



CHOW TAI FOOK JEWELLERY GROUP

周大福珠寶集團

90

Stock Code 股份代號: 1929

傳·創·共享

HERITAGE
INNOVATION
SHARING

Sustainability Report 2019
可持續發展報告 2019



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About the Report Cover

關於本報告封面設計

The design concept of this Report's cover is based on the 58th of the 64 hexagrams in the Book of Changes (Zhouyi), which demonstrates the theme of the Report "Heritage • Innovation • Sharing". Hexagram 58 signifies joy and unity, which matches perfectly the theme "Heritage • Innovation • Sharing" of the 90th Anniversary of the Group's iconic brand "CHOW TAI FOOK".

The outward arrows of the first line signify the spread of the spirit of craftsmanship of our brand. The second line uses light bulbs to represent innovation, and our Group's continuous efforts to lead the industry with our iconic brand. The third line represents "Sharing", which reflects our close connection with our employees and stakeholders in creating our shared values.

本報告設計意念源於《易經》(周易)64卦的第58卦，以展示本報告「傳•創•共享」的主題。第58卦代表愉悅和團結，與本集團紀念標誌性品牌「周大福」90周年「傳•創•共享」的主題互相呼應。

封面圖案的第一行，以向外箭咀彰顯品牌推廣的匠心精神。第二行以燈泡喻意創新，以及本集團以其經典品牌帶領同行。第三行為「共享」，反映我們與員工和持份者緊緊相繫，建立共同價值。



ABOUT THIS REPORT

關於本報告



As a continuing commitment to communicating our sustainability performance to our stakeholders, Chow Tai Fook Jewellery Group ("Chow Tai Fook" or the "Company", collectively called the "Group" with its subsidiaries) is publishing its fourth sustainability report (the "Report").

This Report covers the financial year from 1 April 2018 to 31 March 2019 ("FY2019"). We define the reporting scope¹ as our Group's core and material business units in Mainland China, Hong Kong and Macau, including offices from different operating regions, four production hubs and 3,089 points of sale ("POS").

This Report continues to reflect our adherence to the Environmental, Social and Governance Reporting Guide ("ESG Guide") as set out in Appendix 27 of the Listing Rules of the Stock Exchange of Hong Kong Limited ("HKEx"). The Content Index at the end of the Report outlines how we prepared the Report in accordance with the "comply or explain" provisions and addresses the recommended disclosures of the ESG Guide.

This Report is recommended to be read in conjunction with the **Annual Report 2019** of the Group for our business highlights, financial performance and corporate governance.

In order to facilitate our interaction with stakeholders, the Report is available online at the enhanced sustainability section of our new Group website and the website of the HKEx. This Report will only be disseminated via electronic means.

We value feedback from our stakeholders so as to ensure continuous improvement of our reporting process, and to enable us to address stakeholders' concerns. You are most welcome to share your views and comments on this Report via email at ir@chowtaifook.com.

為向持份者傳達周大福珠寶集團(「周大福」或「本公司」，連同其附屬公司統稱為「本集團」)對可持續發展表現的持續承諾，我們發佈第四份可持續發展報告(「本報告」)。

本報告期為2018年4月1日至2019年3月31日財政年度(「2019財政年度」)，其涵蓋範圍¹包括集團在中國內地、香港和澳門的核心及重要業務單位，包括各個營運地區的辦公室、4個生產基地，以及3,089個零售點。

本報告繼續反映我們遵守香港聯合交易所有限公司(「香港聯交所」)上市規則附錄27《環境、社會及管治報告指引》(《ESG指引》)。設於本報告末的內容索引，概述了我們如何就《ESG指引》「不遵守就解釋」條文，以及建議披露編制本報告。

閱讀本報告時，建議與本集團的**2019年報**一併閱讀，以了解我們的業務重點、財務表現及企業管治。

為促進我們與持份者之間的互動，我們把本報告上載於本集團全新網站之可持續發展網頁，當中羅列更充實豐富的內容，以及香港聯交所網站。本報告僅發放電子版。

我們珍視持份者的寶貴意見，以確保報告過程得以持續改善，並回應持份者所關注的事宜。歡迎閣下就本報告提供意見，並電郵至ir@chowtaifook.com。

¹ This report does not include the information of offices and 45 POS in other markets including Taiwan, Cambodia, Japan, Korea, Malaysia, Singapore, the United States and Vietnam

本報告不包括台灣、柬埔寨、日本、韓國、馬來西亞、新加坡、美國及越南等其他市場的辦公室和其45個零售點資訊

CHAIRMAN'S MESSAGE

主席的話



Celebrating Our 90th Anniversary 90周年誌慶

2019 is a year of celebration for the Group's iconic brand "CHOW TAI FOOK" as we are marking our 90th Anniversary. We are immensely proud of the brand's tremendous heritage having already enjoyed nine successful decades. The Group continues to uphold our core values, "Sincerity • Eternity", towards our customers, employees, business partners, shareholders and every member in the society, and to achieve our vision, "To become the most trusted jewellery group in the world", we have ingrained sustainability into our business operations. At our 90th Anniversary, we are further broadening our sustainability efforts in celebration of "Heritage • Innovation • Sharing".

We treasure "Heritage" as reflected in the succession of our rich corporate culture, and the conservation of our cultural heritage and craftsmanship. We embrace "Innovation" with the implementation of our agile business model, using advanced technology to achieve product traceability and integrity, and deliver excellence in customer experience. We continue to value "Sharing", exemplified by our initiatives in nurturing talent in the jewellery industry, facilitating mutual cooperation amongst our employees, collaborating with business partners, and caring for the community through our "Do Good" activities.

2019年為集團標誌性品牌「周大福」成立90周年，是值得歡騰慶賀的一年。本集團為能夠傳承品牌90年的成功經驗，感到無比自豪。本集團繼續為顧客、員工、業務夥伴、股東及社會上的各界人士，堅守「真誠 • 永恒」的核心價值，並為實現「成為全球最值得信賴的珠寶集團」的願景，把可持續發展融入於業務營運中。我們更藉著90周年，進一步拓展可持續發展方面的工作，以慶祝「傳 • 創 • 共享」。

我們對文化「傳承」的珍視，活現於我們悠久的企業文化及對文化工藝傳承的努力。我們擁抱「創新」，實施靈活的業務模式、利用先進科技追溯真品來源，並為顧客提供卓越體驗。我們非常重視「共享」，從我們培養珠寶行業人才、促進員工同心協力、推動業務夥伴合作，以及組織「Do Good」社區關懷等活動，體現出我們樂於「共享」。

Driving Our Sustainability Strategy for Responsible Growth 為責任增長推動可持續發展策略

We recognise that our responsibility for the growth of our business should take into account the essentials of creating a more sustainable future for the planet. During FY2019, at our supply chain, we ensured our materials continue to be sourced in an ethical manner by increasing our efforts in traceable products such as extending the value of T MARK by adopting blockchain technology in collaboration with Gemological Institute of America ("GIA"). We implemented successful initiatives at Chow Tai Fook Jewellery Creative Centre in Shunde, Mainland China and Loupe at PMQ in Hong Kong to foster the preservation of traditional craftsmanship, and to promote innovation and technology in the industry. We have also strengthened our efforts in reducing our environmental footprint at our production hubs and POS.

We recognise that sustainability is essential to creating shared values with our stakeholders, and so we have further integrated our various initiatives in economic, environmental and social domains into our Sustainability Strategy to better align with our vision and commitment to sustainable development. Based on this Sustainability Strategy, we will be setting out our 10-year goals under four major priority areas, namely Responsible Sourcing; Craftsmanship, Innovation & Technology; Resource Efficiency & Carbon Reduction; and People Focused. At the Group, the essence of these priority areas is integrated into every action we take throughout our daily business operations.

我們認為，為地球創造可持續未來，業務才能得以負責任地增長。我們於2019財政年度竭盡所能，確保供應鏈的物料繼續以符合道德的方式採購，如與美國寶石研究院(GIA)合作，利用區塊鏈技術提升T MARK鑽石的價值。我們於中國內地順德的周大福珠寶創意中心及香港元創方的Loupe，成功舉辦各項活動，以推動傳統工藝傳承，以及在業界推廣創新與科技。我們亦在生產基地及零售點加強環保措施，致力減低環境足跡。

我們明白，與持份者創造共同價值，是可持續發展的重要一環。有見及此，我們進一步把經濟、環境及社會方面的各大計劃，整合至本集團的「可持續發展策略」中，使我們的願景和承諾，能與可持續發展並肩而行。在這可持續發展策略中，我們以四大重點範圍來訂定未來10年目標，包括責任採購、傳承創新、資源效益及減碳，以及以人為本。這些重點範圍的精髓，已融入於本集團日常業務營運的每個細節。

Preparing for Our Future Challenges 迎接未來挑戰

As a responsible global citizen, we recognise that we are operating in a world full of new challenges. It is therefore essential for us to strengthen our initiatives under these four areas, and stay on top of trends pertaining to the jewellery industry. By committing to Responsible Sourcing, we will continue to strive for ever higher ethical standards for the industry. Under Craftsmanship, Innovation & Technology, we will continue to foster the preservation of craftsmanship and to promote innovative spirits. We will strive for a sustainable operation under Resource Efficiency & Carbon Reduction to protect our planet, and, under People Focused, we will endeavour to cultivate a decent people-centric workplace, and uphold our "Do Good" and "Sharing" spirit in nurturing wellbeing in our community.

作為負責任的世界公民，我們深明，本集團在充滿新挑戰的世界中經營。因此，我們必須加強四大範圍的計劃，並且掌握珠寶行業的相關趨勢。透過承諾責任採購，我們將繼續為行業追求更高的道德標準。在傳承創新方面，我們將繼續促進工藝傳承，並鼓勵創新精神。我們銳意在資源效益及減碳方面，實現可持續營運，以保護我們的地球。至於在以人為本方面，我們致力締造人性化的優質工作環境，並宣揚「Do Good」及「共享」精神，為社區謀求福祉。

Our Sustainability Journey Ahead 為可持續發展繼往開來

I would like to express gratitude to all of our employees and stakeholders who have worked hand in hand with us and provided valuable feedback to us throughout our sustainability journey.

We will continue to navigate our sustainability journey with sound governance and a refined sustainability strategy. We will strive towards a more sustainable business and enhance stakeholders' value in the near and long term.

在此，我要感謝所有與我們攜手合作的所有員工和持份者，在我們整個可持續發展歷程中，提供寶貴意見。

我們將繼往開來，以穩健的企業管治及完善的可持續發展策略，為我們的可持續發展之旅導航。我們矢志不移地促進更可持續業務，提升持份者的短期以至長遠的價值。

Dr Cheng Kar-Shun, Henry 鄭家純博士

Chairman 主席

Hong Kong, 6 June 2019

香港，2019年6月6日



》 FY2019 Highlights

2019財政年度摘要



HK\$ **6,972** million
百萬港元

Core operating profit
主要經營溢利

HK\$ **0.46** 港元

Earnings per share
每股盈利

HK\$ **66,661** million
百萬港元

Revenue
營業額

HK\$ **0.65** 港元

Dividend per share for the year¹
每股全年股息¹

HK\$ **0.30** 港元

Including special dividend per share
包括每股特別股息

As at 31 March 2019
於2019年3月31日



2,988

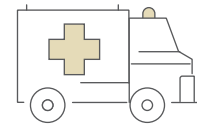
Mainland China 中國內地

101

Hong Kong and Macau 香港及澳門

45

Other markets 其他市場



-22% YoY change
同比變化

Injury rate
受傷率

3,134

Number of POS
零售點



-10% YoY change
同比變化

GHG intensity
溫室氣體密度



-8% YoY change
同比變化

Energy intensity
能源密度



11,900,000

Pieces of paper saved with e-invoicing
使用電子收據所節省的紙張



HK\$ **9.9** million
百萬港元

Total amount of donations
捐款總金額



27,400

Total volunteer hours
義工服務總時數



1,571,500

Total training hours
培訓總時數

¹ Being a total of full year dividend of HK\$0.35 per share and special dividend of HK\$0.30 per share. The proposed final and special dividends of HK\$0.50 per share are subject to the approval of shareholders at the forthcoming annual general meeting

包括每股全年股息0.35港元和每股特別股息0.30港元。建議每股末期及特別股息共0.50港元須待股東在本公司應屆股東週年大會上批准

》》 About Chow Tai Fook Jewellery Group

關於周大福珠寶集團

Chow Tai Fook Jewellery Group Limited (the "Group"; SEHK stock code: 1929) listed on the Main Board of The Stock Exchange of Hong Kong in December 2011. The Group's vision is to become the most trusted jewellery group in the world.

Founded in 1929, the Group's iconic brand "CHOW TAI FOOK" is widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. A long-standing commitment to innovation and craftsmanship has contributed to the Group's success, along with that of its iconic retail brand, and has been embodied in its rich 90 year heritage. Underpinning this success are our long held core values of "Sincerity • Eternity".

The Group's multi-brand strategy comprises the ARTRIUM, JEWELRIA and CTF WATCH brands that are endorsed by the CHOW TAI FOOK master brand, in addition to other brands including HEARTS ON FIRE, T MARK, SOINLOVE and MONOLOGUE.

The Group's commitment to sustainable growth is anchored in its "Smart+" strategy, which is in place to promote long term innovation in the business, in people and in culture. Another asset underpinning sustainable growth is a sophisticated and agile business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners across the world.

With an extensive retail network in Greater China, Japan, Korea, Southeast Asia and the United States, and a fast-growing e-commerce business, the Group is implementing effective online-to-offline ("O2O") strategies to succeed in today's omni-channel retail environment.

周大福珠寶集團有限公司(「集團」；香港聯交所股份代號：1929)於2011年12月在香港聯合交易所主板上市，以成為全球最值得信賴的珠寶集團為願景。

集團標誌性品牌「周大福」創立於1929年，被廣獲認同為信譽及正貨的象徵，並以產品設計、品質與價值聞名。集團及其標誌性品牌的成功，從過去90年的悠久歷史，體現出對創新和工藝的持久堅持，以及恒久抱持的核心價值「真誠•永恒」。

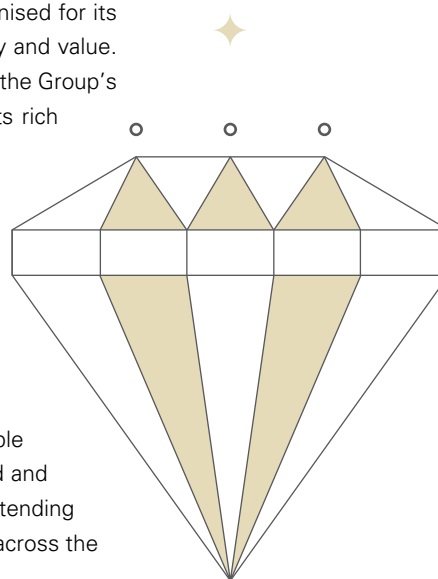
周大福主品牌與周大福藝堂、周大福薈館和周大福鐘錶等關聯品牌，以及HEARTS ON FIRE、T MARK、SOINLOVE與MONOLOGUE等其他品牌組成集團多品牌發展策略。

集團對可持續增長的承諾以「Smart+」策略為基礎，致力於業務、員工和文化推動長遠的創新發展。發展成熟的靈活業務模式為支撐集團可持續增長的另一優勢，在整個價值鏈中支持集團追求卓越，以及延伸商機至不同社區和全球的行業合作夥伴。

集團擁有龐大的零售網絡，遍及大中華、日本、韓國、東南亞與美國，並經營發展迅速的電子商務業務，能有效地執行線上線下策略，在現今的全渠道零售環境下成功突圍而出。

Core values
核心價值

Sincerity • Eternity
真誠 • 永恒

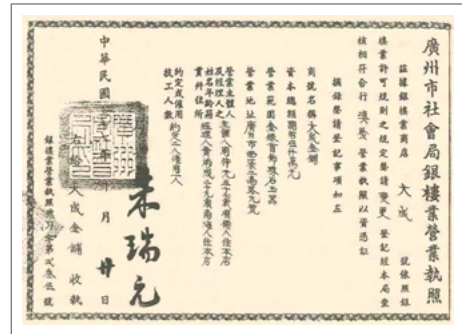


Vision
願景

To become
the most trusted
jewellery group
in the world
成為全球
最值得信賴的
珠寶集團



》 Milestones of the Group 集團里程碑



Established in Guangzhou, Mainland China

於中國內地廣州創立



Listed on the Main Board of the Stock Exchange of Hong Kong and opened Chow Tai Fook eShop

