



SHIFANG HOLDING LIMITED

十方控股有限公司

Incorporated in the Cayman Islands with limited liability 於開曼群島註冊成立的有限公司

Stock Code 股份代號 : 1831

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT 2016

環境、社會及管治報告 2016



CONTENT

目錄

1	About This Report 關於本報告	2
2	Preface By The Board of Directors 董事會前言	3
3	Stakeholders' Communication & Expectations 權益人溝通及期望	5
3.1	Stakeholders' Participation Channels & Expectations and Demands 權益人參與渠道及期望與要求	7
4	Environment 環境	9
4.1	Emissions 排放物	11
4.1.1	Emission Treatment 廢氣處理	12
4.1.2	Dust Treatment 粉塵處理	12
4.1.3	Wastewater Treatment 廢水處理	12
4.1.4	Noise Control 噪音污染控制	12
4.2	Use of Resources 資源使用	13
4.2.1	Green Offices 環保辦公室	14
5	Society 社會	15
5.1	Employment and Labour Regulations 僱傭及勞工常規	16
5.1.1	Employment 僱傭	17
5.1.2	Health and Safety 健康與安全	18
5.1.3	Development and Training 發展及培訓	20
5.1.4	Labour Standards 勞工準則	22
5.2	Operational Practices 營運慣例	23
5.2.1	Supplier Management 供應商管理	23
5.2.2	Product Service and Liability 產品服務及責任	24
5.2.3	Anti-corruption 防止貪污	30
5.3	Community 社區	31

1. ABOUT THIS REPORT

關於本報告

ShiFang Holding Limited and its subsidiaries (collectively the “Group”) are a socially and environmentally sustainable enterprise in the cultural and media industry. Being an “integrated media operator” with comprehensive media strategies, the Group sticks to the philosophies of “Content is King and Platform is King” in this internet-oriented generation to cross over with traditional and new media. Meanwhile, the Group suits for the whole-media development direction to extend its efforts and competitiveness into the film , television (“TV”) entertainment and cultural media industry .

The Group is pleased to present its first Environmental, Social and Governance Report (this “Report”). This Report, which was prepared in accordance with the Environmental, Social and Governance Reporting Guide contained in Appendix 27 to the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the “Listing Rules”), sets out information regarding the period from 1 January to 31 December 2016. The Governance Section was covered in the 2016 Annual Report.

For further information, please visit the Group’s website at www.shifang.com.hk.

十方控股有限公司連同其附屬公司（統稱「本集團」）一直致力促進集團於文化傳媒產業、社會及環境等三方面的持續發展。在現今網絡主導的世代，作為一家提供全方位媒體傳播策略的「傳媒集成運營商」，本集團堅持以「內容為王，平台為王」的經營理念，致力推動傳統媒體與新興媒體融合發展，並延伸發展電影、電視娛樂及文化傳媒的業務，不斷提升集團核心競爭力，緊密結合全媒體時代發展方向的需要。

本集團欣然發表首份環境、社會及管治報告（「本報告」）。本報告根據香港聯合交易所有限公司證券上市規則（「上市規則」）附錄二十七所載《環境、社會及管治報告指引》編寫。本報告所載資料涵蓋2016年1月1日至12月31日，關於管治報告部分內容已涵載於《2016年報》。

有關更多詳情，請瀏覽本集團網站 www.shifang.com.hk。

2. PREFACE BY THE BOARD OF DIRECTORS 董事會前言

“ShiFang”, which means “tenfold capacity”, is represented by our all-round presence in the eight geographical directions (namely east, south, west, north, southeast, northeast, southwest and northwest) as well as heaven and earth. The Group recognizes the importance and value of achieving high standards of corporate governance practices. Good corporate governance is an essential element in maintaining and promoting business performance and investor confidence.

Adhering to a “People First” principle, the Group provides a proper working environment to its employees to ensure their health and safety. Comprehensive internal management systems, training programmes and operating procedures have been established and implemented to cope with social changes and corporate development. The Group also advocates social services, charity work and community care for disadvantaged groups.

Being the first privately-owned “integrated media operator” to provide print services in China, the Group adopts a wide range of environmental protection measures to minimize the adverse impacts during the operation to stick to the sake of greener environment.

「十方」，代表八方（東、南、西、北、東南、東北、西南、西北），以及天和地。本集團深明達致高水準企業管制常規的重要性及價值。良好企業管治乃維持及提升業務表現與投資者信心的要素。

本集團堅守「以人為本」的理念，為僱員營造良好的工作環境，保障僱員健康及安全。制定和實施一系列完善的內部管理制度、培訓體系和業務流程，以應對社會變化和企業發展的需要。同時，本集團亦熱心社區公益活動，關愛社區以扶助弱勢社群。

作為中國首家民營「傳媒集成運營商」，也是平面媒體全方位服務提供商。本集團以綠色健康為宗旨，通過採取環境保護措施以減低日常營運對環境帶來的負面影響。

The Group stands by its responsibilities as a corporate citizen, strives to offer healthy and appropriate contents to its audiences. With solid strength and high reputation, we operates branches across China and in Hong Kong with the aim of achieving sustainable development amidst severe competition.

To meet the challenges ahead, the Group will seize development opportunities in the industry so as to create long-term value for its shareholders and business partners. It has committed to be a responsible corporate citizen with great perseverance.

