



## Mission 嘉禾的使命

At Golden Harvest we operate by the motto:  
**LOVE LIFE, LIVE LIFE.** We possess:

- Passion for our industry
- Creativity to produce top products
- Openness in our deals
- Responsibility to our public
- Teamwork for success

To expand horizons and to enable people to live outside the realms of their lives through the world of films and television. By providing creative entertainment, Golden Harvest enriches and inspires people to live life to the fullest.

嘉禾一直以「熱愛生活・享受生活」為目標和發展路向。我們：

- 對娛樂事業滿載 熱誠理想
- 對每個製作注入 無窮創意
- 對每宗交易謹守 公平公開
- 對社會大眾抱有 責任承擔
- 為達致成功堅守 團隊精神

嘉禾積極提供各種創意無限的娛樂節目，讓大眾透過電影及電視去體會另一個超乎想像的空間，將目光和視野無限擴闊，從而令生活昇華至更豐盛、更美滿的境界。

## Vision 嘉禾的目標

To be the world's leading Chinese entertainment company  
成為全球具領導地位的華語娛樂企業