在香港聯合交易所主板上市，同年成立周大福網絡旗艦店



Acquired the U.S. premium diamond brand HEARTS ON FIRE

收購美國高級鑽石品牌 HEARTS ON FIRE

Became a constituent stock of the Hang Seng Corporate Sustainability Benchmark Index

成為恒生可持續發展企業基準指數成分股



Unveiled "A Heritage in Bloom", the Cullinan masterpiece which is centred upon 24 D-colour internally flawless (DIF) diamonds cut from the Cullinan Heritage, an exceptionally rare 507 carat Type IIA rough diamond Chow Tai Fook spent three years cutting and polishing

發佈「庫里南遺產」珠寶傑作《裕世鑽芳華》，主石為24顆DIF內部純淨無瑕、足色全美鑽石，全部由507卡IIA級「庫里南遺產」鑽石毛坯以三年時間切割打磨出來

90

傳·創·共享

HERITAGE
INNOVATION
SHARING

Celebrating 90th Anniversary under the theme "Heritage • Innovation • Sharing" and advancing into a new milestone for centenary with our stakeholders hand-in-hand

慶祝成立90周年，以「傳·創·共享」為主題，與持份者攜手邁向百年新里程

1929

1939

Opened the first CHOW TAI FOOK JEWELLERY POS in Hong Kong

開設香港首間周大福珠寶零售點

2011

2014

2015

2019

1938

Opened the first CHOW TAI FOOK JEWELLERY POS in Macau

開設澳門首間周大福珠寶零售點



Launched 999.9 gold jewellery products in Hong Kong and Macau. The 999.9 fineness of pure gold was adopted as the industry standard by the Hong Kong government in 1984

於香港及澳門推出999.9黃金首飾，後於1984年獲香港政府定為黃金金飾成色標準

1956

1990

Introduced a "Fixed Price" policy for jewellery products to protect customers' rights with fair and reasonable pricing

推出珠寶首飾「一口價」政策，以公平合理價格保障顧客權益



2003

Established the Mainland China headquarters in Shenzhen, Mainland China

設立位於中國內地深圳中國業務營運總部



2013

Established Chow Tai Fook Jewellery Creative Centre in Shunde, Mainland China

於中國內地順德成立周大福珠寶創意中心



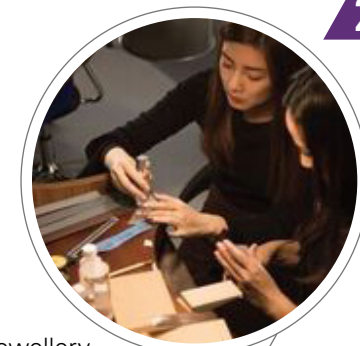
Pioneered the T MARK diamond brand with truly traceable natural diamonds

首創可追溯天然鑽石來源的 T MARK 鑽石品牌

2016

Opened a jewellery incubation space Loupe

開設珠寶培育空間Loupe



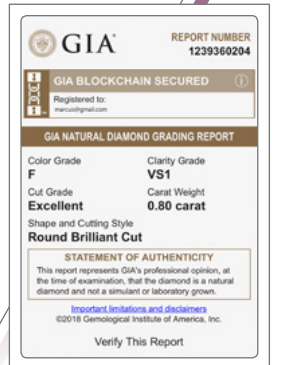
Established C+ Creative Park in Wuhan, Mainland China

於中國內地武漢成立C+創意園

2017

Collaborated with GIA to bring digital diamond grading reports to consumers via blockchain

與美國寶石研究院攜手合作，通過區塊鏈向消費者提供數碼鑽石鑒定證書



2018

CORPORATE GOVERNANCE

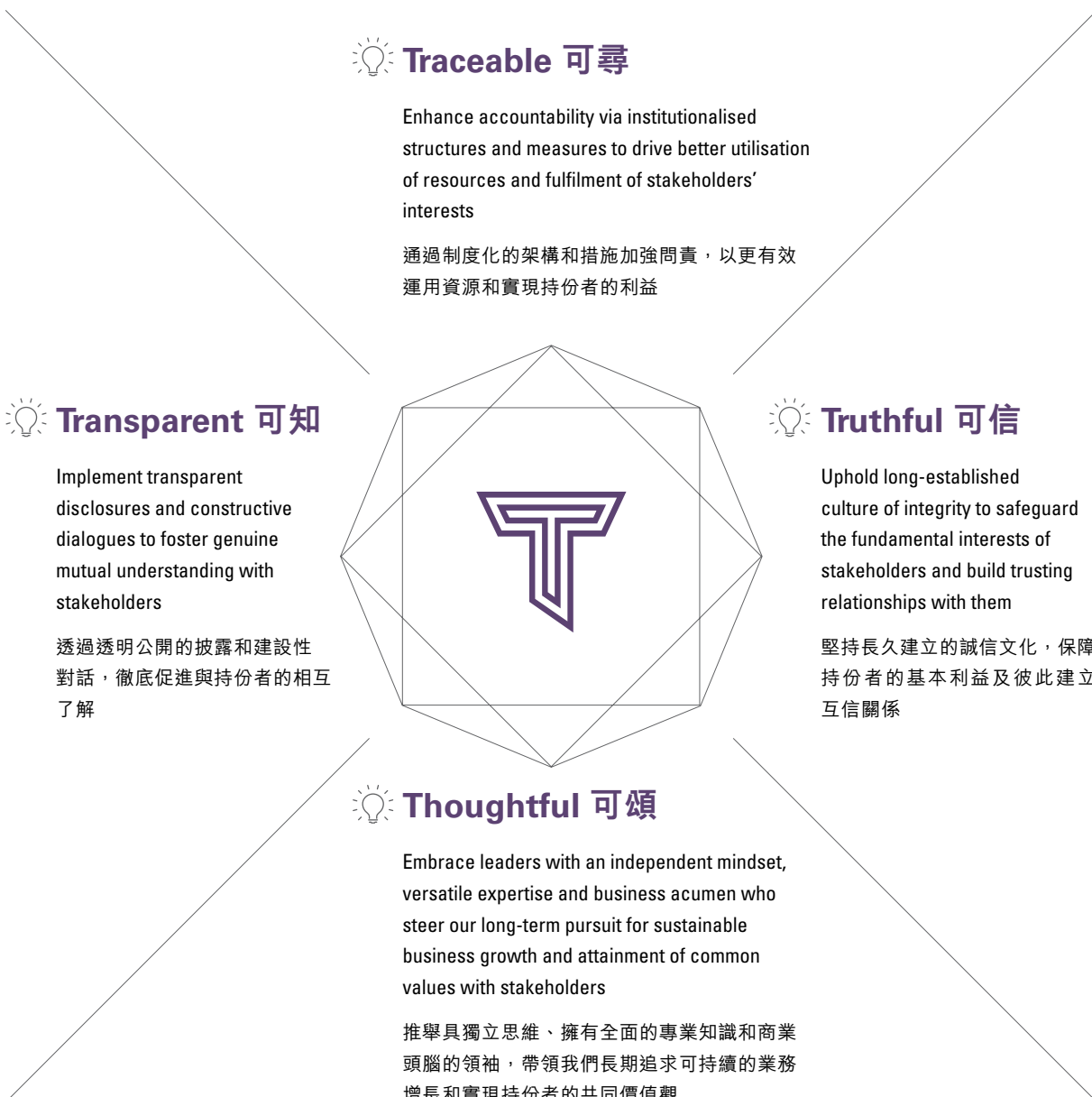
企業管治



Principles 原則

The “4Ts” concept of being Traceable, Truthful, Thoughtful and Transparent guides our corporate governance framework. We adopt these principles in managing various issues relating to our environmental, social and governance practices. With this foundation, we can better achieve our strategic objectives alongside our sustainable business journey.

我們的企業管治框架以「4Ts」概念：可尋、可信、可頌及可知作為指導方針。同一套原則同時應用在管理不同的環境、社會及管治事宜上，有助本集團更有效地達致可持續增長和發展的策略目標。



We have a systematic framework in place to manage our corporate governance, covering stakeholder relations, board governance and corporate management. Regarding stakeholder relations, we continue to align stakeholders' values and interests by engaging a wider spectrum of stakeholders in an interactive manner. To attain excellence in board governance, we strike a balance by preserving tradition and the Group's core values, while adapting to the changing business environment with innovation.

We also ensure there is diversity in the Board and continue to invest in advanced technologies and infrastructure. We have enhanced the effectiveness of corporate management by producing more timely and insightful performance analytics, which continues to improve our organisational and management structure. We are currently integrating the reporting and communication of our risk profile and mitigation plan evaluation into our risk management framework, thereby strengthening accountability at all levels of management. In addition, we have enhanced data governance by reviewing the data structure, quality and ownership in order to produce a reliable and consistent database, which facilitates the effective application of data analytics.

Thanks to our well-developed framework and continuous improvement, our ethical and responsible corporate governance approach has been well recognised. We gained Special Mention in the Hong Kong Institute of Certified Public Accountants' Best Corporate Governance Award 2018.

More details on our corporate governance framework can be found in the Corporate Governance section of our Annual Report 2019.

我們訂立了有系統的企業管治框架，涵蓋持份者關係、董事會管治及企業管理。在協調持份者關係方面，我們透過與來自社會各方的持份者互動溝通，以尋求彼此認同的價值觀及平衡各方利益。為追求卓越的企業管治，我們致力堅守傳統及集團核心價值，讓傳承與創新並駕齊驅，迎接瞬息萬變的業務環境。

我們亦確保董事局組成多元，及持續投資先進科技與基建。我們透過提供適時及透徹的業務表現分析，提高企業管理效能，從而持續改進我們的組織及管理架構。我們目前正把風險狀況及緩解計劃評估，整合至風險管理框架中，以加強各級管理層的問責制度。此外，我們已透過檢視數據結構、質素及權限，加強數據管治，以建設可靠及一致的數據庫，從而促進數據分析的有效應用。

憑藉完善的框架和持續改進，我們的道德和責任管治方法廣獲認可，並榮獲香港會計師公會最佳企業管治獎2018的評判嘉許。

有關本集團企業管治框架的詳情，請參閱2019年報的「企業管治」章節。

Scan the QR code to refer to our Corporate Governance section in Annual Report 2019

掃描二維碼參閱2019年報內「企業管治」章節



》 Sustainability Governance

可持續發展管治

The Board has overall responsibility for leading the Group's sustainable development and evaluating Environmental, Social and Governance ("ESG") related risks and opportunities. Guidance and leadership from the Board drive our sustainability strategy and management approach through the work of the Sustainability Committee ("the Committee"), which is responsible for making overarching decisions in sustainability matters and monitoring and reporting on the effectiveness of ESG-related risk management and internal control systems. The Committee meets four times a year to review the Group's sustainability performance and to discuss policies and plans for embedding sustainable practices and principles across all operations. In addition, we regularly review the composition of the Committee, and appoint new Committee members from various departments to ensure that the Committee has diverse and appropriate expertise.

Being at the forefront of the hierarchy, the Sustainability Champions ("the Champions") are responsible for facilitating cross-departmental collaboration in setting goals, formulating and implementing sustainability initiatives, and fostering the identification, evaluation, control and reporting of ESG-related risks and issues. The Champions report the progress to the Committee on a regular basis.

Our Finance and Governance Centre facilitates the communication between the Committee and the Champions, as well as assists in driving sustainability management and monitoring its performance.

董事會全權負責領導集團的可持續發展，以及評估「環境、社會及管治」(「ESG」)的相關風險和機遇。董事會透過指導及領導「可持續發展委員會」(「委員會」)，推動可持續發展策略及管理方針。該委員會負責制定可持續發展事項的整體決策、監督和匯報ESG相關風險管理及內部監控系統的效能。每年，委員會均召開四次會議，以檢討集團的可持續發展表現，並討論把可持續實踐及原則，融入於所有業務的政策及計劃中。此外，我們定期檢討委員會的組成，並任命各部門成為委員會的新成員，以確保委員會擁有多元和適當的專業知識。

可持續發展先鋒(「先鋒」)為委員會架構的最前線，負責促進跨部門合作、訂立目標、制定和實施可持續發展計劃，以及促進識別、評估、監控和匯報與ESG相關風險的議題。先鋒需定期向委員會匯報進展情況。

財務管治中心負責促進委員會與先鋒之間的溝通，以及協助推動可持續發展管理及監管其表現。



》 Sustainability Strategy

可持續發展策略

To achieve our vision, "To become the most trusted jewellery group in the world," we refined our Sustainability Strategy ("the Strategy") to prioritise sustainability as the overarching principle of our future development over the next 10 years, embracing economic, environmental and social aspects, while upholding our core values of "Sincerity • Eternity".

Under the Strategy, our sustainability efforts and practices are guided by four priority areas, namely Responsible Sourcing; Craftsmanship, Innovation & Technology; Resource Efficiency & Carbon Reduction; and People Focused.













為實現「成為全球最值得信賴的珠寶集團」的願景，我們完善了可持續發展策略（「策略」），為未來10年的可持續發展，訂立首要原則，涵蓋經濟、環境及社會範疇，並堅守「真誠•永恒」的核心價值。

在這策略下，我們的可持續發展方向及計劃，將立足於四大重點範圍，包括責任採購、傳承創新、資源效益及減碳，以及以人為本。



Our Centennial Commitment: Cherishing Heritage and Crafting Our Future Together
我們的百周年承諾 — 傳承過去，共創未來

Four Priority Areas 四大重點範圍

<p>Responsible Sourcing 責任採購</p>  <p>Driving higher social and environmental standards in our supply chain 推動最佳的供應鏈社會和環境標準</p>  	<p>Craftsmanship, Innovation & Technology 傳承創新</p>  <p>Preserving traditional craftsmanship while fostering future technology and innovation 傳承傳統工藝，孕育技術創新</p>  	<p>Resource Efficiency & Carbon Reduction 資源效益及減碳</p>  <p>Pursuing a sustainable operation pattern to protect our planet 追求可持續的營運模式保護地球資源</p>  	<p>People Focused 以人為本</p>  <p>Cultivating a decent people-centric workplace and nurturing wellbeing in our community 培養以人為本的優質工作環境並促進社區福祉</p>  
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Endorsed by the Sustainability Committee, the Strategy is built on four major steps: Stakeholder Engagement, Materiality Assessment, Sustainability Strategy, and Implementation and Improvement. As such, the Strategy enables us to manage our sustainability efforts in a more systematic and formal way. Measurable goals have also been set to enable continuous improvement, which will help us achieve our commitments by our 100th Anniversary.

The initiatives we have implemented under each priority area will be further elaborated in detail in the upcoming chapters of this Report.

該策略獲可持續發展委員會認可，並以建立於四個主要步驟上：持份者參與、重要性評估、可持續發展策略，以及執行及改善。這樣我們便能更有系統及以正規方式管理我們在可持續發展的工作。我們還制定了可衡量的目標，以實現持續改進，從而協助我們於邁向100周年之際，達成我們的承諾。

本報告隨後之章節，將進一步闡述我們在每個重點範圍下實施的計劃及活動。

》 Stakeholder Engagement

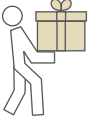

持份者參與






By engaging our stakeholders regularly through various channels, we receive valuable feedback which enables us to understand their concerns and expectations. In FY2019, we engaged with 500 stakeholders, including employees, business partners, industry associations, investors and non-governmental organisations (“NGOs”), via an online questionnaire survey, phone questionnaire survey and key representative interviews to understand their perception of our sustainability commitment and to gather insights on our material sustainability issues.

Stakeholder engagement is an ongoing and evolving process. We strive to further strengthen our stakeholder engagement efforts to gain a deeper understanding of stakeholders’ expectations on how we should address our environmental and social impact. We plan to engage our external stakeholders through more in-depth interviews and focus groups in the future.

