, quotation and information check, confirmation, campaign set up and testing, campaign launch, etc. are clearly set out in the relevant policies. This ensures proper authorisation and recognition on sales.

B7. Anti-corruption

The Group stands firmly against corruption, fraud and all other unethical violations. We continue to uphold integrity, honesty and fairness in the way we conduct businesses, while expecting and enforcing our policies to ensure that all employees shall comply with the relevant laws and regulations.

During the Reporting Period, the Group was not aware of any material non-compliance with the relevant laws and regulations in respect of bribery, extortion, fraud and money laundering in the jurisdictions where the Group operates that have a significant impact on the Group, including but not limited to the Prevention of Bribery Ordinance of Hong Kong, Anti-Corruption Act of Taiwan, Anti-Corruption Commission Act 2009 of Malaysia, Law No. 31 of 1999 on the Eradication of the Criminal Act of Corruption of Indonesia, Anti-Graft and Corrupt Practices Act of the Philippines, and Prevention of Corruption Act of Singapore. There were also no concluded legal cases regarding corrupt practices brought against the Group or its employees during the Reporting Period.

Anti-corruption

The Group’s Anti-corruption Policy and Code of Conduct as set out under the Employee Handbook detailed the basic standards of expected conducts from all employees and the Group expects and endeavours to ensure absolute compliance from employees. Any incidents that may have conflict between their personal interest and the Group’s interest in dealing with suppliers, consumers and all other organisations doing or seeking to do business with the Group or any subsidiaries or associates should be avoided. Employees should not offer, solicit or accept anything of material value to or from their colleagues, customers, suppliers or other business partner of the Group. Incidents or suspected cases of corruption, theft, fraud and embezzlement must be reported to management through their department manager or the Human Resources Department.

The Group has zero tolerance towards any fraudulent behaviours. Therefore, should any employee be found to have violated the Anti-corruption Policy and the Code of Conduct, they will be subject to disciplinary actions after a thorough investigation conducted by the management. Disciplinary actions include verbal or written warnings and dismissal. The management will conduct an investigation and report to the police or Independent Commission Against Corruption (“ICAC”) if and when appropriate. Employees are required to sign the Employee Handbook annually in January of each year to acknowledge that they comply with the guidelines and all policies and procedures of the Group.



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In addition, the Group provides regular anti-corruption training, which covers anti-corruption legal knowledge and skills in dealing with ethical dilemmas in the workplace. The anti-corruption training helps to encourage a culture of integrity and enables employees to be disciplined and dedicated to their duties. During the Reporting Period, 8 directors and 9 employees of the Group participated in one-hour integrity training organised by ICAC.

Whistleblowing System

In addition, the Group provides a confidential and safe whistleblowing mechanism, which requires that the personal information of the whistleblowers shall be kept strictly confidential and that the incentives are granted to the whistleblowers based on the specific circumstances of the incident. When investigating the authenticity of a case, the Group will seal all relevant documents and suspend relevant personnel to cooperate with relevant departments for review. Once determined, the Group will take necessary disciplinary and legal actions. The whistleblowing system would be regularly reviewed to assess its effectiveness.

B8. Community Investment

The Group is committed towards driving positive change in the communities where it operates and fostering a sense of social responsibility within the Group's structure. As part of our strategic development, we aim to continue to make contributions to the society through social participation with the adoption of policies to demonstrate our corporate citizenship. The Group's community initiatives mainly focus on children and education development.

Community Participation

The Group's members can choose to use their earned JAG points to donate to UNICEF. If they choose to do so, we will donate on their behalf to UNICEF. During the Reporting Period, the Group has made a donation of approximately HK\$800 (2022: HK\$1,500) to UNICEF Hong Kong, UNICEF Malaysia and Hong Kong Committee.

To have a better understanding of the needs in the society and to strengthen the connection with local communities, we regularly communicate with local charities. We have also encouraged our employees to participate in community services and suggested areas of contribution based on their personal experiences in the community.