本集團堅持秉承負責任的企業社會公民，致力於為受眾提供健康、良好的內容。憑藉雄厚實力和誠信經營，本集團在激烈的競爭環境中，在中國不同城市以及香港地區設附屬機構，以推動可持續發展。

展望未來，面向挑戰，本集團將緊握業內的增長機遇，為股東及商業夥伴創造長遠價值。更堅持秉承負責任的企業社會公民。

Board of Directors
31 December 2016

董事會
二零一六年十二月三十一日

STAKEHOLDERS' COMMUNICATION AND EXPECTATIONS

權益人溝通及期望



3. STAKEHOLDERS' COMMUNICATION AND EXPECTATIONS 權益人溝通及期望

The Group places high value on communication with stakeholders and gives prominence to their expectations of the Group in terms of environmental protection and social responsibilities. Through several channels, including communication, meetings and seminars, the Group maintains active and open dialogue with the stakeholders to come up to their expectations and demands, and enhance their understanding of and participation in the Group's business decision-making in the hope of striking a balance between the expectations, opinions and goals of different parties, as well as protecting their best collective interest in a mutually conducive way.

本集團重視與權益人的溝通，十分關注權益人對本集團環境及社會責任的期望。本集團通過不同渠道，包括持續聯繫、會議和培訓課程等，與各權益人保持積極坦誠的溝通，以加強權益人對本集團制訂業務策略方面的瞭解和參與，平衡各方的期望、意見和目標，以求互惠互利及共同爭取最大利益，從而達致他們的期望和要求。

3.1 Stakeholders' Participation Channels & Expectations and Demands

權益人參與渠道及期望與要求

Stakeholders 權益人	Participation Channels 參與管道	Expectations and Demands 期望要求
Shareholders/Investors 股東/投資者	<ul style="list-style-type: none"> ◆ General meetings 股東大會 ◆ Annual reports 年度報告 ◆ Direct communications 直接溝通 ◆ Group website 集團網站 	<ul style="list-style-type: none"> ◆ Financial results 財務業績 ◆ Sustainable business development 業務可持續發展 ◆ Social investment and contributions 對社會的投資及貢獻 ◆ Company transparency 公司透明度
Clients 客戶	<ul style="list-style-type: none"> ◆ Client events 客戶活動 ◆ Customer service 客戶服務 ◆ Daily communication 日常交流 	<ul style="list-style-type: none"> ◆ Effective media integration and comprehensive marketing service 高效媒體整合行銷服務 ◆ Protection and management on customer information 客戶資訊保護及管理 ◆ Integrity and business behaviors 誠信和商業行為
Employees 僱員	<ul style="list-style-type: none"> ◆ Training programmes 培訓課程 ◆ Work-life-balance activities 工作與生活的平衡活動 ◆ Charitable events 慈善公益活動 ◆ Regular performance appraisals 定期工作表現評核 ◆ Frequent meetings 密切會議溝通 	<ul style="list-style-type: none"> ◆ Career development 職業發展 ◆ Health and safety 健康與安全 ◆ Remuneration and benefits 薪酬與福利 ◆ Sustainable development 持續發展 ◆ Mutual trust and transparency 互信及透明度

Stakeholders 權益人	Participation Channels 參與管道	Expectations and Demands 期望要求
Governing/ Regulatory authorities 政府/監管機構	<ul style="list-style-type: none"> ◆ Direct communication 直接溝通 ◆ Compliance management 合規管理 ◆ Meetings 會議 	<ul style="list-style-type: none"> ◆ Policies adherences 遵守政策 ◆ Business development strategies 業務發展策略 ◆ Local policies and actual practices 當地法規和實際做法 ◆ Commercial ethics 商業道德 ◆ Community engagement 社區參與
Suppliers 供應商	<ul style="list-style-type: none"> ◆ Site visits and assessment 實地考察和評核 ◆ Close communication 密切溝通 ◆ Order/ contract execution 訂單/合同執行 	<ul style="list-style-type: none"> ◆ Corporate reputation 企業信譽 ◆ Product quality 產品質量 ◆ Environmental responsibility 環境責任
Communities 社區	<ul style="list-style-type: none"> ◆ Donation and support to the community 社區捐獻及援助 	<ul style="list-style-type: none"> ◆ Social contribution 對社會的貢獻 ◆ Environmental responsibility 環境責任

ENVIRONMENT

環境



4. ENVIORNMENT 環境

The Group complies with all relevant environmental laws and regulations. It improves the environment while reducing costs by pressing for saving resources amongst all employees. To show its green commitment, the Group makes every effort to employ various measures such as using energy-saving and low-consumption techniques and products as well as high-efficiency and power-saving lightings.

本集團嚴格遵守與環境相關的法律法規，倡導全體僱員節約資源，既改善環境，又降低成本。盡可能使用節能、低耗能量及高效節能光源產品等多項措施來貫徹本集團保護環境的承諾。





4.1 Emissions

The Group provides integrated printing services to newspaper partners with its printing plant in Fuzhou, China. The Group carries on its stringent control of the printing quality of its publications, uses advanced techniques and clean processes, and keeps solid waste to a minimum in the hope of taking up the duty to safeguard the environment and staff health. By making pollution control plans and related measures to minimize the impacts on the environment, the Group uses its best effort to reduce printing waste such as ink and substrates. Instead of burning right away, paper oiled or inked, spoilage, discarded book covers, off-cuts, fragments and tailings resulting from the printing and binding processes are collected and delivered to paper mills for recycling.