我們透過多個渠道，定期與持份者溝通，並在收集得來的寶貴回饋中，了解他們的關注與期望。我們於2019財政年度透過網上問卷調查、電話問卷調查及部門代表訪談，接觸500名持份者，包括員工、業務夥伴、商會、投資者和非政府組織，了解他們對本集團可持續發展承諾及重要議題的見解。

持份者參與為持續改進的發展過程。我們正為完善持份者參與的工作而努力，以深入了解持份者對我們如何應對環境及社會影響的期望。我們計劃於未來，透過更深入的訪談及焦點小組，與外部持份者接觸。

Stakeholders 持份者	Key engagement methods 主要參與渠道	Key areas of interest/concern 主要利益/關注範疇
Customers 顧客 	<ul style="list-style-type: none"> • CTF Club newsletter and membership activities • Social media • Customer hotlines and enquiry mailbox • 周大福會員通訊及會員活動 • 社交媒體 • 顧客熱綫及查詢郵箱 	<ul style="list-style-type: none"> • Quality control on products • Quality customer service • Customer privacy • Ethically responsible sourcing • 產品品質監控 • 優質顧客服務 • 顧客私隱 • 道德責任採購
Employees 員工 	<ul style="list-style-type: none"> • Sustainability focus group and surveys • Staff satisfaction survey • Staff grievance mailbox • “Listen to Your Hearts” engagement programme • 可持續發展焦點小組及問卷調查 • 員工滿意度調查 • 員工申訴郵箱 • 「聆聽心聲」計劃 	<ul style="list-style-type: none"> • Employee remuneration, benefits and well-being • Training and career development • Ethical business practices • Craftsmanship preservation and innovation • Occupational health and safety • 員工薪酬、福利及身心健康 • 培訓及職業發展 • 營商操守 • 工藝傳承及創新 • 職業健康及安全

Stakeholders 持份者	Key engagement methods 主要參與渠道	Key areas of interest/concern 主要利益/關注範疇
Business partners 業務夥伴 	<ul style="list-style-type: none"> • Sustainability interviews and surveys • “Listen to Your Hearts” engagement programme • Business meetings • Group website • 可持續發展訪談及問卷調查 • 「聆聽心聲」計劃 • 業務會議 • 集團網站 	<ul style="list-style-type: none"> • Ethical business practices • Quality control on products • Data protection • 營商操守 • 產品品質監控 • 數據安全保障
Industry associations 商會 	<ul style="list-style-type: none"> • Sustainability interviews and surveys • Industry association activities and conferences • Group website • 可持續發展訪談及問卷調查 • 商會活動及研討會 • 集團網站 	<ul style="list-style-type: none"> • Corporate values and ethical business practices • Customer care • Resource efficiency and carbon reduction • 企業價值及營商操守 • 顧客服務 • 資源效益及減碳
Investors 投資者 	<ul style="list-style-type: none"> • Sustainability interviews and surveys • Investor meetings and luncheons • Non-deal roadshows • Group website • Company announcements and circulars • Investor relations e-mailbox • 可持續發展訪談及問卷調查 • 投資者會議及午餐會 • 非交易路演 • 集團網站 • 公司公告及通函 • 投資者關係電子郵箱 	<ul style="list-style-type: none"> • Business development, strategies and prospects • Return on investment • Branding and reputation • Corporate governance • Ethical business practices • Talent attraction and retention • Resource efficiency • 業務發展、策略及前景 • 投資回報 • 品牌及聲譽 • 企業管治 • 營商操守 • 吸引及挽留人才 • 資源效益
Media 傳媒 	<ul style="list-style-type: none"> • Media interviews • Press conferences • Company announcements and circulars • Press releases • Group website • Media e-mailbox • 傳媒採訪 • 新聞發佈會 • 公司公告及通函 • 新聞稿 • 集團網站 • 傳媒電子郵箱 	<ul style="list-style-type: none"> • Business development, strategies and prospects • Branding and reputation • Corporate governance • Ethical business practices • Community care • 業務發展、策略及前景 • 品牌及聲譽 • 企業管治 • 營商操守 • 社區關懷
NGOs 非政府組織 	<ul style="list-style-type: none"> • Sustainability interviews and surveys • Community and NGO activities • 可持續發展訪談及問卷調查 • 社區和非政府組織活動 	<ul style="list-style-type: none"> • Corporate values and ethical business practices • Employee well-being and diversity • Carbon reduction • Community care • 企業價值及營商操守 • 員工身心健康及多元化 • 減少碳排放 • 社區關懷

Materiality Assessment

重要性評估

A materiality assessment was conducted to determine the sustainability issues that are most material to us, which will guide the refinement of our Sustainability Strategy and enable us to focus on implementing relevant initiatives. Through our surveys and the topics considered by senior management at the Group, examples of the top material issues are outlined below:

我們透過重要性評估，審視對本集團最重要的可持續發展議題，從而引導我們完善集團的可持續發展策略，並制定及展開相關措施及活動。我們透過問卷調查，以及集團高級管理層審視，釐定出各大重要議題，呈列如下：



》 Ethical Business Practices

營商操守

We have a number of policies in place to guide us in operating in an ethical manner and prohibit any misconduct. All employees are expected to adhere to the best practices we uphold.

Our Code of Conduct sets out the basic standards of conduct which we expect all employees to follow. It also encompasses the Group's policies on anti-corruption, the acceptance of advantage and the handling of conflicts of interest when dealing with our business, and requires our employees to comply with all laws and regulations in all jurisdictions where we operate.

Risk of money laundering or other financial offenses and fraudulent behaviour are guarded against by our Anti-Money Laundering Policy and Anti-Fraud Policy, respectively. Our whistleblowing system is in place to enable employees to report malpractices and other misconduct within the Group. We handle all information confidentially and protect whistle blowers from retaliation.

Our Purchasing Policy safeguards the supply chain process against misconduct and corruption by setting out clear procedures and requirements for our procurement, tendering, assessment and selection processes for suppliers.

Under our Company Policy, we have formulated a set of comprehensive Best Practice Principles ("BPP") based on industry standards. The BPP encompasses a wide array of policies in aspects such as business ethics, natural diamonds disclosure, human rights, environmental protection, social responsibility and product security.

我們制定了一系列政策，以規範我們的營商道德操守，以及禁止一切不當行為。所有員工均需持守集團的營商操守。

我們的《紀律守則》列明所有員工應遵守的基本行為準則，包括處理集團業務時涉及反貪污、收受利益與處理利益衝突的政策，並要求員工遵守我們經營所在司法轄區的所有法律及規例。

我們的《反洗黑錢政策》及《反舞弊政策》，用以減低洗黑錢或其他金融罪行及舞弊行為的風險。我們的舉報機制完善，使員工能夠舉報集團內舞弊及其他不當行為。我們會保密處理一切資料，並保護舉報人免遭報復。

我們的《採購政策》，為供應商訂立清晰明確的採購、招標、評估及甄選程序及要求，以防範不當行為及貪污，影響供應鏈運作流程。

在本公司的政策下，我們已根據行業標準，制定出全面的《最佳執業守則》。此原則涵蓋營商操守、天然鑽石披露、人權、環境保護、社會責任及產品安全等方面的各項政策。

We also adhere to international industry codes of practice, including the Kimberley Process Certification Scheme, the “Best Practice Principles” of De Beers Group, the “Code of Practices” of the Responsible Jewellery Council (“RJC”) and other local industry codes, such as the “Code of Practice for the Jewellery Retail Sector” of the Hong Kong Consumer Council. We have been a member¹ of RJC since 2010.

We are mindful about our business prospects in view of our ever-changing business environment, and increasingly stringent environmental, social and ethical operating standards. Our “Smart+ 2020” strategic framework is a strong driver for us to continue to strengthen the integration of sustainability practices with innovative approaches along our value chain, including product design, manufacturing process, daily business operation and customer service.

我們亦遵守國際行業守則，包括金伯利流程認證計劃、De Beers《最佳執業守則》、責任珠寶業委員會的《從業準則》，以及其他本地行業守則，例如香港消費者委員會的《珠寶零售業營商實務守則》。自2010年，我們一直為責任珠寶業委員會的成員¹。

營商環境瞬息萬變，環境、社會及道德操守標準日趨嚴謹，令我們的業務前景增添變數。「Smart+ 2020」策略框架，是我們繼續促進業務的動力，在價值鏈中加強整合可持續發展及創新方案，包括產品設計、製造流程、日常業務營運及顧客服務。



¹ Our subsidiary CTF Diamond Trading Company Limited has been a Diamond trader and/or cutter and polisher RJC member since 2010

我們的附屬公司大福鑽石貿易有限公司，自2010年，一直是責任珠寶業委員會鑽石貿易及/或打磨商，及拋光商成員

Mitigating ESG Risk: Anti-Money Laundering (“AML”)

緩減ESG風險：反洗黑錢

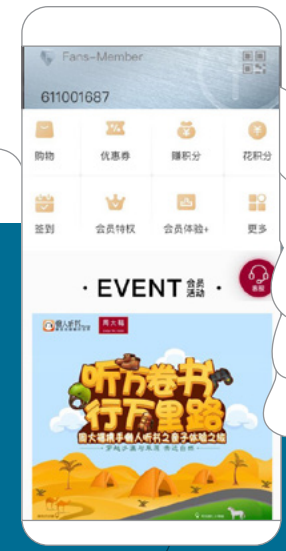
Our products consist of precious metals and stones, particularly gold and diamonds, which are susceptible to money laundering due to their high intrinsic value, low weight and ease of carrying. We are continuously strengthening our measures to address such risks. We have teamed up with external consultants to identify potential AML exposure and control weaknesses through management interviews and data analysis. We are in the process of reviewing our comprehensive AML governance framework to enhance our existing internal policies, procedures and controls. In addition, we are planning to upgrade our current general AML training to maintain and improve employees’ awareness on AML matters.

我們的產品包括貴金屬及寶石，尤其是黃金及鑽石因其價值高、輕巧及易於攜帶，容易被利用於洗黑錢活動。因此，我們不斷加強相應措施，以控制風險。我們亦與外部顧問合作，通過管理層訪談及數據分析，辨識集團的潛在洗黑錢風險及監控其弱點。我們正全面審視集團的反洗黑錢管治架構，以加強現有的內部政策、程序及監控。此外，我們正計劃加強目前一般反洗黑錢培訓，以維持和提高員工對反洗黑錢問題的關注。

LASTING RELATIONSHIPS WITH CUSTOMERS

恒久的顧客關係





Online-to-Offline Smart Experience

線上線下的智能體驗

As technology advances in an evolving retail landscape, we have diligently reviewed and strengthened our omni-channel strategy in order to deliver a seamless and unique customer experience. During the year, we enhanced our customer relationship management so that customers can engage with us on their mobile devices via our CHOW TAI FOOK Membership Centre mini programme on WeChat. The new features empower customers in Mainland China to use bonus points they earn through purchases to be redeemed in their next purchase. This elevates the revolving interactions between online and offline sales channels, and fosters repeat purchases among our increasingly tech-savvy customers.

We actively adopt innovative technology to improve service quality. At our stores, we enhance the customer experience with our innovative Smart Tray. The Smart Tray is backed by radio-frequency identification ("RFID") technology, which enables various sales assistant functions such as product features display, price calculation, exchange rate conversion and stock check when a jewellery item is placed on the Tray. It thereby provides customers with clear and instant product and pricing information. The Smart Tray also streamlines our sales process, which enables our frontline staff to focus on customer service.

我們因應零售環境不斷演變，科技發展日新月異，不斷審視及加強集團的全渠道策略，為顧客提供無縫及獨特體驗。年內，我們透過周大福會員中心的微信小程序，讓顧客在其手機上管理會員帳號，加強了我們的顧客關係管理。該应用程序的新功能，讓中國內地的顧客能於下次購物時使用自己的購物獎賞積分兌換禮遇，從而提升線上線下銷售渠道之間的循環互動，並鼓勵了我們精通科技的顧客再次惠顧。

我們積極採用創新技術來提高服務質素。我們於分店使用創新的智能奉客盤 (Smart Tray)，以提升顧客體驗。智能奉客盤透過無線射頻識別 (RFID) 技術，支援各項銷售功能。只需把珠寶放置於智能奉客盤上，就可以顯示產品特色、計算價格、匯率兌換及檢查庫存，即時為顧客提供清晰的產品及定價資訊。讓前線銷售人員可專心服務顧客。

》 Beyond Customer Caring 體貼入微的顧客服務

Over the past 90 years we have built a lasting relationship with our customers through our sincere customer service, excellent product quality and integrity. Our iconic brand, CHOW TAI FOOK, has become well known for our unique product design, quality and value. In view of a rapidly changing business environment and evolving customer expectations, we have formulated the "Smart+ 2020" strategic framework to maintain our competitive edge. We endeavour to promote innovation in our business, people and culture, and while elevation of customer experience is at the heart of our "Smart+ 2020" strategic framework with product diversification and innovation being our other main areas of focus.

Since our business success and survival is dependent on our customers, we endeavour to provide customers with high quality products, and to offer exceptional customer services to care for their needs, which we believe will help us to build even stronger rapport and lasting relationships.

過去90年，我們一直透過真誠的顧客服務、優質的產品及殷實可靠的商譽，與顧客建立恒久的關係。我們的經典品牌周大福，以獨特的產品設計、品質及價值而聞名。為應對瞬息萬變的營商環境及與日俱增的顧客期望，我們制定了「Smart+ 2020」策略框架，以保持我們的競爭優勢。我們致力促進業務、員工及文化創新，並以提升顧客體驗為「Smart+ 2020」策略框架的核心。產品多元化及創新則是我們另一個主要關注範疇。

顧客是我們業務成功及長存的基石，因此，我們致力為顧客提供優質產品，並提供卓越的顧客服務，使他們感到賓至如歸。我們相信，這樣能有助我們與顧客建立恒久融洽的關係。



“Smart+ 2020” Strategic Framework 「Smart+ 2020」策略框架

Our “Smart+ 2020” strategic framework is a three-year strategic work plan supported by our dedicated Smart working teams, which are tasked with the delivery of each strategy from conception through to execution.

我們的「Smart+ 2020」策略框架是一個為期三年的策略性工作計劃，由專責Smart工作團隊推動，負責各項策略的構思以至執行。

SMART+
2020

Customer Experience 顧客體驗

Brands and Products 品牌和產品

Smart Product working teams are dedicated to rollout of a multi-brand strategy in order to target multiple customer segments and expand overall market share

Smart 產品 工作團隊專責推動多品牌策略，對準不同層面的顧客，擴大整體市場佔有率

Retail Experience 零售體驗

Smart Channel working teams are dedicated to creating unique experiences for customers across all channels and seamlessly integrated O2O customer journeys

Smart 渠道 工作團隊專責構思跨越所有渠道的獨特顧客體驗，創造無縫和綜合的線上線下顧客購物之旅

Customisation 定制

Smart Production working teams are dedicated to product customisation, which is supported by an optimised data-driven manufacturing process

Smart 生產 工作團隊專責以優化的數據生產程序，支持產品的度身定制

Culture 文化

Smart Office working teams are dedicated to enforcing culture of innovation and sustainable development

Smart 辦公室 工作團隊專責推動創新及可持續發展之文化

Insights 見解

Smart Advisor working teams are dedicated to data analytics, customer and market big data insights

Smart 顧問 工作團隊專責數據分析，以及顧客和市場的大數據見解

Innovation 創新

Embedding in our culture to spearhead our product and brand development strategy

植入我們的文化推動產品與品牌發展策略

Technology 科技

Enabling great customer experiences

提供卓越的顧客體驗

Sustainability 可持續發展

Driving our long-term economic sustainability, social and environmental impact and corporate governance

推動我們的經濟可持續發展，社會與環境的影響及企業管治

》 Excellence in Product Quality and Customer Care

優質產品與顧客服務

In addition to enhancing product traceability and responsible sourcing, product and service quality are key prerequisites for building customers' trust.