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THE ESG REPORTING GUIDE CONTENT INDEX OF THE STOCK EXCHANGE

Mandatory Disclosure Requirements	Sections
Governance Structure	The ESG Governance Structure
Reporting Principles	Reporting Principles
Reporting Scope	Scope of Reporting

Subject Areas, Aspects, General Disclosures and KPIs	Description	Section/Declaration
Aspect A1: Emissions		
General Disclosure	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and GHG emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.	Emissions
KPI A1.1	The types of emissions and respective emissions data.	Emissions — Exhaust Gas Emissions; GHG Emissions; Sewage Discharge; Waste Management
KPI A1.2	Direct (Scope 1) and energy indirect (Scope 2) GHG emissions (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Emissions — GHG Emissions
KPI A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Emissions — Waste Management (Not applicable — Explained)
KPI A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Emissions — Waste Management
KPI A1.5	Description of emission target(s) set and steps taken to achieve them.	Emissions; Emissions — GHG Emissions
KPI A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.	Emissions — Waste Management

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Subject Areas, Aspects, General Disclosures and KPIs	Description	Section/Declaration
Aspect A2: Use of Resources		
General Disclosure	Policies on the efficient use of resources, including energy, water and other raw materials.	Use of Resources
KPI A2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total and intensity (e.g. per unit of production volume, per facility).	Use of Resources — Energy Consumption
KPI A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	Use of Resources — Water Consumption
KPI A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	Use of Resources — Energy Consumption
KPI A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	Use of Resources — Water Consumption
KPI A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	Use of Resources — Use of Packaging Materials (Not applicable — Explained)
Aspect A3: The Environment and Natural Resources		
General Disclosure	Policies on minimising the issuer's significant impacts on the environment and natural resources.	The Environment and Natural Resources
KPI A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	The Environment and Natural Resources — Paperless Office
Aspect A4: Climate Change		
General Disclosure	Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer.	Climate Change — Identification and Response
KPI A4.1	Description of the significant climate-related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them.	Climate Change — Physical Risks; Transition Risks

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Subject Areas, Aspects, General Disclosures and KPIs	Description	Section/Declaration
Aspect B1: Employment		
General Disclosure	Information on: <ul style="list-style-type: none"> (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.	Employment
KPI B1.1	Total workforce by gender, employment type (for example, full- or part-time), age group and geographical region.	Employment
KPI B1.2	Employee turnover rate by gender, age group and geographical region.	Employment
Aspect B2: Health and Safety		
General Disclosure	Information on: <ul style="list-style-type: none"> (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards.	Health and Safety
KPI B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	Health and Safety
KPI B2.2	Lost days due to work injury.	Health and Safety
KPI B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	Health and Safety — Workplace Health and Safety

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Subject Areas, Aspects, General Disclosures and KPIs	Description	Section/Declaration
Aspect B3: Development and Training		
General Disclosure	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	Development and Training
KPI B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	Development and Training
KPI B3.2	The average training hours completed per employee by gender and employee category.	Development and Training
Aspect B4: Labour Standards		
General Disclosure	Information on: <ul style="list-style-type: none"> (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour.	Labour Standards — Prevention of Child and Forced Labour
KPI B4.1	Description of measures to review employment practices to avoid child and forced labour.	Labour Standards — Prevention of Child and Forced Labour
KPI B4.2	Description of steps taken to eliminate such practices when discovered.	Labour Standards — Prevention of Child and Forced Labour

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Subject Areas, Aspects, General Disclosures and KPIs	Description	Section/Declaration
Aspect B5: Supply Chain Management		
General Disclosure	Policies on managing environmental and social risks of the supply chain.	Supply Chain Management
KPI B5.1	Number of suppliers by geographical region.	Supply Chain Management
KPI B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.	Supply Chain Management
KPI B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	Supply Chain Management
KPI B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	Supply Chain Management — Fair and Open Procurement

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Subject Areas, Aspects, General Disclosures and KPIs	Description	Section/Declaration
Aspect B6: Product Responsibility		
General Disclosure	Information on: <ul style="list-style-type: none"> (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.	Product Responsibility
KPI B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	Product Responsibility
KPI B6.2	Number of products and service related complaints received and how they are dealt with.	Product Responsibility
KPI B6.3	Description of practices relating to observing and protecting intellectual property rights.	Product Responsibility — Protection of Intellectual Property Rights
KPI B6.4	Description of quality assurance process and recall procedures.	Product Responsibility
KPI B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	Product Responsibility — Customer Privacy Protection

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Subject Areas, Aspects, General Disclosures and KPIs	Description	Section/Declaration
Aspect B7: Anti-corruption		
General Disclosure	Information on: <ul style="list-style-type: none"> (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering.	Anti-corruption
KPI B7.1	Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the Reporting Period and the outcomes of the cases.	Anti-corruption
KPI B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	Anti-corruption — Whistleblowing System
KPI B7.3	Description of anti-corruption training provided to directors and staff.	Anti-corruption — Anti-corruption
Aspect B8: Community Investment		
General Disclosure	Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests.	Community Investment
KPI B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	Community Investment
KPI B8.2	Resources contributed (e.g. money or time) to the focus area.	Community Investment — Community Participation