排放物

本集團為報紙合作夥伴提供綜合印刷服務，在中國福州設有印刷廠房。本集團不但確保刊物的印刷品質，採取先進的生產工藝，清潔生產，並減少固體廢棄物產生量，以負責的態度保護環境及僱員健康。透過對污染治理的合理規劃，採取各項措施來儘量減少對環境的影響。例如盡力減少油墨、承印等印刷材料的浪費，收集在印刷過程中損耗的油污廢紙、廢書頁、廢封面紙、印刷或裝訂過程中裁下來的紙邊、紙頭、下腳料等，不隨意燒毀，統一送往造紙廠回收。

4.1.1 Emission Treatment

The printing plant emits exhaust gas through its mechanical ventilation system. To emit such exhaust gas when the ventilation system is off, smoke vents and vent hoods have been installed.

4.1.2 Dust Treatment

Dust collectors with cloth dust bags have been installed at locations where dust is produced in the printing plant.

4.1.3 Wastewater Treatment

The printing plant treats industrial and domestic wastewater separately. An industrial wastewater treatment system that can clean up ink has been added to the plant so as to maximize water recycling.

4.1.4 Noise Control

Noise from printing mainly comes from the operation of machines and equipment, such as printing machines, air compressors, drying machines and various molding machines, during the printing process. To prevent adverse impacts of noise on the employees (e.g. damages to the hearing, central nervous, cardiovascular and digestive systems), the Group has provided earplugs and earflaps to its workers.

廢氣處理

印刷廠房會透過機械排風系統排出廢氣，為在通風設備停止運轉時仍能繼續排出廢氣，故設置旁通排風管、槽邊排風扇。

粉塵處理

印刷廠房於粉塵產生點設置吸塵系統，採用布袋吸塵器除塵。

廢水處理

印刷廠房對廢水做到分類處理，將工業廢水和生活廢水分開處理，增加清洗油墨的工業廢水回用裝置，盡可能再循環使用。

噪音污染控制

印刷噪音污染主要是印刷過程中機器設備運轉時產生，包括印刷機、空氣壓縮機、乾燥設備及各種成型機等。為避免噪音對僱員的身體產生不良影響（如對聽覺系統、中樞神經系統和心血管系統、消化系統的損害），本集團向工作人員提供及配備保護耳塞及耳罩。



4.2 Use of Resources

Implementing green concepts and protecting the natural ecosystem are part and parcel of corporate social responsibilities. Over the years, the Group has strived to carry out energy-saving, low-consumption, sustainable and environmental-protection management principles. It actively identifies and makes use of high-performance equipment and streamlines operating procedures with the aim of reducing fuel, electricity and water consumption and improving resource utilization rate.

資源使用

實踐綠色理念，保護自然生態環境，是企業履行社會責任的重要體現。多年來，本集團致力執行節能降耗、綠色環保的環境管理方針。積極物色和採用高效能的設備，精簡操作流程，藉此減少燃料、電力及水的消耗，提升資源使用效益。



4.2.1 Green Offices

The Group zealously applies environmental-friendly materials to renovate its offices. Energy-saving acts were taken during daily operation, including cutting electricity consumption by using LED lightings in its offices and optimizing the operating hours of the central air conditioning system. Green pot plants are placed in the offices to purify indoor air and create a livelier working environment.

The Group also makes the change to a paperless office by using video conferences and emails to cut back on the use of paper and other office consumables while making less business travel. Printing on both sides of the paper and in black and white are encouraged in order to save toner.

環保辦公室

本集團在裝修辦公室過程中，積極使用節能環保材料，並於日常營運中實施節能措施包括在辦公區域採用LED燈具、控制中央空調開啟及關掉時間以減低電力消耗，及在辦公室內擺放綠色植物以淨化室內空氣同時亦可營造具有活力的工作氛圍。

本集團提倡採用無紙化辦公方式，使用視頻會議和電子郵件以減少海外公幹的次數及減少紙張等日常辦公耗材的使用，和鼓勵雙面列印及黑白列印以減低碳粉材料的消耗。

SOCIETY

社會



5. SOCIETY 社會

5.1 Employment and Labour Regulations

The Group values human capital as an important asset, and puts morality into consideration in addition to ability when employing talents. Competitive remuneration packages are offered to attract qualified candidates, and match talents with suitable positions so as to foster their career development.

With all-rounded project planning, and extensive experience and creative ideas of the advertising team, the Group has rapidly developed and received numerous awards and possesses a client portfolio comprising major enterprises in different sectors, including mobile telecommunications, automobile, banking, apparel, catering and home appliances.