除了加強產品的可追溯性和負責任採購外，產品及服務質素是我們贏取顧客信任的關鍵先決條件。

Product Quality and Assurance

產品質素保證

We have comprehensive policies and initiatives in place to ensure our products meet the highest quality and industry standards. An Internal Testing Centre has been established in Hong Kong, which has achieved accreditation as a jadeite testing laboratory by The Hong Kong Laboratory Accreditation Scheme ("HOKLAS") of the Hong Kong Government. Our Testing Centres in Mainland China located in Shenzhen, Shunde and Wuhan have achieved accreditation of CNAS-CL01 (equivalent to ISO/IEC 17025: 2005 certification) by China National Accreditation Service for Conformity Assessment ("CNAS").

All of our production hubs have obtained the ISO9001 certificate of quality management system and we also conform to external third-party inspection standards advocated by industry associations including the Natural Diamond Quality Assurance Mark, Natural Jade Quality Mark and Quality Gold Mark.

我們制定了全面的政策及措施，以確保產品符合最高品質及行業標準。除此之外，我們亦於香港設立內部鑑證中心，並獲香港政府「香港實驗室認可計劃」頒發「硬玉質翡翠鑑證認可資格」。至於位於中國內地深圳、順德及武漢的鑑證中心，均已通過中國合格評定國家認可委員會的CNAS-CL01認證（等同ISO/IEC 17025：2005認證）。

我們的所有生產基地，均已通過ISO9001質量管理認證標準，並符合業界團體倡導的第三方檢測標準，包括天然鑽石品質保證標誌、天然翡翠標誌及優質足金標誌。



Customer Service

顧客服務

Our frontline staff serve every customer with sincerity and professionalism. Customers' queries on products and services are addressed knowledgeably by our staff who receive training on a regular basis to ensure that they are well prepared to answer enquiries. Service quality is also monitored both internally and by a third-party "mystery shopper" inspection. To build on our customer trust and loyalty, we implement comprehensive after-sales procedures and initiatives such as our Return and Exchange Policy and customer feedback to ensure that any dissatisfaction with our products or services is addressed promptly and appropriately.

我們的前線員工，均以真誠及專業態度為每位顧客服務。他們定期接受培訓，對於顧客就產品及服務的疑問，均能專業回答。我們亦會安排公司內部人員及第三方進行「神秘顧客」巡查，以監控服務質素。為建立顧客對我們的信任及忠誠，我們實施了完善的售後程序及措施，如《退貨及換貨政策》及顧客回饋，以確保顧客對產品或服務的意見，得以及時和圓滿解決。

Intellectual Property Rights

知識產權

Every product design is treated as a valuable asset to our Group as this ensures we meet our customers' expectation of original and authentic products. We safeguard our intellectual property ("IP") rights and, by regularly reviewing and updating the Policies for IP Registration and Approval Procedures, make sure that our brands, designs and technology are properly registered. As of 31 March 2019, we have registered over 1,000 IP, including trademarks, designs and patents, in Greater China.

我們視每件產品的設計為集團的寶貴資產，確保我們能滿足顧客對原創及真品的期望。我們捍衛知識產權，並通過定期檢視及更新知識產權註冊與審批程序政策，確保我們的品牌、設計和技術得以正式註冊。截至2019年3月31日，我們於大中華區註冊了超過1,000項知識產權，包括商標、外觀設計及專利。

Customer Privacy

顧客私隱

We handle customer privacy and personal information with great care. For customers' personal information we receive through our membership programme, social media platforms and our websites, we implement policies and procedures within each jurisdiction in which we operate to ensure compliance with the legal requirements governing the collection, use, accessibility, retention, correction and protection of customers' personal data. We also ensure that we send direct marketing information or materials to our customers only after obtaining their consent.

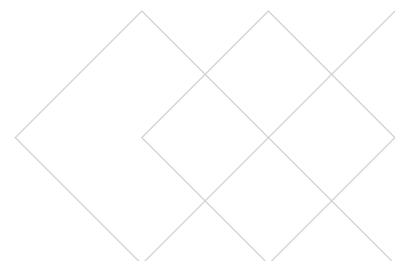
我們謹慎處理顧客私隱和個人資料。而透過會員計劃、社交媒體平台及我們的網站獲取的顧客個人資料，我們會實施相應政策及程序，以確保顧客個人資料的管理，包括收集、使用、查閱、儲存、更正及保障，符合營運所在地區的法律要求。我們亦確保僅在顧客同意後，才向他們傳送直接推廣訊息及材料。

Transparent Pricing

定價透明

We pioneered our revolutionary "Fixed Price" Policy to ensure our products are sold at fixed and clearly marked price; and our pricing strategies and policies are formulated by the Pricing Committee, which ensures our products are sold at reasonable market prices.

我們率先推行革命性的「一口價」政策，確保產品以劃一及清晰的標價出售。我們的定價策略及政策，由定價委員會制定，確保產品以合理的市場價格出售。



RESPONSIBLE SOURCING

責任採購

We drive higher social and environmental standards in our supply chain by ensuring the sources of all our materials meet optimal industry standards.

我們致力確保所有物料來源，均符合最佳行業標準，務求把供應鏈的社會及環境標準推至更高。





T MARK · Traceable Diamond, T MARK · Truthful Sources

可尋鑽石 · 可信來源

We launched a traceable diamond brand T MARK in 2016, which extended diamond authentication by pioneering our revolutionary “4Ts” concept (Traceable, Transparent, Truthful and Thoughtful). “Traceable” is reflected by the diamond’s inscription of a “T” mark and a set of very tiny serial numbers using patented nano-inscription technology, which reveal the unique information on the stone’s production journey starting with sourcing. The diamond is “Transparent”, which enables customers to access the history of each diamond, hence adding value to the diamond. The “Truthful” concept safeguards the diamond’s credibility and integrity as the unique code and “T” mark can only be seen with the 150X Chow Tai Fook Diamond Viewer. Finally, the T MARK is “Thoughtful” by ensuring the diamonds are natural, conflict-free and fully comply with the Kimberley Process Certification Scheme (“Kimberley Process”) from sourcing, production, setting to sale.

To offer additional assurance on the quality of a T MARK diamond, we have been collaborating with GIA since 2018 by using blockchain¹ technology to provide digital diamond grading reports. Through the technology, the diamond grading results recorded on the blockchain are immutable, permanent and unchangeable, ensuring the authenticity and security of the data. Customers can also instantly access the diamond grading reports on a mobile app. We will also collaborate with key insurance providers to provide customers with a value-added protection on selective T MARK diamond products in FY2020. These initiatives further earn our customers’ trust, as well as set a new standard for the industry.

我們於2016年推出可追溯歷程的鑽石品牌 T MARK，透過開創革命性的「4Ts」概念(可尋、可知、可信及可頌)，擴展了鑽石認證。鑽石上以專利納米刻字技術刻上的「T」印記及序號，象徵「可尋」，展現鑽石從採購至生產歷程的獨有故事。鑽石「可知」，喻意顧客可閱覽每顆鑽石的歷史，為鑽石增添價值。「可信」的概念，彰顯鑽石真確及完整，其「T」印記只能於周大福鑽石鑒賞儀放大150倍方能鑒賞。最後，T MARK的「可頌」，則確保鑽石天然及「不涉衝突」，並遵照金伯利流程認證計劃採購、生產，以至銷售。

為使 T MARK 鑽石的品質獲得額外保證，我們自2018年與GIA合作，利用區塊鏈¹技術提供數碼鑽石鑒定證書。透過該技術，鑽石的鑒定結果永恒不變，為區塊鏈上永久及不可更改的記錄，確保數據真確及安全。顧客亦可在手機應用程式，即時查閱數碼鑽石鑒定證書。此外，我們將於2020財政年度，與大型保險公司合作，為顧客提供特選 T MARK 產品的增值保障。這些措施，定能進一步贏得顧客的信任，並為業界樹立新標準。

¹ Blockchain is a decentralised distributed ledger that maintains a continuously growing list of records called “blocks”, that are secured from tampering and revision. Blockchain technology lends itself to protecting high-value assets with critical data, like diamonds.

區塊鏈為分散的分佈式帳本，用於保存不斷增長的記錄列表。這些記錄稱為「塊」，可以防止被篡改和修改。區塊鏈技術利用關鍵數據，保護高價值資產，如鑽石。

Kimberley Process: Stringent Mechanism to Ensure "Conflict-Free"

金伯利流程：確保「不涉衝突」的嚴格機制

We take an active role in this global collaboration by complying with the requirements of the Kimberley Process during the process of sale, purchase, transport of both rough and polished diamonds to ensure that they are "conflict-free" - meaning that no violence has been involved in our diamond production process, such as war crime, child and forced labour.

We undergo stringent implementation procedures to maintain our Kimberley Process records, including the warranties, invoices and receipts as well as proofs of Kimberley handling for all transactions involving rough and processed diamonds.

我們透過遵守金伯利流程的要求，在全球協作中擔當積極角色。不論在銷售、採購、物流的過程中，都能確保鑽石毛坯及已打磨鑽石為「不涉衝突」— 代表我們的鑽石，在生產過程中不涉及暴力，如戰爭罪行、童工及強制勞工。

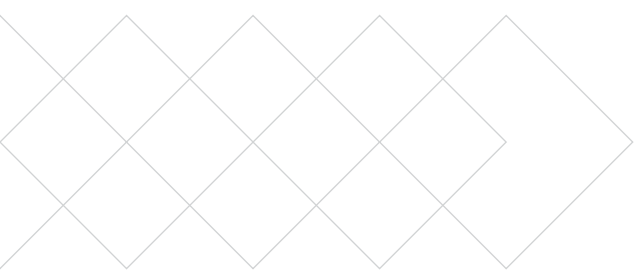
我們以嚴格的執程序來保持金伯利流程的記錄，包括保證書、發票、收據，以及一切以金伯利流程處理鑽石毛坯及加工鑽石的交易。

Tracr™: Collaborating With the Industry to Enhance Traceability

與業界合作推動追溯鑽石歷程

To further enhance our efforts in providing consumer assurance over a diamond's traceability and authenticity, we joined the Tracr™ platform's pilot programme in 2018. Tracr™ is a state-of-the-art end-to-end diamond industry blockchain traceability platform, which provides consumers with confidence that registered diamonds are natural and conflict-free. We play a leading role in extending the platform's reach into the Asian diamond sector, in particular in Greater China. We are thereby supporting Tracr™'s mission of working with the industry to build a digital ledger that spans the entire diamond pipeline, helping to ensure the platform created by the diamond industry meets the needs of all industry participants.

為進一步推動追溯鑽石歷程及真品來源，我們致力為消費者提供保障，並於2018年加入Tracr™平台的試點項目。Tracr™為最先進的端對端鑽石行業區塊鏈可追蹤平台，為消費者提供天然及不涉衝突鑽石的信心保證。在周大福的牽頭下，有助將此平台推廣至亞洲(尤其是大中華區)的鑽石市場。因此，我們支持Tracr™與業界攜手合作的使命，建立覆蓋整個鑽石產業鏈的數碼帳本系統，確保鑽石業界共建的平台，能滿足所有行業參與者的需求。



Supply Chain Management

供應鏈管理

We partner with over 8,500 suppliers around the world. To ensure that our supply chain is managed in a responsible and ethical fashion, our cross-departmental Supplier Management Committee monitors and controls our internal protocol on purchasing and supplier management. We expect our suppliers and contractors to adhere to the same level of ethical standard which our Group upholds. Our suppliers comply with the Code of Practices for Supplier Assessment, which contains detailed requirements for different aspects including labour rights, environmental standards and AML practices.

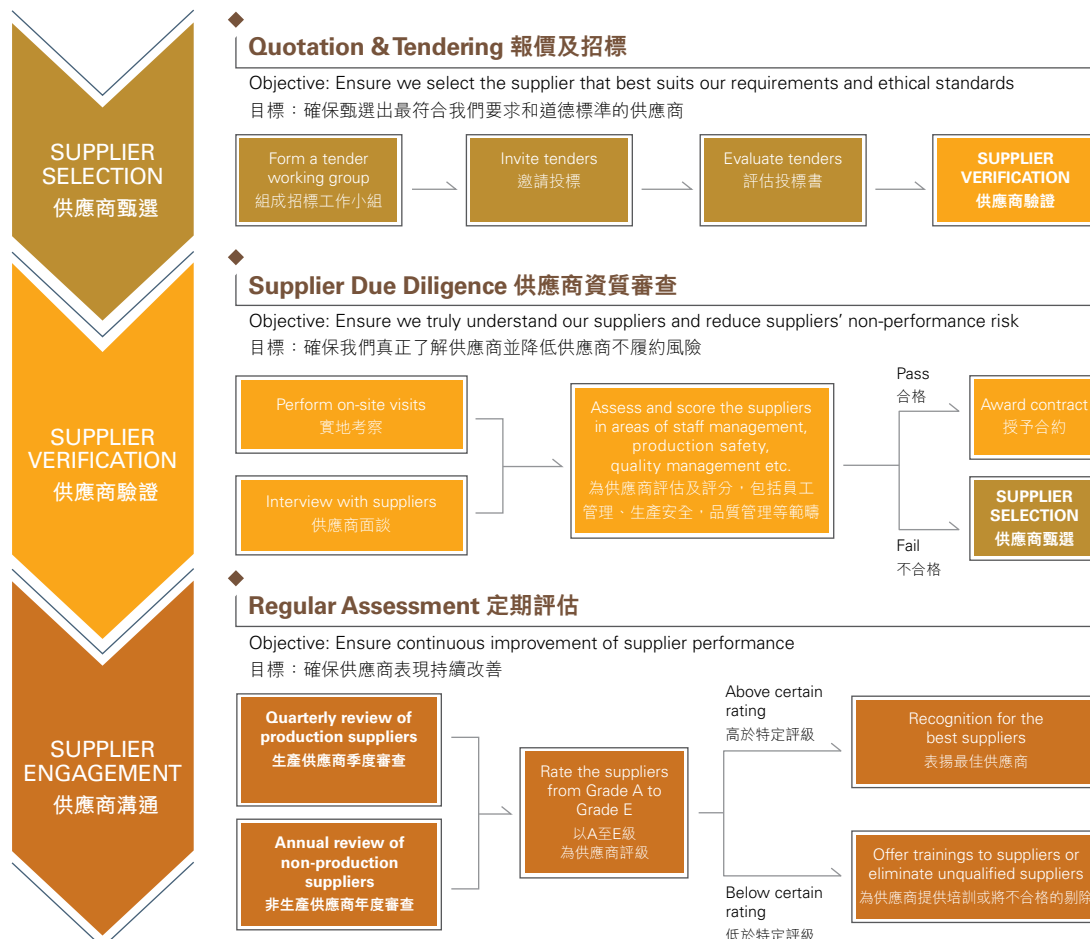
We have a thorough supplier management framework to govern our procurement process. A dedicated team, our Supplier Management Department, is responsible for facilitating all supply chain processes and ensuring the efficiency and effectiveness of the supplier management framework. The team performs regular audits on procurement departments' practices and procedures on supplier selection, supplier verification and supplier assessment to ensure effective controls have been integrated into our procurement process properly.

我們與全球超過8,500家供應商合作。為確保我們以負責任和合乎道德的方式管理供應鏈，我們的跨部門供應商管理委員會，負責監控採購及供應商管理的內部規定。我們期望供應商及承辦商能遵守與本集團同等的道德標準。我們的供應商遵守《供應商行為考核準則》，其中包括對勞工權益、環境標準及反洗黑錢措施等不同方面的詳細要求。

我們以全面的供應商管理框架來監管採購流程。供應商管理部門為本集團的專門團隊，負責促進所有供應鏈流程，並確保供應商管理框架具效率和成效。該團隊會定期就供應商甄選、驗證及溝通，審計採購部門的方針及程序，以確保有效控制措施已適當地整合於採購流程中。

Our Supplier Management Framework

供應商管理框架





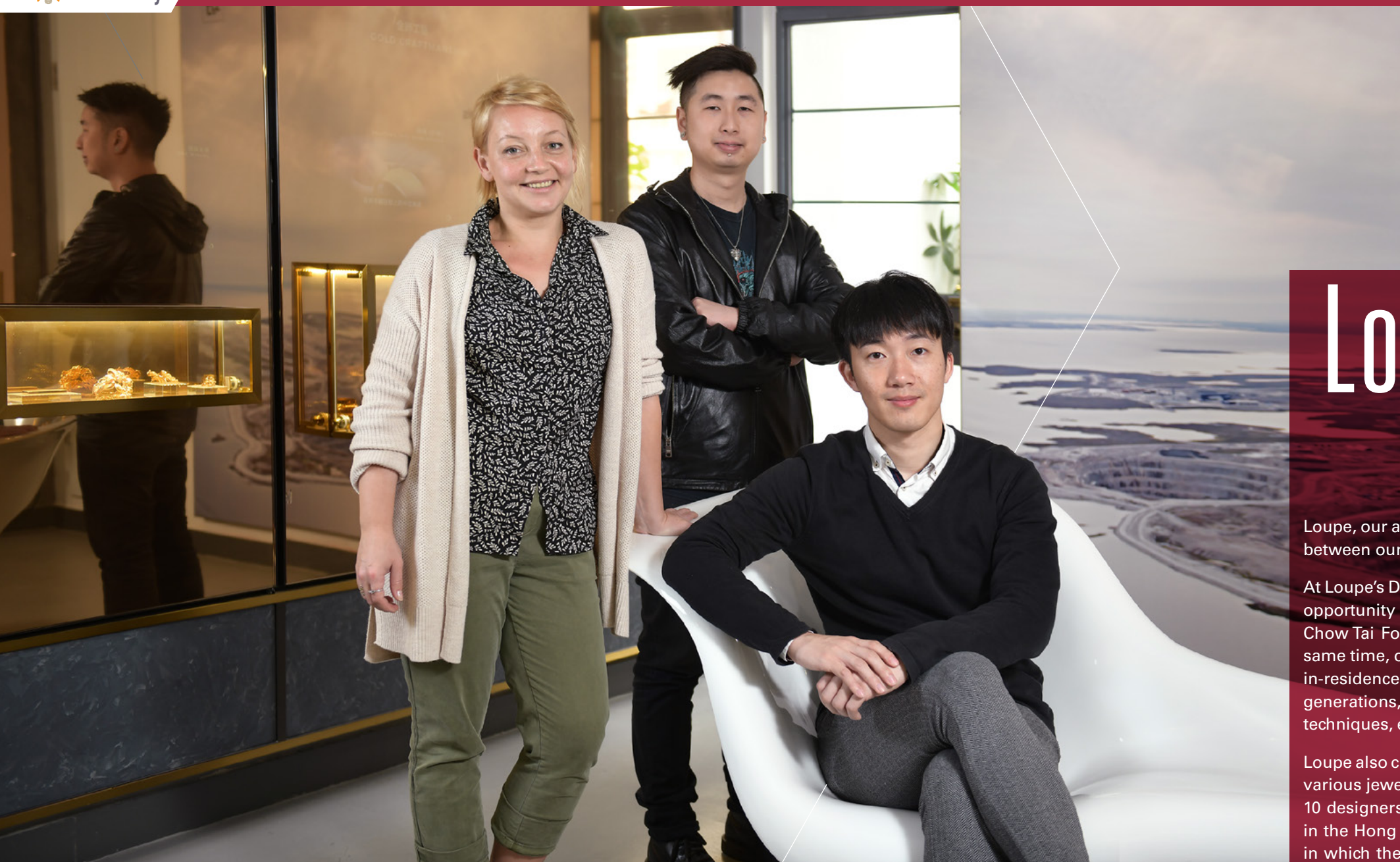
CRAFTSMANSHIP, INNOVATION & TECHNOLOGY

傳承創新

We are committed to preserving traditional craftsmanship while fostering future technology and innovation by promoting cross-generational craftsmanship, innovation, and technology in the industry to cultivate the craftsman spirit of perseverance through mass engagement initiatives and in-depth experiential programmes.

我們致力透過大型活動及體驗計劃，保存傳統工藝，同時通過促進業界中的跨代工藝、創新及技術交流，培養匠心精神。





25

Number of Loupe designers-in-residence since programme launched in 2017

自2017年計劃推出以來，Loupe駐場設計師的數目

48

Number of public seminars organised at Loupe since programme launched in 2017

自2017計劃推出以來，Loupe籌辦的公眾工作坊數目

Loupe · Inspiring Future Industry Talents

啟發未來業界人才

Loupe, our artistic incubation space in PMQ, Hong Kong, is a platform that fosters exchange between our master craftsmen and young jewellery designers.

At Loupe's Design Residency Programme, young designers-in-residence have an invaluable opportunity of working directly with our experienced masters from The Master Studio of Chow Tai Fook to bridge the gap between their creative ideas and practical skills. At the same time, our masters gain insights from the innovative perspectives of young designers-in-residence. This platform not only fosters ideas and experience exchanges across generations, but also opens intercultural interactions between traditional and contemporary techniques, eastern and western craftsmanship, as well as local and global jewellery trends.

Loupe also creates opportunities for its designers-in-residence to showcase their products at various jewellery exhibitions. One of the best examples in FY2019 was that Loupe provided 10 designers-in-residence a valuable networking and exhibition opportunity to participate in the Hong Kong Jewellery & Gem Fair, one of the largest international jewellery events, in which the designers-in-residence were able to showcase their products and meet with industry leaders.

Loupe是我們在香港元創方的藝術培育空間、促進工匠及年輕珠寶設計師之間的交流平台。

參與Loupe「設計師駐場計劃」的年輕駐場設計師，可直接與周大福大師工作室的資深大師交流。透過這寶貴的機會，他們在創意與技能實踐之間的差距便得以彌補。反之，我們的大師亦能從年輕設計師的創新觀點得到啟發。Loupe這平台不僅促進了跨世代的思想及經驗交流，還開啟了傳統與現代技術、東西方工藝，以及本地與全球珠寶業趨勢的跨文化互動。

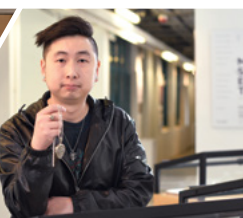
Loupe同時為其設計師，創造在各種珠寶展覽展示其產品的機會。其中2019財政年度最佳例子，為10位Loupe駐場設計師參加了香港珠寶首飾展覽會。此乃最具規模的國際珠寶展之一，駐場設計師能展示自己設計的作品並與行業領導會面，是建立人際網絡及展覽作品的寶貴機會。



1 **Mima Pejaska**
Loupe designer-in-residence
Loupe駐場設計師

I'm from Macedonia and I feel so blessed to be able to visit Chow Tai Fook Jewellery Creative Centre in Shunde, Mainland China to learn about traditional Chinese craftsmanship from the masters, which has inspired me to create something different.

我來自馬其頓，很幸運能參觀中國內地的順德珠寶創意中心，了解大師的中國傳統工藝，啟發我創造出與眾不同的作品。



2 **Ronald Chan**
Loupe designer-in-residence
Loupe駐場設計師

Jewellery design is art creation. But I also need to learn how to market my products in order to be a successful designer. Loupe has provided me with opportunities to meet with customers of different backgrounds and to learn practical marketing skills from Chow Tai Fook's colleagues.

珠寶設計是藝術創作，但我還需要學習銷售自己的產品，才能成為一名成功的設計師。Loupe讓我有機會與不同背景的顧客接觸，並從周大福的同事學習到實用的營銷技巧。



3 **Ricky Lai 黎偉傑**
Project Manager at Loupe
Loupe項目經理

For visitors and designers alike, Loupe is the gateway to connect with the world. It is a platform for sharing concepts and design processes for the creative industry.

對於訪客及設計師而言，Loupe是連接世界的大門，亦是創意產業概念及設計過程的分享平台。

Learn more about Loupe
了解Loupe更多



》 Cultural Heritage Conservation 保護文化遺產

Traditional Chinese jewellery craftsmanship has a rich history which can be traced back to ancient times. It has long been treasured as an indispensable aspect of our culture. We have led the industry by our high quality products, as well as our commitment to preserving and passing on craftsmanship, fostering innovative ideas and utilising technology in setting new standards for the industry. Our efforts to this end are reflected in our diverse initiatives, from incubation spaces, creative workstations functioning as tourist attractions to new product series.

中國傳統珠寶工藝歷史源遠流長，可追溯到古代。長期以來，它一直被視為我們文化不可或缺的一部分。我們一直以優質產品引領行業，並透過傳承工藝、推動革新及應用技術，為行業樹立新標準。我們在這方面的努力都能從我們籌劃培育空間、開設同時作為旅遊景點的創意工作室、推出新產品系列等多元化計劃之中體會。



C+ Creative Park 創意園

Enabling Creative Ideas to Flourish

讓創意蓬勃發展

Our C+ Creative Park, an incubation space at our Jewellery Park in Wuhan, Mainland China, supports start-up entrepreneurship in four major industries including creative design; e-commerce; new technology and materials; and education and training, all of which promote synergy within the jewellery industry. In return, we have collaborated with a number of successful start-ups by adopting some of their innovative technological products into our operations.

The C+ Creative Park provides opportunities for entrepreneurs to network with investors, governments and other parties to explore collaborations. In addition, exchange activities and seminars are arranged to foster the sharing of knowledge among entrepreneurs. Currently, there are 21 companies operating in the C+ Creative Park with many of them having grown from start-ups into well established companies. The C+ Creative Park will continue to support us in pursuing innovative operations into the future.

C+創意園是設於中國內地武漢周大福珠寶文化產業園的培育空間，支援四大產業的初創企業，包括文創設計、電子商務、創新技術及材料，以及教育培訓，從而促進珠寶業界的協同效應。與此同時，我們與多間成功的初創企業合作，於營運中應用他們的創新技術產品。

C+創意園為企業家聯繫投資者、政府和其他機構，藉以探索合作機會。此外，我們還安排了交流活動和研討會，以促進企業家共享知識。目前，C+創意園共設有21家公司，其中多家初創企業，已成長為具規模的公司。C+創意園將繼續支持我們，追求未來營運革新。



Gathering Insights and Showcasing Jewellery Culture

匯聚與展示珠寶文化

Chow Tai Fook Jewellery Creative Centre (the “Shunde Jewellery Creative Centre”) in Shunde, Mainland China is the pioneer craftsmen workstation for the precious metal jewellery production sector in Guangdong province. A diverse team of artisans with over 20 years of research and production experience are based at the Shunde Jewellery Creative Centre. They work together to pursue product improvement throughout the design-production cycle by combining traditional craftsmanship with innovative technology.

Concurrently, the neighbouring Chow Tai Fook Jewellery Cultural Centre (the “Shunde Jewellery Cultural Centre”) serves as a comprehensive tourist attraction which enhances the public’s understanding of jewellery production, history and culture. Various interactive exhibition spaces are incorporated into the Shunde Jewellery Cultural Centre. In addition, the Shunde Jewellery Cultural Centre organises exclusive activities such as salons to partners thereby providing visitors with a variety of cultural tourism experiences. During the reporting period, a total of 11,700 patrons visited the Shunde Jewellery Creative Centre and the Shunde Jewellery Cultural Centre.

位於中國內地順德的周大福珠寶創意中心（「順德珠寶創意中心」），是廣東省貴金屬珠寶生產行業的先鋒工匠工作站。順德珠寶創意中心的多元化工匠團隊，擁有超過20年研究及生產經驗。在整個設計與生產周期，他們通過結合傳統工藝與創新技術，力求產品進步。

同時，毗鄰的周大福珠寶文化中心（「順德珠寶文化中心」）則為綜合旅遊景點，提升大眾對珠寶製作、歷史與文化的認識。順德珠寶文化中心融入了各種互動展覽空間，並與合作夥伴籌辦藝術沙龍活動，為訪客提供各種文化旅遊體驗。報告期內，共有11,700名訪客參觀了順德珠寶創意中心和順德珠寶文化中心。



CTF • HUÁ Collection: A Perfect Combination of Traditional Heritage and Modern Design

周大福傳承系列：傳統及現代 工藝設計的完美結合

We have created the patented CTF • HUÁ Collection to symbolise Chinese cultural heritage, the spirit of craftsmanship, and our sincerity in serving customers.

The CTF • HUÁ Collection is created based on the heritage of traditional Chinese gold craftsmanship and culture. The Collection's major design elements are inspired by cultural symbols, patterns and decorations, which were popular a thousand years ago. Such elements are combined with modern aesthetics, structure, and wearing habits, and created into fashionable products. We adopt traditional craftsmanship skills in an ingenious way, thereby presenting customers with gold jewellery which is meaningful, feel-good and tasteful. We hope that these products will be treasured by each owner, and passed on from one generation to the next.

We will continue to explore a greater variety of techniques in the craftsmanship of ancient gold and to foster and preserve its Chinese cultural heritage.

我們推出的傳承系列為專利產品，象徵中國文化遺產，工藝精湛，並以真誠服務顧客。

傳承系列以中國傳統黃金工藝和文化傳承為創作藍本。該系列的主要設計元素靈感，來自一千年前，流行的文化符號、圖案及裝飾。這些元素揉合現代美學、結構及穿戴習慣，創造出時尚產品。我們巧妙地採用傳統工藝技術，為顧客提供寓意、別緻舒適和有品味的黃金首飾。我們希望這些產品的每位主人，都能愛惜珍藏，並且代代相傳。

我們將繼續探索更多古代黃金工藝，培育及保護中國文化遺產。



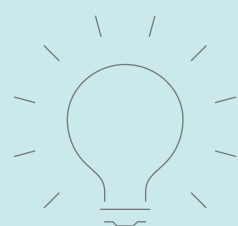
Learn more about CTF • HUÁ Collection
(Chinese only)
了解周大福傳承系列更多

RESOURCE EFFICIENCY & CARBON REDUCTION

資源效益及減碳

We pursue a sustainable operation approach to protect our planet by setting reduction targets for greenhouse gas emissions, water consumption and solid waste generation to reduce our environmental impact.

我們透過制定溫室氣體排放、耗水及固體廢物產生量，減少對環境的影響，追求可持續的營運方針來保護地球資源。



Forest Stewardship Council ("FSC")-certified
森林管理委員會認證的電商郵寄盒



CHOW TAI FOOK
do good
Feel Good



DO GOOD FOR GREEN

為響應環保，凡於周大福體驗店購買任何產品，並只索取電子收據

周大福將會捐款予Green Council環保促進會

**詳情請向店員查詢

全力支持

周大福
CHOW TAI FOOK

受惠機構



Saving Paper with E-invoicing

使用電子收據節約用紙

As part of our effort to conserve natural resources and enhance operational efficiency, we introduced an electronic invoicing system ("e-invoice") at our POS in FY2019. Prior to implementation, we provided all our frontline staff with training to ensure they understand the objectives of this initiative. We also set a trial period to refine the system before its formal launch.

The initiative has been running since May 2018, and received positive feedback from our staff not only because it protects the environment but also it enhances the customer experience by saving the time required for printing paper invoices. The initiative created a positive impact with 40% of invoices issued being e-invoices, and 11,900,000 pieces of paper were saved in Mainland China. Our goal is to further increase the percentage of invoice digitalisation to 70% in FY2020.

In Mainland China, we collaborated with our long-term partner, the Society of Entrepreneurs & Ecology Foundation ("SEE Foundation"), between September to December 2018 on a conservation programme. For each piece of paper saved, RMB¥1 was donated, and a total donation equivalent to around HK\$1.8 million was made to support the reforestation programme of desertification areas in Mainland China. In Hong Kong, we also collaborated with the Green Council to engage our customers with a similar programme.

我們於2019年財政年度，引入電子收據系統（「電子收據」），作為保護自然資源和提高營運效率的重要一環。措施實施前，我們為所有前線員工提供培訓，以確保他們了解該措施的目的。我們亦設定了試行期，以便在正式發佈前完善系統。

該措施自2018年5月推行至今，獲得員工的積極回響。不僅因為該措施能保護環境，且能節省了打印收據所需的時間，從而提升了顧客體驗。電子收據為環境帶來積極影響，其中，中國內地所發出的收據，40%為電子收據，合共節省了11,900,000張紙。我們的目標，是於2020財政年度，將數據電子化比率進一步提高至70%。

在中國內地，我們與長期合作夥伴阿拉善基金會（「SEE基金會」），於2018年9月至12月合作開展了一項保護環境計劃。每節省一張紙，我們便捐贈人民幣1元，捐款總額相當於約180萬港元，用於支援中國內地荒漠化地區的再造林計劃。在香港，我們則與環保促進會合作，為顧客提供類似的計劃。



1 **Vincent Yan 殷朗男**
Frontline staff, Hong Kong
香港 / 前線員工

Using e-invoice brings environmental benefits by reducing our paper consumption. Our customers appreciate our environmental conservation efforts and welcome this measure as the whole payment process is streamlined, taking only one minute.