僱傭及勞工常規

本集團本著「以人為本、以德為先、以才為重」的理念，不斷吸納優秀人才，通過提供具競爭力的待遇引進優秀人才，用人唯才、知人善任，使不同級別人員各盡其職，充分施展才華。

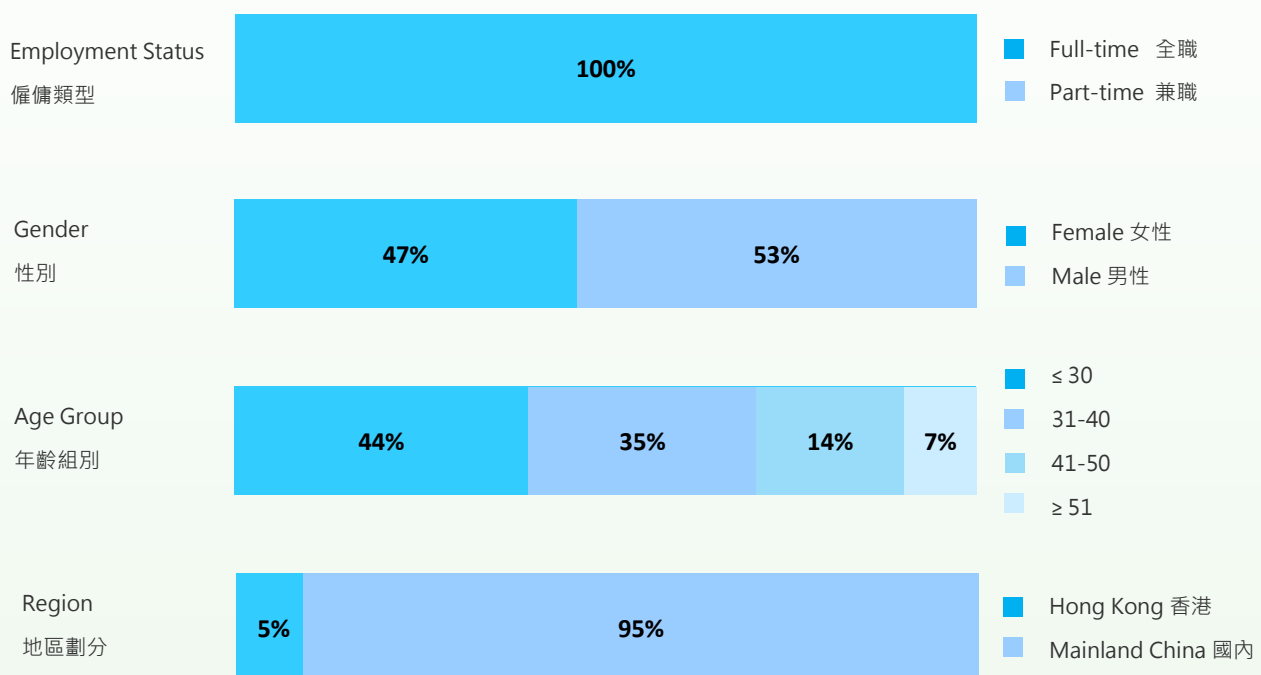
配合全面的項目策劃，以及廣告業務成員豐富經驗及創新思維，本集團高速發展，其銷售創意多次獲獎，並擁有與各大企業成功的合作經驗，包括移動資訊、汽車、銀行、服裝、飲食、家電等行業。

5.1.1 Employment

As at 31 December 2016, the Group had 238 employees, with details as follows:

僱傭

截止2016年12月31日，本集團共有僱員238人，僱員詳情如下：



5.1.2 Health and Safety

Effective occupational health and safety management is crucial to the well-being of employees and the long-term development of the Group. In this regard, the Group defines, evaluates, prevents, eliminates and manages all the potential hazards at the workplace in a systematic manner and aims to create a zero-accident working environment. The Group provides guidance and supervision regarding the safe operations of its subsidiaries in accordance with the relevant laws and industry standards on occupational health and safety. Internal management systems are established and staff handbook and safety guides are prepared in order to increase employees' awareness of occupational safety and health.

During the reporting period, no material accident resulting in fatality or permanent disability has occurred, and the rate of loss of working days (based on the total number of working days of the Group) due to general work-related injuries was below 0.5%.

健康與安全

有效的職業健康安全管理對僱員的福祉及本集團的長遠發展十分重要。為此，本集團有系統地界定、評估、避免、消除和管理所有工作中的潛在危害，力求實現工作環境「零意外」的目標。本集團依照相關地區關於職業健康與安全的法律及行業標準，對附屬公司的安全經營進行指導和監督。制定各項內部管理制度及僱員手冊、工作安全指南，增強僱員的職業安全和健康意識。

報告期內，本集團並未發生任何重大致命或導致永久傷殘的意外個案。而一般工傷導致損失總工作日比率（以本集團總工作天數計算）則低於0.5%。

5.1.2 Health and Safety (Cont'd)

For example, the Group adopted certain occupational health and safety measures regarding the operations in Hong Kong are as follows:

- ◆ Holding trainings and work demonstrations for employees in Hong Kong in accordance with the Guidance Notes on Manual Handling Operations published by the Occupational Safety and Health Branch of the Labour Department in Hong Kong, so as to ensure the safety of the employees who perform manual work.
- ◆ Preparing the Code on Use of Computer Monitor Screen to deal with the occupational health issues arisen from the prolonged use of computers in Hong Kong. There are designated staffs who are in charge of evaluating the workplace of the employees to identify ways to improve work performance and enhance efficiency.
- ◆ Arranging employees to participate in the fire drills carried out by the property management companies of the buildings where the Company's offices are located and ensuring that they are aware of the emergency procedures as well as the proper use of personal protective equipment and rescue facility, so as to increase their safety awareness, raise their vigilance and allow them to familiarize themselves with the contingency plans in case of emergencies such as fire and power failure.