使用電子收據可減少紙張耗量，從而帶來環境效益。顧客欣賞我們在環保方面的努力，並且歡迎這項措施，因為整個結帳過程相當迅速，一分鐘即可完成。



2 **Tang Xiaolong 唐小龍**
Senior Project Manager, Shenzhen
深圳 / 高級項目經理

Within six months, we had already achieved a very high engagement because our staff are aware of the pressing issue of deforestation in Mainland China and they wholeheartedly support this initiative.

我們的員工都意識到中國森林砍伐的議題迫在眉睫。大家都眾志成城，投入推廣這措施，並在短短六個月，達到這麼高的參與度。

Environmental Management

環境管理

We voluntarily implement a diverse spectrum of environmental initiatives, which enables us to perform well beyond the minimum requirement of legal compliance. In particular, we have attained ISO 14001 Environmental Management Certification for the environmental management systems of all of our production hubs in Shenzhen, Shunde and Wuhan in Mainland China. At each of the production hubs, we have a dedicated team operating under the Plan-Do-Check-Act framework to review and improve our environmental performance on a regular basis.

我們主動實施各種環境措施，使我們能夠超越法律的最低要求。我們在中國內地深圳、順德及武漢所有生產基地，均已取得環境管理體系ISO 14001環境管理認證。我們的每個生產基地，均設有專門團隊，在「計劃、執行、檢討及改善行動」的框架下，負責定期審查及改善我們的環境表現。

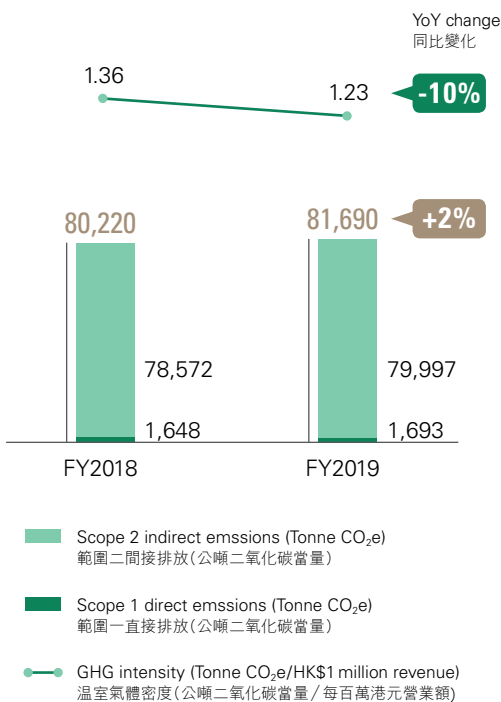
Energy and Greenhouse Gas ("GHG") Emissions Management

能源及溫室氣體排放管理

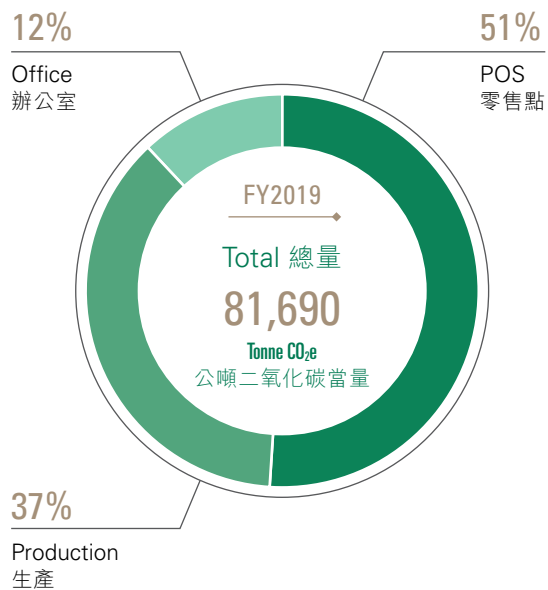
Over 97% of our GHG emissions come from electricity consumption. Our top priority is therefore to reduce our energy consumption from the outset. We have improved our energy efficiency through a wide range of initiatives, such as the application of energy-efficient lightbulbs, use of environmentally-responsible materials and participation in energy saving programmes.

在我們的業務營運中，超過97%溫室氣體排放來自電力消耗。因此，我們的首要任務，是從源頭節約。我們通過各種措施，提高能源效益，如應用節能燈泡、使用對環境負責的物料，以及參與節能計劃。

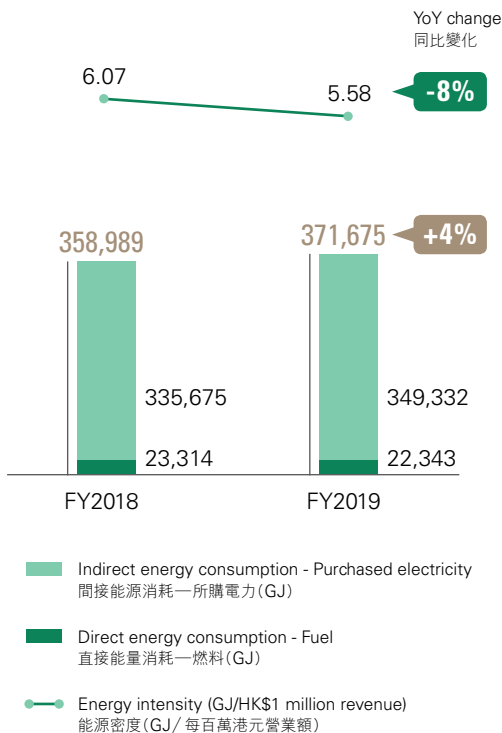
GHG Emissions and Intensity 溫室氣體排放及密度



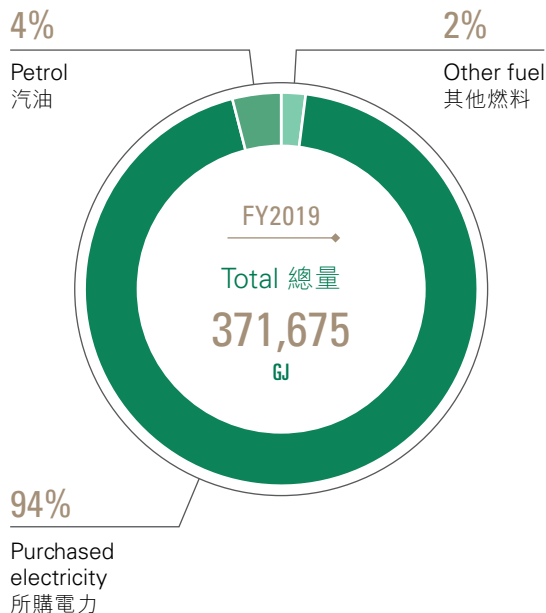
GHG Emissions by Function 按功能劃分的溫室氣體排放



Energy Consumption and Intensity 能源消耗及密度



Energy Consumption by Type 按類別劃分的能源消耗



Notes on calculation methodologies 計算方法備註：

- Global warming potential values used for the calculation of GHG are from IPCC Fifth Assessment Report (AR5) (i.e. CH₄:28; N₂O: 265)
用於計算溫室氣體的全球升溫潛能值來自《IPCC第五次評估報告》(即CH₄: 28; N₂O: 265)
- FY2019 Scope 1 emissions are direct GHG emissions from stationary and mobile sources that are owned or controlled by the Group. GHG emissions by the combustion of diesel, unleaded petrol, towngas, and LPG are calculated based on *Guidelines to Account for and Report on Greenhouse Gas Emissions and Removals for Buildings (Commercial, Residential or Institutional Purposes) in Hong Kong*. Emissions from combustion of piped natural gas, piped coal gas and naphtha are calculated based on the UK Government's *Greenhouse gas reporting: conversion factors 2018*. Emission from combustion of Acetylene is calculated based on the *Carbon Audit Toolkit for Small and Medium Enterprises in Hong Kong*
2019財政年度範圍一的排放，是由本集團擁有或控制的固定及移動源的直接溫室氣體排放。柴油、無鉛汽油、煤氣及液化石油氣燃燒所產生的溫室氣體排放，乃根據《香港建築物(商業、住宅或公共用途)的溫室氣體排放及減除核算及報告指引》計算出來。管道天然氣、管道煤氣及白電油燃燒所產生的排放量，是根據英國政府的《溫室氣體報告：轉換因子2018》(只有英文版)計算得出。燃燒乙炔氣所產生的排放量，則根據《香港中小企業碳審計計算工具》計算出來
- FY2019 Scope 2 emissions are indirect GHG emissions from the generation of purchased or acquired electricity and towngas consumed by the Group, and were calculated based on the default factors provided by electricity providers in Hong Kong and Macau, Power Assets (0.80 CO₂e kg/kWh), CLP (0.51 CO₂e kg/kWh), CEM (0.838 CO₂e kg/kWh) and The Hong Kong and China Gas Company Limited (0.592 CO₂e kg/unit). GHG emission by electricity purchased in Mainland China in this report is calculated based on Mainland China grid emission factor in *2017 Baseline Emission Factors for Regional Power Grids in China* (simplified Chinese only)
2019財政年度範圍二的排放，是本集團消耗購買或獲得的電力及煤氣，產生的間接溫室氣體排放，並根據香港及澳門電力供應商提供的相關因素計算，電能(0.80公斤二氧化碳當量/千瓦小時)、中華電力(0.51公斤二氧化碳當量/千瓦小時)、澳電(0.838公斤二氧化碳當量/千瓦小時)和香港中華煤氣(0.592公斤二氧化碳當量/單位)。本報告於中國內地購買電力的溫室氣體排放量，則是根據2017年度減排項目中國區域電網基準線排放因子計算
- Energy conversion factors used for diesel, petrol, piped natural gas, piped coal gas, naphtha and LPG are from *CDPTechnical Note: Conversion of fuel data to MWh*. Energy consumption of towngas was calculated based on the formula provided by The Hong Kong and China Gas Company Limited. Energy conversion factors used for acetylene is from *Country Specific Net Calorific Values and CO₂ Emission Factors for use in the Annual Installation Emissions Report-2013*
用於柴油、汽油、管道天然氣、管道煤氣、白電油及液化石油氣的能源轉換因子，來自《CDP有關燃料數據轉換為MWh的技術說明》(只有英文版)。煤氣的能源消耗，是根據香港中華煤氣有限公司提供的公式計算。用於乙炔的能源轉換因子，來自《年度安裝排放報告用的國家特定淨熱值及二氧化碳排放因子2013》(只有英文版)

e. 1 GJ = 277.778 kWh 千瓦時

Chow Tai Fook Jewellery Park in Wuhan: Our Sustainable Manufacturing Hub

武漢周大福珠寶文化產業園：可持續發展生產基地



Chow Tai Fook Jewellery Park in Wuhan, Mainland China (the "Wuhan Jewellery Park") has taken a step further by participating in the Low Carbon Manufacturing Programme ("LCMP") launched by WWF in November 2017.

Under LCMP, we are provided with a carbon accounting and labelling system, which helps us to measure the effectiveness of carbon emissions reduction and equips us with best practice in greenhouse gas management.

To achieve the LCMP targets, we implemented a wide range of energy conservation measures such as adopting natural lighting where possible, using LED light bulbs and energy-efficient T5 fluorescent tubes. Our automatically-controlled boiler and chiller system are well maintained to ensure energy efficiency. In addition, we have adopted variable frequency energy saving measures for our new air emission treatment system, which save around 153,600 kWh of electricity consumption every year. The Wuhan Jewellery Park also utilises renewable energy for hot water supply system and lighting facilities in public areas.

Environmental training is offered to employees annually to enhance their environmental awareness and skills in implementing the relevant initiatives.

中國內地武漢的周大福珠寶文化產業園（「武漢珠寶文化產業園」）通過參加2017年11月世界自然基金會推出的低碳製造計劃，向減碳邁進了一步。

在低碳製造計劃下，我們獲得了碳核算及標籤系統，協助我們衡量減碳排放的成效，並裝備我們以最佳常規管理溫室氣體。

為達成低碳製造計劃的目標，我們實施了多項節約能源的措施，如盡可能採用天然光，以及LED燈泡及省電的T5光管。我們用心維護備有自動化控制的鍋爐和製冷系統，以確保能源效率。此外，我們最新的空氣排放處理系統，採用了變頻節能措施，每年可節省約153,600千瓦時的電力消耗。武漢珠寶文化產業園還利用可再生能源，為熱水系統和公共照明設施供應能源。

為提高實施相關計劃的環保意識及技能，我們的員工每年均會參加環境培訓。



Solar panels and wind turbines provide renewable energy for all street lamps at the Wuhan Jewellery Park
太陽能板和風力渦輪為武漢珠寶文化產業園的所有街燈提供可再生能源

Air Emissions Management 廢氣排放管理

The major source of air emission is at our manufacturing process particularly during moulding, ultrasonic cleaning and hard gold electroforming.

In response to this, we implemented a variety of modification measures, such as replacing the traditional gold melting process with high-frequency heating machines to reduce emissions of volatile organic compounds. Various installations are adopted to reduce emissions, such as using activated carbon absorption towers to filter organic gas, and bubbling neutralisation towers to purify dusty gas.

We also regularly monitor air emissions by conducting air sample tests on levels of poisonous gases generated such as HCl, NH₃, NO_x, SO_x. In our production hub in Wuhan, real-time surveillance systems are installed in the air emission treatment system, which enable monitoring of the system's operation and ventilation levels through mobile phones and computers. Throughout the reporting period, we have complied with all air emission laws and regulations applicable to the location of our production hubs.

我們的廢氣排放，主要來自珠寶生產過程，包括倒模、超聲波清洗及硬金電鑄工序。

為此，我們實施了多項改善措施，例如以高頻感應加熱機取代傳統熔金工序，減少排放揮發性有機化合物；採用各種裝置來減少排放，例如使用活性炭吸附塔過濾有機氣體，以及鼓泡式中和塔淨化含塵廢氣。

我們亦透過測試有害氣體樣本，包括酸氣(HCl)、氨氣(NH₃)、氮氧化物(NO_x)、硫氧化物(SO_x)等，以定期監控廢氣排放。武漢的生產基地更設立了實時監控系統，通過手機及電腦監控系統的運作及通風程度。在整個報告期內，我們的所有生產基地，均遵守適用於所在地的廢氣排放法律及規例。

◇◇ Air Emissions from Production in Tonnes¹ ◇◇ 以公噸計算的廢氣排放量¹

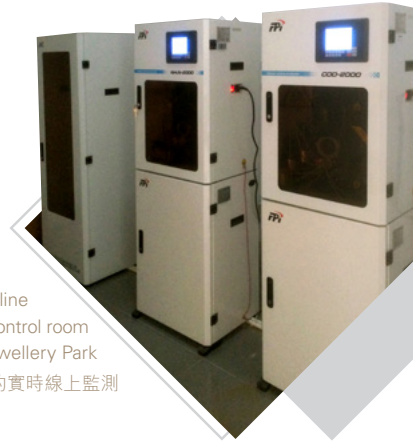


¹ These data are confined to air emissions from our production hubs and are calculated from result data from regular air sample tests
這些數據僅限於我們生產基地的廢氣排放，並根據常規空氣樣本測試的結果數據計算

Water Resources Management 水資源管理

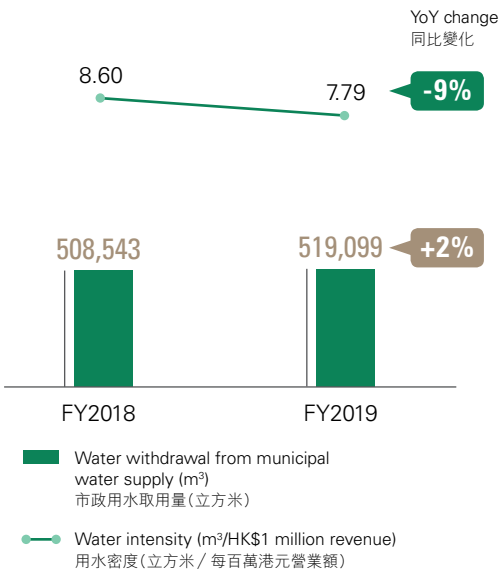
We have comprehensive measures in place for managing our water resources and we follow stringent procedures to ensure we meet the legal requirements for sewage discharge. Our wastewater management measures are illustrated in the below infographic. We have installed a real-time online monitoring system for sewage discharge in our production hub in Wuhan Jewellery Park and are planning to implement the same in Shenzhen and Shunde.