健康與安全 (續)

例如，本集團於香港地區採取了以下保障僱員健康與安全的措施：

按香港勞工處職業安全及健康部刊發的《體力處理操作指引》，召開專項會議組織僱員進行示範學習，以保障僱員的工作體力安全。

制定《使用電腦螢幕守則》，儘可能減少因長時間電腦操作而產生的職業健康問題。為提高工作效率，派出專項負責香港同事對僱員的工作間進行評估，並提供改善方法。

為增強僱員的安全意識，使僱員時刻提高警覺，防範於未然，並對火警及電力故障等緊急及突發的情況，懂得處理及應對的方法，會安排僱員參與公司辦公大廈火警逃生演習培訓，以幫助僱員熟悉緊急應變程式，瞭解個人防護裝備及救援設施。

5.1.3 Development and Training

The Group places a great deal of importance on the career development and training of its staff and recognizes the value of human resources in the success of the Group. For years, both internal and external training programmes are provided to foster and develop its staff. With a view to improving the overall performance and professionalism of the employees, the Group has formulated and implemented a management system and handbook for employee training. For example, it has developed an internal training programme organized by Human Resources and Administrative Department which covers topics on induction procedures, corporate policies, departmental job specifications, work procedures, service etiquette, professional skills training; and Finance Department arranges seminars about operation and approval procedures. Employees are also required to attend internal seminars on the user guide to the Internet and company email accounts and handling confidential information of the corporation held by the Information Technology Department. The objectives of the programme are to ensure its staff have a sound understanding of the Group and its requirements on staff, and at length to enhance their work efficiency and service standard.

發展及培訓

本集團一向重視員工的職業發展與培訓，秉承「尊重人才 共贏發展」的理念。多年來，透過內、外部培訓計劃，悉心培育和發展僱員隊伍。過去，本集團為提高僱員的整體素質和專業技術水準，制定和實施僱員培訓管理制度和員工手冊，建立了內部培訓課程，例如人力資源及政務部制定了一套入職須知、公司制度、部門工作規範、工作流程、服務禮儀及職業技術培訓等項目；財務部則安排有關營運和審批程序的課題；另員工亦須參與由資訊科技部安排之互聯網、公司郵箱使用技能、公司資料保密資料處理的培訓講座。以上培訓目的都是為了加深僱員對本集團的認知及對員工的要求，從而提升工作效率及服務質素。

5.1.3 Development and Training (Cont'd)

Besides, employees are encouraged to take part in continuous education programmes to further upgrade their capabilities, skills, knowledge and professionalism. During the year, a Hong Kong subsidiary provided employees of different ranks with various external training programmes, including seminars on Environmental, Social and Governance Report and MPF – Predetermined Investment Allocation.

發展及培訓 (續)

此外亦鼓勵僱員參加各類持續進修課程，以進一步提升工作能力、技能、知識及專業水準。香港附屬公司於年內為本集團不同職級的僱員參與多種外部培訓，包括《環境、社會及管治報告》、《強積金-預設投資組合》研討會等。



Staff members are participating in the internal training seminar.

員工正參與內部培訓講座。

5.1.4 Labour Standards

The Group has formulated a comprehensive set of human resources policy setting out the details about, amongst other matters, remuneration, recruitment, dismissal, promotion, leave, training and benefits. It complies with the Labour Law of China, labour legislation of Hong Kong and the employment regulations of the jurisdictions where the Group operates to protect the interests of the employees. The Group keeps abreast of employment news and information and strictly adheres to the laws relating to equal employment opportunity and prohibition of child labour and forced labour in different regions. During the reporting period, there was without any non-compliance related to the employment of child labour and forced labour issue.

勞工準則

本集團在薪酬、招聘、解僱、晉升、假期、培訓及福利等方面制定了全面的人力資源政策，遵守中國勞動法、香港勞工法例及業務所在相關司法權區的僱傭法規，保障僱員權益。本集團定期監察僱傭相關資訊及數據，嚴格遵守不同地區有關公平就業機會、防止童工及強迫勞工的相關法例。報告期內，本集團未有任何使用童工及強迫勞工等違規事宜。

5.2 Operational Practices

5.2.1 Supplier Management

The Group established policies and procedures for procurement to ensure that all departments observe and follow. The Group has also set up a stock-taking system which allows staff to review the inventory before procurement so as to enhance operation efficiency and better utilize the warehousing capacity.

The basic criteria for supplier selection are:

- ◆ Competitive pricing
- ◆ Product or service quality and reliability
- ◆ Ability to fulfill the requirements and/or specifications of the users
- ◆ Ability to meet the technological requirements and pass the evaluation of the respective departments
- ◆ Compatibility with the system in use
- ◆ Service standard
- ◆ Credit terms and discount
- ◆ Delivery on-time
- ◆ After-sales service and support
- ◆ Supplier's track record with the Company

The staff in charge shall act in the best interests of the Group when handling corporate affairs and arranging procurement, and use their best endeavor to avoid any actual or potential conflict of interests. They also have the responsibility to report to the Group in writing any potential conflict of interests, personal or financial, that may arise from business deals or agreements.

營運慣例

供應商管理

本集團制訂《採購守則》旨確保各部門按照及恪守集團制定的政策及流程進行任何採購活動。訂立庫存記錄機制，在採購前應檢視庫存量，適時制的採購可提升業務及倉儲之效率。

選取供應商的基本原則為：

具市場競爭力的價格

產品或服務的品質及其可靠性

符合使用者的要求和/或規格

符合申請部門的技術要求及評估

能與現有系統融合

服務質素

信用條款及付款折扣

準時交貨

售後服務和支援

供應商與公司在過去的合作表現

相關負責人在處理公司及採購事務時必須從本集團最大利益出發，避免任何實際或被視為可出現的利益衝突。同時，亦有責任以書面形式向本集團申報任何商業協議或約定可能導致個人或財務上的利益衝突。

5.2.2 Product Service and Liability

The Group is not only committed to providing quality services and solutions to customers, but also ensure customers could enjoy the use of safe and reliable products. While the establishment of specific policies and compliance with the quality control workflow, the Group ensures the products meet the requirements and the relevant health and safety, advertisement, and privacy laws and regulations. During the reporting period, there were no known cases of non-compliance with the above laws and regulations.

The Group pioneered the idea of “integrated operation” in product operation by applying a multi-media advertising approach. Advertising packages will involve the use of newspapers, magazines, journals and the Internet so as to create added values for advertisers. The model of integrated operation, which focuses on the centralized co-ordination of multi-regional advertising, editing, distribution, planning, marketing and media business, together with the Group's unique system of advertisement monitoring system, maximizes the effectiveness of the operation.

產品服務及責任

本集團不單致力為客戶提供優質服務及解決方案，更確保客戶可享用安全及穩定的產品。本集團已通過嚴格的質量控制及管理制，以確保產品符合有關健康與安全、廣告及私隱事宜的法例規管。在報告期內，本集團並未發現不符合法律或法規的情況。

本集團在產品經營模式上開創「集成運營」的新策略，在廣告推介及發布上實施多媒體集成運營，報紙、雜誌、特刊、網絡等立體聯動，為客戶提供增值服務。實行多區域集成運作，廣告、採編、發行、策劃推廣、傳媒商務等統一調度，環環緊扣，並配合獨有的廣告監測系統，促使運營效果實現最大化。

5.2.2 Product Service and Liability - Traditional Advertising Business

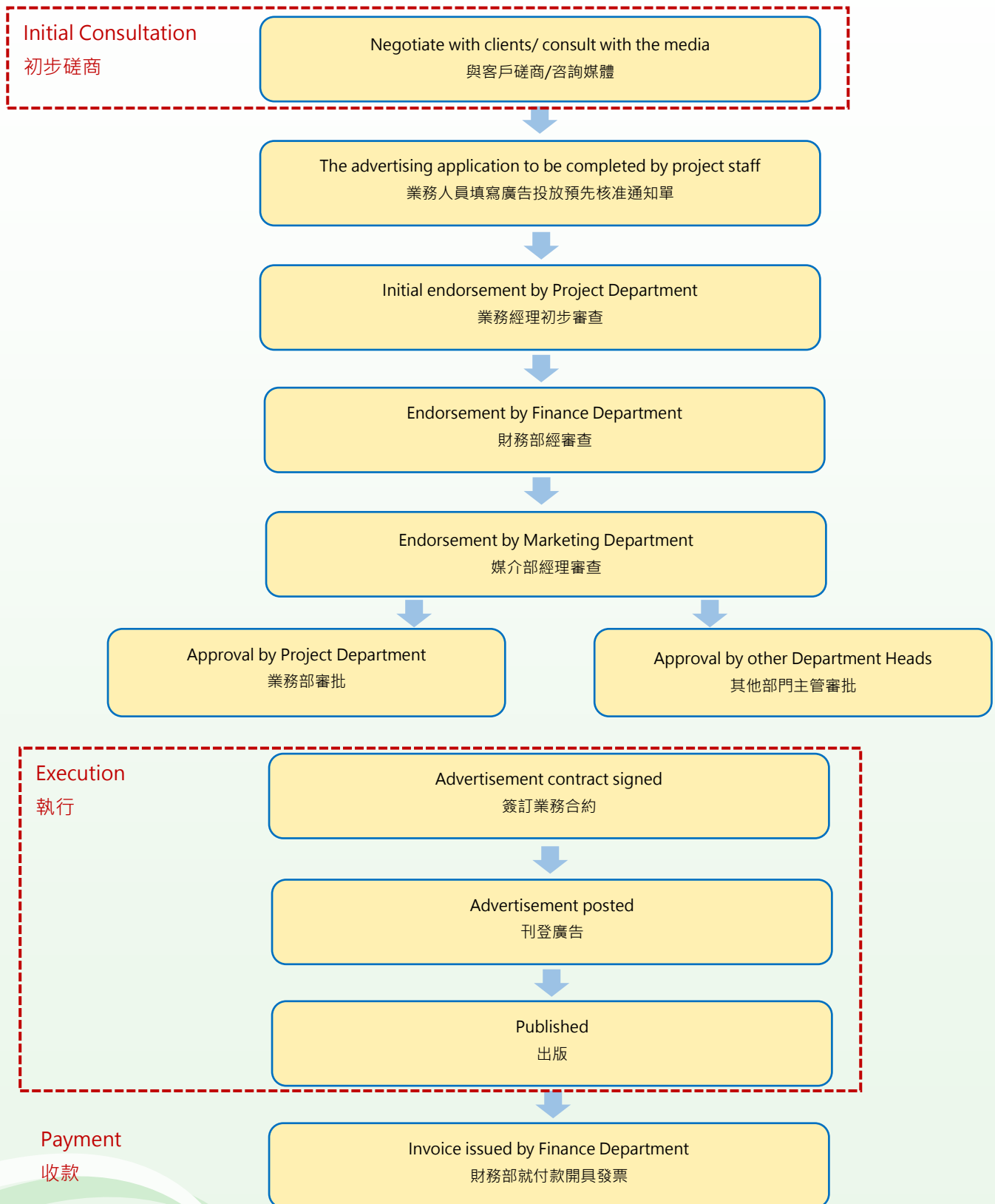
Sale of the Group's advertising services takes the form of direct sales to advertisers in various sectors. To better serve the needs and requirements of clients, the Group has set up local branches and sales teams in every city where the Group operates as well as designated marketing teams for different sectors. These branches and teams are centrally managed by the headquarters.