我們採取了全面的措施來管理水資源，並且嚴格遵循程序，以確保污水排放符合法律要求。我們的廢水管理措施如下圖所示。我們位於武漢周大福珠寶文化產業園的生產基地，安裝了污水排放實時線上監測系統，並正計劃於深圳和順德一併實施。

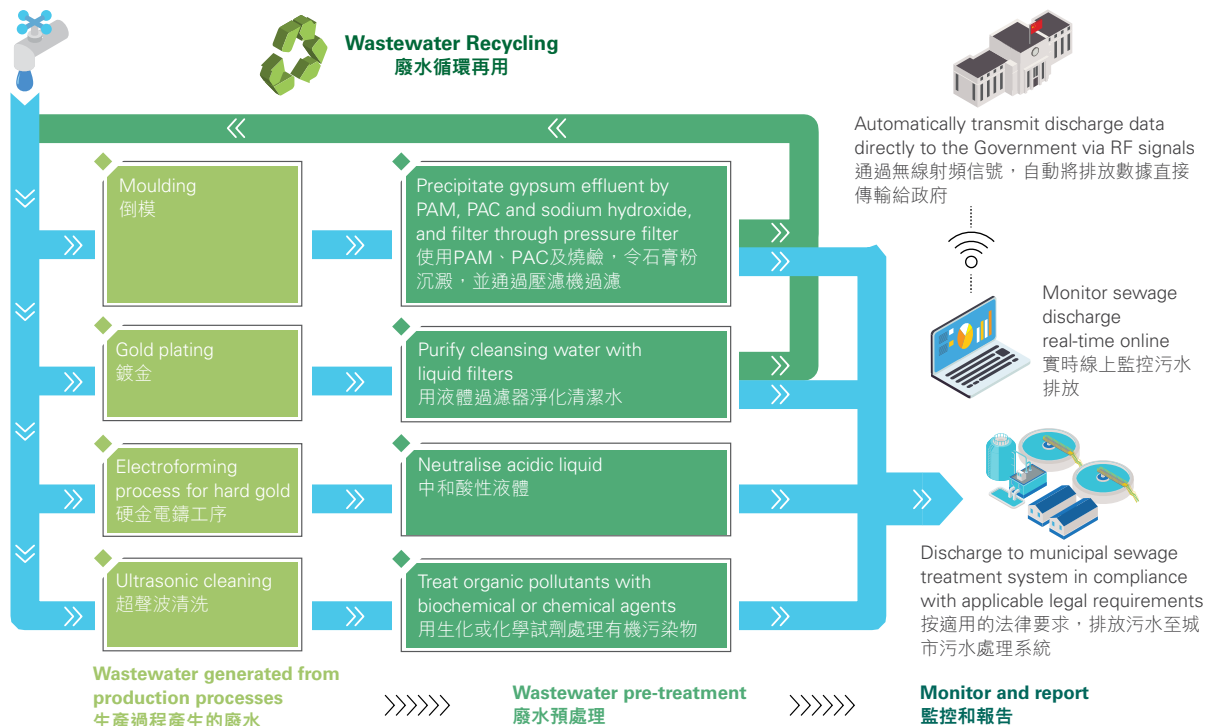
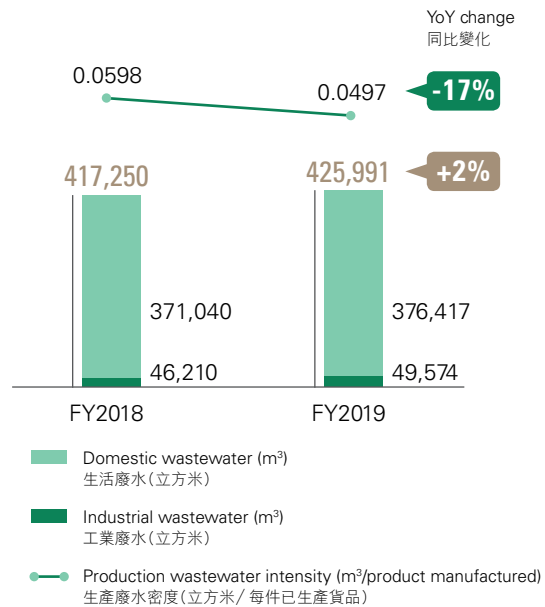


Real-time online monitoring control room in Wuhan Jewellery Park
武漢產業園的實時線上監測系統室

Water Consumption and Intensity 用水量及密度



Wastewater Discharge and Intensity from Production 來自生產過程的廢水排放及密度



Waste Management 廢棄物管理

Our production hubs produce hazardous waste including highly acidic and alkaline residuals, waste containing lead, inorganic cyanide and waste organic solvents. We employ qualified contractors to treat hazardous waste in compliance with applicable legal requirements to minimise the environmental impact.

我們的生產基地產生有害廢棄物，包括強酸強鹼的殘渣、含鉛廢物、無機氰化物廢物及有機溶劑。我們委託合資格的承辦商，按照適用的法律要求處理有害廢棄物，盡量減低對環境的影響。

FY2019



271 tonnes
公噸

Total hazardous waste¹ from production
來自生產過程的有害廢棄物¹總量

32 g/product manufactured
克/每件已生產貨品

Hazardous waste intensity
有害廢棄物密度

508 tonnes
公噸

General waste from production
來自生產過程的一般廢棄物

59 g/product manufactured
克/每件已生產貨品

General waste intensity at production hub
生產基地的一般廢棄物密度

Our POS and offices produced mainly non-hazardous waste, such as packaging used for our products, unrecyclable paper, food waste and other daily consumables. Packaging material accounted for most of our non-hazardous waste. We do our best to reduce waste at source through initiatives such as e-invoicing, and if waste is unavoidable, we aim to reduce and recycle as much as possible.

我們的零售點及辦公室主要產生無害廢棄物，如用於產品的包裝、不可回收的紙張、廚餘和其他日常消耗品。其中大部份無害廢棄物，來自我們的產品包裝。我們竭力通過電子收據等措施，從源頭減廢。若物料必須使用，我們會盡可能減少用量及回收。

FY2019



67 tonnes
公噸

Paper used
紙張使用量



13,400 pieces
個

Toner used
碳粉盒使用量



41 tonnes
公噸

Paper recycled
紙張回收量



1,400 pieces
個

Toner recycled
碳粉盒回收量



457 tonnes
公噸

Packaging material used for finished products
用於產品的包裝物料



6.9 kg/HK\$1 million revenue
公斤/每百萬港元營業額

Packaging material intensity
包裝物料密度

¹ Hazardous waste includes emulsions, mineral oil, inorganic cyanide, acid, alkali, surface treatment waste, lead and other compounds, wasted organic solvent, copper and other waste

有害廢棄物包括廢乳化液、礦物油、無機氰化物廢物、廢酸、廢鹼、表面處理廢物、含鉛廢物、廢有機溶劑、含銅廢物及其他廢物

E-Commerce Delivery Box: Innovative Effort to Foster Sustainable Shopping

電商郵寄盒： 以創新促進可持續購物

Online shopping has had a significant impact on the environment due to the waste created by delivery boxes. To align with our commitment to waste reduction and responsible sourcing, we require the paper used for our cardboard boxes to come from 100% recycled paper and certified by the Forest Stewardship Council ("FSC").

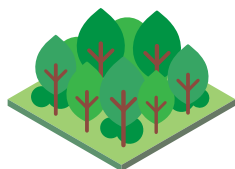
We wish to create a second life for the box and bring joy and fun to our customers by incorporating the instructions for transforming the delivery box into a 3D puzzle paper model. This initiative achieved a remarkable response in FY2019, and it is estimated that we saved 1.8 hectare of forest¹, equivalent to the size of 2.5 football pitches, through our use of 1.5 million FSC-certified delivery boxes.

網上購物使用郵寄盒造成的浪費，對環境產生重大影響。為兌現我們對減廢及責任採購的承諾，我們要求用於紙盒的紙張，必須為100%再造紙，並獲森林管理委員會(FSC)認證。

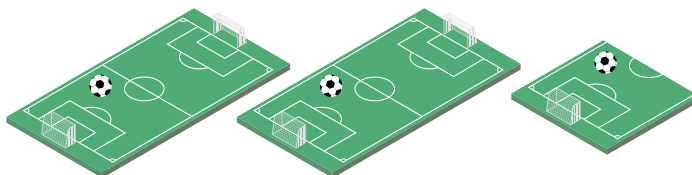
不僅如此，我們更希望為郵寄盒延續生命，將其變成內附說明的3D拼圖紙模型，為顧客帶來歡樂和樂趣。該計劃於2019財政年度的反應熱烈，透過使用150萬個FSC認證的郵寄盒，估計我們共保護了1.8公頃的森林¹，相等於2.5個足球場。



FY2019 Achievement 成果



保護了 **1.8** hectares forest saved
公頃森林



the size of **2.5** football pitches
個足球場的面積

¹ Estimation provided by supplier

估算數字由供應商提供

PEOPLE FOCUSED

以人為本



We aim to cultivate a people-centric workplace by improving and supporting occupational health and safety (“OHS”), career development and training, diversity, inclusion, employee wellbeing and family friendliness in the workplaces of the Group, as well as encouraging active community involvement from staff and committing to supporting community initiatives with both monetary and in-kind support.

我們致力透過改善及支援職業健康及安全(「職安健」)、職業發展與培訓、多元文化、共融、員工身心健康及家庭友善，締造以人為本的工作環境，並承諾以慈善撥款及其他支援，鼓勵員工積極參與社區。



數據引導方向 創新成就未來

DATA INSPIRES OUR WAYS INNOVATION DRIVES OUR FUTURE

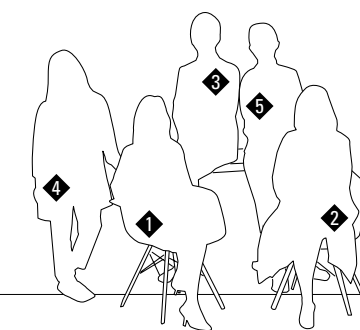


Empowering the Next Generation

培訓生力軍

We offer a comprehensive two-year Management Trainee Programme to provide diverse learning opportunities, such as job rotation, leadership training and mentorship coaching by senior executives, allowing our Management Trainees to explore different career paths and realise their potential.

我們為期兩年的管理培訓生計劃全面，能提供各種學習機會，例如職位輪調、領導才能培訓，並由高級管理人員擔任導師，帶領培訓生探索不同的職業道路，從而發揮潛能。



1 Cary Shum 岑詩敏
Manager of Human Capital Management Centre
人力資本管理中心經理

The Programme's mission is to foster the preservation of 90 years' valuable knowledge accumulated by the Group. Our training continuously incorporates the most up-to-date ideas, and essentially demonstrates the spirit of sharing upheld by Chow Tai Fook Jewellery Group.

計劃的目的是促進傳承本集團90年以來累積的寶貴知識。我們不斷把新意融入培訓課程，更重要的是弘揚周大福珠寶集團秉持的共享精神。

2 Carol Cheung 張夢茹
Associate Director of Luxury Jewellery Management Department, Mentor and former Management Trainee
名貴珠寶管理部副總監、現任導師及前管理培訓生

I joined the Group through the Management Trainee Programme and have since developed my career pathway here. When I was a Management Trainee, my mentor guided me with his concrete experience, and my supervisor nurtured me with valuable on-the-job training opportunities. Now, being a mentor myself, I will continue the good tradition in nurturing my mentees.

我透過管理培訓生計劃加入集團，從此展開了自己的職業發展道路。當我還是培訓生時，導師帶著寶貴的經驗來指導我，而主管則為我提供了寶貴的在職培訓。如今，身為導師的我，將延續這優良傳統，培養自己的培訓生。

3 Alex Cheung 張國威
Supervisor of Hong Kong and Macau Operations Management Centre, Mentor and former Management Trainee
港澳營運中心主任、現任導師及前管理培訓生

Apart from passing on my skills and working experience as a mentor, I am responsible for supporting the mentee in transitioning from being a student to being a member of the Group. The Programme also provides a good platform for me to engage with and understand younger generations.

身為導師，除了傳授技能及工作經驗，我亦有責任支援培訓生，使他們從學生過渡成為集團的一分子。該計劃還為我提供了與年輕一代接觸和了解的良好平台。

4 Ada Tung 童彥晴
Management Trainee
管理培訓生

I studied Fine Arts at university, and I'm happy that the Group offered me this job opportunity to realise my passion in arts, and to further explore and discover the aestheticism in jewellery. This Management Trainee Programme has equipped me with diverse skills and in-depth knowledge relevant to the industry. In addition, the Programme enables me to rediscover myself.

我在大學修讀美術，很高興集團提供這工作機會，讓我實現對藝術的熱情，並進一步探索和發現珠寶的唯美。管理培訓生計劃能讓我裝備自己，學習與行業相關的各種技能和深入的知識，同時亦讓我重新認識自己。

5 Andrew Fan 范顯聲
Management Trainee
管理培訓生

I was pretty nervous during my first day at the retail branch. I'm grateful for the patient guidance of my experienced senior colleagues, which helped me acquire useful marketing and communication skills. I have become more confident and proactive in engaging with customers now.

我在分店工作的第一天非常緊張，感謝經驗豐富的資深同事耐心指導，教會我有用的銷售及溝通技巧。現在，我覺得更為自信，積極主動招待顧客。

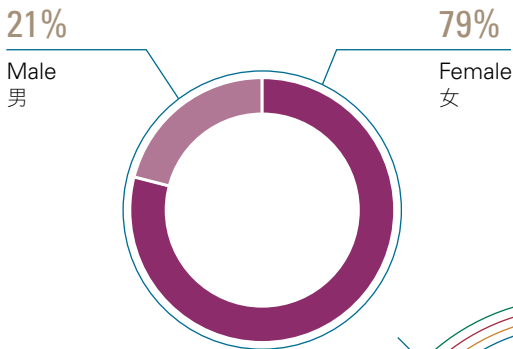
Employee Empowerment

員工發展

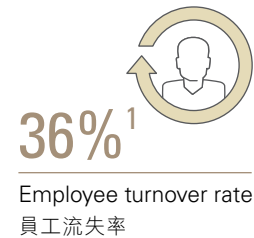
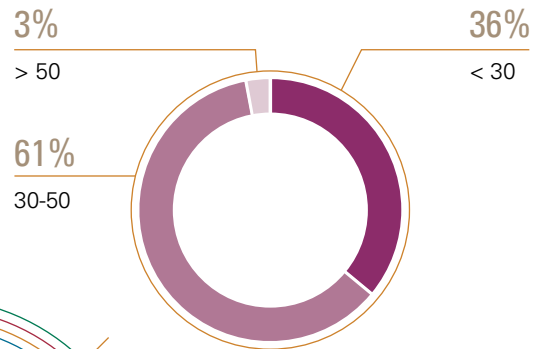
We endeavour to create a decent workplace where employees can work in a healthy, safe and motivated environment. During this reporting period, we have complied with all applicable employment laws and regulations throughout our scope of our operations.