產品服務及責任 - 常規廣告業務

本集團的廣告服務銷售通過向來自各行各業的廣告客戶進行直銷的方式進行，為更好地滿足客戶的個人需要及要求，本集團在經營所在的各城市設立銷售服務團隊在當地經營，並由集團總部集中管理，本集團亦將客戶按行業劃分，設立專項營銷團隊跟進。

Traditional operational framework:

常規管理流程概述如下：



5.2.2 Product Service and Liability - Printing and Distribution Supporting Service

To newspaper partners with which the Group enters into comprehensive collaboration, the Group provides supporting services which include distribution management, printing and electronic distribution of publications in order to maximize the marketing value of the clients. The provision of such services also allows the Group to strengthen the relationship with its newspaper partners by boosting the quality and appeal of the publications, thereby increasing the revenue from the provision of integrated printing and media services to the clients

產品服務及責任 - 印刷發行配套服務

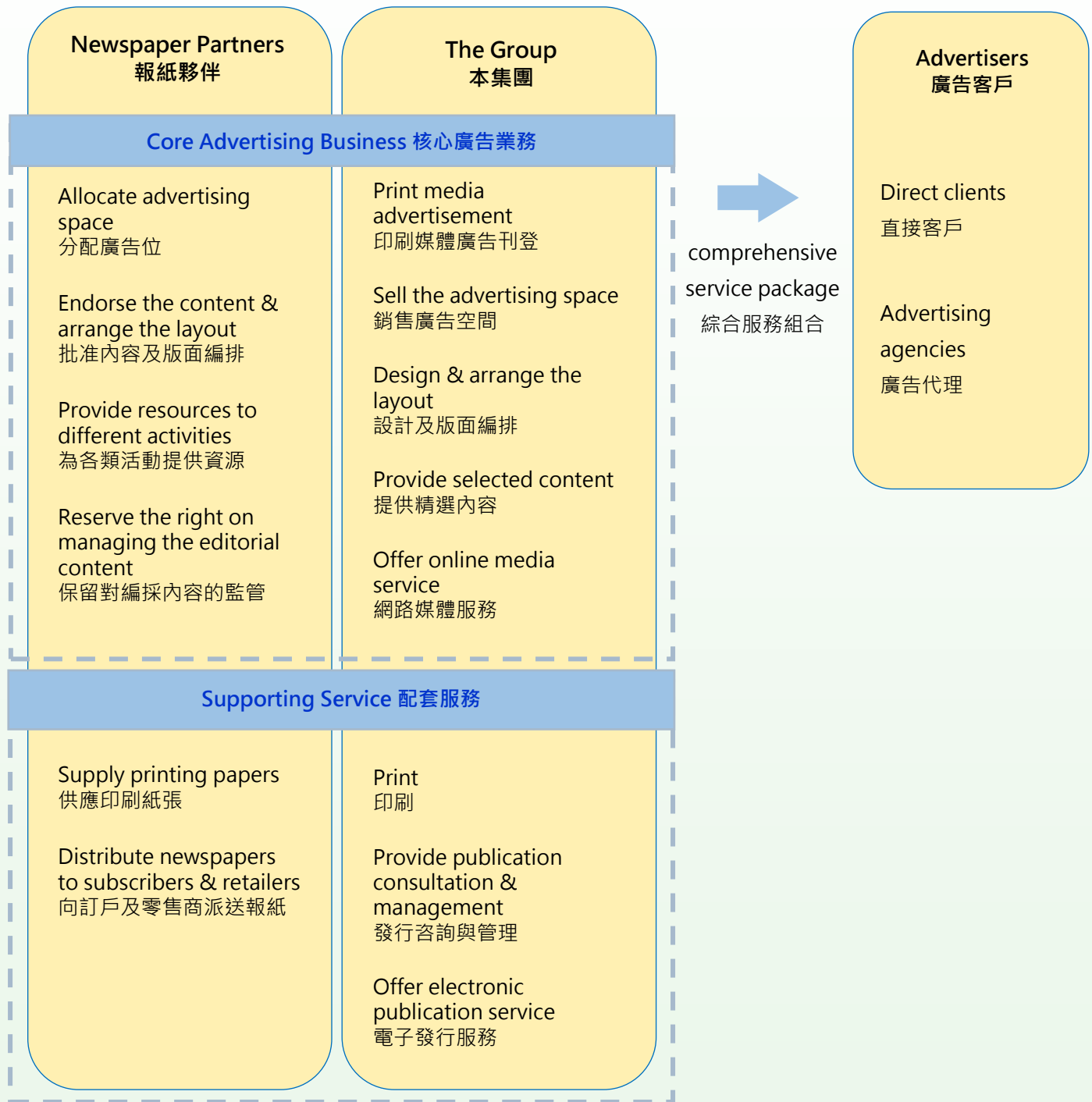
本集團為全面合作關係的報紙夥伴提供若干配套服務包括發行管理、印刷及出版刊物的電子發行，為廣告客戶提供最大的市場推廣價值。同時，旨在加深與報紙夥伴的合作關係，協助提升其刊物的質量，增加其對讀者的吸引力，以協助本集團提升向廣告客戶銷售本集團的綜合印刷媒體服務所產生的收入。



Snapshots of the Group's printing factories.
圖為集團的印刷廠房。

Traditional operational framework :

常規管理流程概述如下：



5.2.2 Product Service and Liability - Film and TV Entertainment Segment

During the period, the Group has explored new income stream by actively identifying opportunities in cultural, media and other businesses in the current boom of the film industry in China. At the end of year 2015, the Group is honored to invite Mr. Siuming Tsui (“Mr. Tsui”) to join the team as Chief Executive Officer and Executive Director. With the extensive management experience, broad network and great insight of Mr. Tsui and his professional team in the mainland and Hong Kong film and TV industries, the Group will be ready to step ahead into the world of film and TV entertainment.

Traditional operation framework:



產品服務及責任 - 影視娛樂業務

本集團在期內積極探索文化、媒體及其他業務之機會，以開拓收入來源。承內地電視及電影媒體的蓬勃發展，本集團於2015年底邀請在內地及香港影視行業均具豐富經驗、人脈及識見的徐小明先生加盟本集團擔任行政總裁兼執行董事，憑藉其專業團隊的豐富管理經驗、人脈及眼光，為本集團開展影視娛樂業務。

常規審批管理流程概述如下：

5.2.3 Anti-corruption

The Group strictly observes relevant legal and ethical requirements. Its staff handbook contains a number of provisions regarding work conduct and discipline, which are consistently implemented in daily operations and employee management, in order to protect and maintain the interests of the Group and its stakeholders.

During the reporting period, there was neither violation of relevant standards, rules and regulations nor litigation of corruption cases involving the Group or its employees.

防止貪污

本集團嚴格遵守相關法律規範和道德準則。在員工手冊中制定多項工作守則和紀律條文，在實際營運及對僱員管理的過程中貫徹執行，以保障和維護本集團及權益人的利益。

在報告期內，本集團並未有出現相關標準、規則及法規的違規事宜，及未有牽涉本集團或其僱員關於貪污方面的訴訟個案。

5.3 Community

With a business coverage spanning across a number of cities in China, the Group is dedicated to establishing closer ties with local communities through various means as one of its corporate responsibility objectives. It takes a proactive and constructive approach in giving back to the society by encouraging its employees to participate in charitable and community services and provide more assistance to those in need.

“Explore to Learn” (“遠航助學”) is an event organized by the Exploration Team of the Executive Master of Business Administration programme of the Xiamen University in China and its goal is to help the needy students living in impoverished rural areas to have access to education and improve their living standard. Since 2014, Mr. Yu Shiquan, Chief Financial Officer and Executive Director of the Group, has been joining the “遠航助學” for three consecutive years to donate money and offer learning materials to the children living in poor mountain regions. The Group is honored to be part of the great cause in supporting, and extending love and care to, the underprivileged children.

社區

本集團的業務遍及中國多個城市，積極履行企業公民責任，致力透過多種途徑與當地社區建立更緊密的聯繫，以主動、積極的態度和行動回饋社會，並推動僱員參與各種社會公益事務，為社區作出貢獻，為有需要人士提供更多援助。

《遠航助學》項目是由中國廈門大學高級工商管理碩士遠航班全體成員共同發起，致力扶助山區貧困學生學習與生活的助學活動。自2014年起，本集團首席財務官兼執行董事余詩權先生已連續三年參與《遠航助學》組織，向貧困山區孩子捐助學習款項、學習物資等。樂善有恆，身體力行，用愛為大山中的孩子們護航！



首席財務官兼執行董事余詩權先生(後排左二)探訪山區學校。
Mr. Yu Shiquan (second from the left, back row), Chief Financial Officer and Executive Director visited the schools in poor mountain regions.

The Group also values harmonious relations between its subsidiaries and the respective communities where they are located. Through active involvement in local affairs and understanding of local needs, the Group strives to ensure social well-being is addressed.

In December 2016, Ms. Idy Li, Deputy General Manager of the Group's subsidiary in Hong Kong, donated toys to Small Group Home of Po Leung Kuk, a charitable organization in Hong Kong, on behalf of the Group to help provide kids with a merry Christmas as well as let them feel the love of their community and have a healthy development in both body and mind.

本集團各地附屬公司亦非常重視在所在社區建立和諧共融的企業和社區關係，通過積極參與社區活動，瞭解社區需求，並以實際行動考慮社區利益。

於2016年12月，本集團香港附屬公司副總經理李雪卿女士代表本集團向香港慈善團體 - 保良局兒童之家捐贈了一批聖誕玩具，透過捐贈行動向兒童送上祝福，讓兒童感受社會的關懷，幫助兒童身心各方面有健康之發展。

副總經理李雪卿女士(左二)及公司代表與保良局兒童之家代表合照。
Photo of the Ms. Idy Li, Deputy General Manager (second from the left) and Company's representatives with the representative of Small Group Home of Po Leung Kuk.





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