我們致力創造合宜的工作場所，讓員工能在健康、安全及積極的環境中工作。在本報告期內，我們的整個營運範圍，均遵守所有適用的僱傭法例與規定。

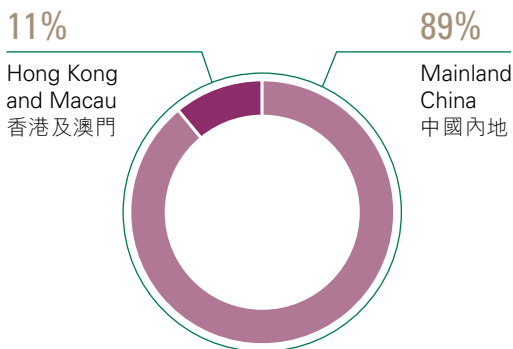
By Gender 按性別劃分



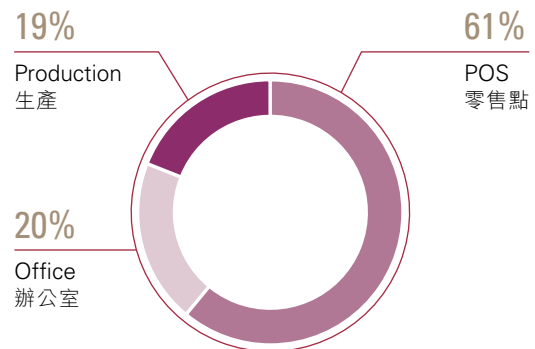
By Age 按年齡劃分



By Geographical Region 按地域劃分



By Function 按功能劃分



¹ Employee headcount and turnover data are confined to our Group's core and material business units in Mainland China and Hong Kong and Macau
員工人數及流失數據僅限於集團在中國內地、香港和澳門的核心及重要業務單位

Employee Benefits and Well-Being 員工福利及身心健康

Through the Employee Handbook and induction training, employees are well informed of the rights and benefits they are entitled to, such as compensation and dismissal, benefits and welfare, recruitment and promotion. We respect equal opportunity and workplace diversity, which is reflected in our fair processes for staff recruitment, compensation, training, transfer and promotion. Policies about prevention of child and forced labour and anti-discrimination are also documented in our Company's Best Practice Principles.

We make an extra effort to cater to the different needs of our employees by offering employee benefits, family friendly measures and work-life balance initiatives, such as providing breastfeeding rooms or amenities at our offices and offering leave for special occasions, for instance birthday leave. To cultivate our employees' care for the community, we offer voluntary work leave to encourage them to participate in volunteer activities. Also, in-house counsellors and a 24-hour consultation platform are piloted at some of our offices in Mainland China.

透過《員工手冊》及新入職培訓，員工能充分了解自己享有的權利及福利，例如薪酬及解僱、員工福利、僱用和晉升。我們尊重平等機會和多元職場，體現於公平的員工招聘、薪酬、培訓、轉職及晉升流程。有關預防童工與強制勞工，及反歧視政策，則已列明於本公司的《最佳執業守則》。

為滿足員工的不同需求，我們加倍努力，為員工提供福利、家庭友善措施及工作與生活平衡措施，例如在辦公室設立母乳餵哺室或設施，並為特別日子提供休假，例如生日假。為培養員工對社區的關懷，我們更提供義工假，從而鼓勵參與義工活動。此外，我們在中國內地的一些辦公室，正試行內部輔導員服務及24小時輔導平台。



CHOWTAI FOOK's 90 years of success is a testament to our dedicated and professional employees. As a token of our appreciation to our employees, every employee is entitled to an extra day of leave and a 90th Anniversary themed gold badge designed by the famous Chinese artist Han Meilin.¹

周大福90年的成功，全賴敬業的專業員工。為表達我們對員工的感激，每位員工均可享有額外假期，並獲贈由中國著名藝術家韓美林¹設計的90周年紀念金章。



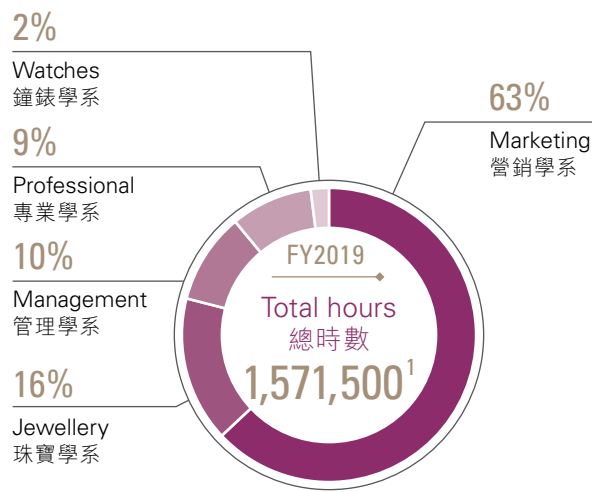
¹ Han Meilin is the prominent artist who created the 2008 Beijing Summer Olympics mascots 韓美林為著名藝術家，他曾為2008年北京夏季奧運會設計吉祥物福娃

Employee Training and Development 員工培訓及發展

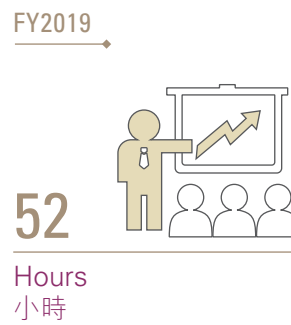
Chow Tai Fook Academy ("CTF Academy") offers a wealth of training courses covering topics such as jewellery, watches, sales techniques, management skills, personal growth and development, and other professional skills. We regularly refine and update our training content and approach, for example, we have organised exclusive GIA diamond diploma courses for four consecutive years.

周大福培訓學院提供豐富培訓課程，涵蓋珠寶、鐘錶、銷售技巧、管理技能、個人成長與發展，以及其他專業技能等主題。我們會定期完善和更新培訓內容及方針，例如，我們已連續四年籌辦獨家GIA鑽石文憑課程。

Traning Hours by CTF Academy Faculties 按周大福培訓學院學系劃分的培訓時數



Average Training Hours Per Employee 每位員工平均培訓時數



Our training is no longer confined to the classroom as the CTF Academy's innovative Smart Learning App offers flexibility for employees to participate in online training anytime and anywhere.

周大福培訓學院的「智學」手機應用程式，讓員工能靈活自主，隨時隨地於網上學習，不再局限於課堂培訓。

Piloted in November 2018, the Smart Talent App empowers our employees by enhancing work efficiency and streamlining operation processes. By using artificial intelligence, the app enables effective shift scheduling in estimating sales volume and customer flow via mobile devices. With a soft launch in FY2019 covering approximately 3,000 users, we will officially roll out the app to the whole Mainland China operation in the upcoming financial year.

「智人」手機應用程式在2018年11月試行，讓員工提高工作效率和簡化操作流程。透過使用人工智能，「智人」可從流動裝置估算銷量和顧客流量，從而有效地調配人手。自推出以來，2019財政年度已有約3,000名用戶登記。我們將於2020財政年度，將「智人」推廣至整個中國內地業務。

Collaborating with A. New World University in FY2019, the DigiTalent & HEARTS ON FIRE ("HOF") Influencer Programme equips employees with knowledge and skills to become brand influencers in the era of social media. Employees attended a series of workshops to learn practical skills in social media marketing and content creation with HOF products to maximise brand exposure.

我們於2019財政年度與新世界大學合作，舉辦DigiTalent & HEARTS OF FIRE (HOF) Influencer實戰計劃，為員工提供在這社交媒體時代應具備的知識和技能，成為品牌意見領袖(Influencer)。員工參加一系列工作坊，並利用HOF產品，學習社交媒體營銷和內容創作的實用技能，從而把品牌曝光率提升至最高。



¹ Include online training
包括線上培訓

Employee Feedback 員工意見

We value feedback from employees and refine our employment practices and initiatives regularly based on employees' comments and suggestions. Our Staff Satisfaction Survey of Mainland China staff received a response rate of over 95%, and the satisfaction level has increased for three consecutive years. Staff grievance mechanisms are also in place for employees to report any malpractice and dissatisfaction in the workplace.

我們重視員工的回饋意見，並根據他們意見和建議，定期完善僱傭措施和計劃。我們對中國內地展開的「員工滿意度調查」，回覆率超過95%，員工滿意度連續三年上升。我們亦設有員工申訴機制，員工可報告所有職場的不當行為及反映不滿。

Occupational Health and Safety ("OHS") 職業健康安全(「職安健」)

We maintain a safe and healthy working environment under the guidance of our Occupational Safety and Health Policy. Our production hubs in Wuhan and Shenzhen have attained the certification for OHSAS 18001: Occupational Health and Safety Management. The implementation of our OHS measures are overseen by the Occupational Safety and Health Committee. We also provide regular OHS training for our employees with a view to continuing to achieve zero fatalities and lower injury rate at our workplace.

我們在《職業安全健康政策》的指導下，保持工作環境安全健康。我們在武漢及深圳的生產基地，已取得OHSAS 18001：職業健康與安全管理認證。職安健措施的實施情況，由職業安全與健康委員會負責監督。我們亦會為員工提供定期的職安健培訓，致力在我們的工作場所，繼續保持零死亡率的記錄和減低受傷率。

FY2019



0

Number of work-related fatalities
因工作關係的死亡人數



2,738

Number of lost days due to work injuries
因工傷而損失的日數



2.26

Injury rate per 1,000 employees
每1,000名員工的受傷率





I feel grateful to the Group for giving me opportunities to learn and excel in my skills through various jewellery exhibitions and competitions. I feel honoured to pass on what I have undertaken in the past 30 years to younger generations.

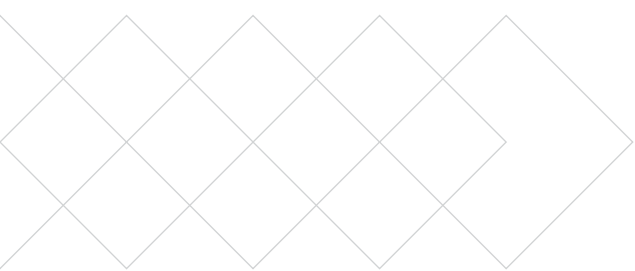
感謝集團給予我學習及一展所長的機會，讓我參與各種珠寶展覽和比賽。能將過去30年來的學習成果，傳授給年輕一代，使我非常榮幸。

Master Hong Shaotian (Left)
 洪紹天大師(左)

It requires at least 10 years for a jewellery craftsman to work independently. I wish all young learners here can overcome the challenges and become great masters someday.

珠寶工匠至少10年才能獨當一面。我希望所有年輕學徒都能克服困難，有朝一日成為偉大的師傅。

Master Zhang Jianfeng (Right)
 張劍鋒大師(右)



Nurturing our Future Jewellery Masters

培養未來珠寶大師



Our artisan team is the backbone of our Group's production. It is essential that we continue nurturing our up-and-coming craftsmen for their development and smooth succession.

According to our master craftsman, Hong Shaotian, jewellery craftsmanship requires a high level of concentration, dedication and endurance. He very much recognises the importance of passing on traditional knowledge from masters to apprentices.

We, however, are not confined by conventional practices. We have been constantly updating our master's knowledge and skills with new innovative ideas and technology such as 3D printing, computer-aided design and manufacturing, in which computer systems are used to design and manufacture products. As such, we instill a spirit of innovation in nurturing our future jewellery masters. In order to attract new talent, the key is to create more learning and competition opportunities to appeal to young apprentices and foster their growth. Such an approach is exemplified by our master training scheme, which consists of long-term systematic training opportunities, and various committees and working groups have been established to enhance skills and inheritance of craftsmanship.

我們的工匠團隊是集團生產的支柱，因此，繼續培養嶄露頭角的工匠，對促進發展和未來繼任至關重要。

正如洪紹天大師所言，珠寶工藝需要高度集中、委身及耐力，並非常認同師傅把傳統知識傳授給徒弟的重要性。

但是，我們並不受傳統做法束縛，更不斷增進創作及技術的知識與技能，如3D打印、利用電腦輔助設計及製造，並把電腦系統用於設計及製造產品。因此，我們以創新精神來培養未來珠寶大師。吸引人才的關鍵，是要創造更多學習及參加比賽的機會，吸引年輕學徒並促進他們成長。從我們的自主培訓計劃，便可體現此方針。該計劃包括長遠及有系統的培訓機會，並成立各個委員會和工作小組，使技能得以提高、工藝得以傳承。

Community Engagement

社區參與



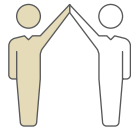
We uphold our “Do Good” spirit by bringing positive changes to the communities in which we operate. This goes beyond mere donations, and instead we aim to invest and build long-term relationships. We focus our efforts and work hand in hand with NGO partners on community projects such as elderly care, education, health and rehabilitation, and environmental protection.

為秉持「Do Good」精神，我們致力為業務所在社區，帶來積極的變化。這不僅僅是捐贈善款，而是以投資社區及建立長期關係為依歸。我們的工作重點，是與非政府組織夥伴攜手合作，共同展開長者關懷、教育、健康與復康，以及環境保護等社區項目。

FY2019



9.9 million
HK\$ 百萬港元
Total amount of donations
捐款總金額



7,700
Total number of volunteer participants
義工成員總數



27,400
Total volunteer hours
義工服務總時數

Education 教育



- We have been collaborating with UNICEF Hong Kong to support underprivileged children in the world through sponsoring activities such as “Little Artists Big Dreams Drawing Competition” and “Charity Run” (Hong Kong).

我們與聯合國兒童基金會香港委員會合作，贊助「小畫家大夢想繪畫比賽」及「慈善跑」(香港)等活動，為全世界貧困兒童提供支援。

- We have been supporting Youth Outreach, Hong Kong to empower those youth who are at risk in our community. By sponsoring and participating in activities such as “YO Dancical” and “Charity Walk”, we help to nurture them to be responsible citizens.

我們一直支持香港協青社，讓社區的青少年提升面對逆境的能力，並贊助及參與「YO Dancical」和「慈善步行」等活動，協助培養青少年成為負責任的公民。



- Rainbow Promise is an education project of the Group to help children in the mountainous region in Mainland China. Volunteers of the Group from the north-western and south-western regions visited the school children, and donated educational and basic household necessities.

「彩虹之約」為本集團的教育項目，旨在幫助中國內地山區兒童。來自西北及西南地區的義工隊一同探訪山區學童，並捐贈教育及基本生活必需品。

Elderly Care 長者關懷



- We express our care for the elderly in the community through our “Caring for the Elderly Programme,” which have been organising various activities for over four years, ranging from home visits to the elderly, housework support, as well as distributing rice dumplings at Dragon Boat Festival and mooncakes at Mid-autumn Festival to the community.

我們通過「竹福伴我行」計劃表達對社區長者的關懷。該計劃已舉辦了四年多，活動包羅萬有，包括長者家訪、家務支援，以及於端午節派發糉子及中秋節派發月餅。

- In 2018, we sponsored Food Angel, a Hong Kong-based food bank, for a two-year programme to distribute free food packs to 72 elderly and underprivileged families. Our volunteer team regularly helps with food distribution.

2018年，我們向香港食物銀行「惜食堂」，贊助為期兩年的計劃，為72名長者及貧困家庭免費派發飯盒。我們的義工隊會定期協助分發食物。



Environmental Protection 環境保護



- On 15 September 2018, our volunteer teams across the country united in their efforts to conserve our environment through Plogging for Love, Chow Tai Fook Nationwide Volunteer Day, to help clean up litter around the local neighbourhoods.

2018年9月15日，我們聯合了全國各地的義工團隊，通過周大福全國義工服務日「為愛而行」，共同努力保護我們的環境，協助清理各地社區的垃圾。

- Our volunteer team in southern China participated in the rehabilitation efforts in the Pearl River Delta region in the aftermath of Super Typhoon Mangkhut.

我們的華南義工隊，在超強颱風山竹侵襲後，一同參與珠三角地區的修復工作。



Touch a Life Foundation 基金會

Enhancing Traceability of the Charity Sector 追蹤慈善業界的足印

Due to inefficiencies in the charity sector, it can be difficult for some NGOs in India to make a measurable difference. Inspired by T MARK'S approach to enhancing traceability in the diamond industry, Touch a Life Foundation ("TAL") developed a smart system for book delivery to ensure all donated books reached their recipients successfully. The system enables TAL and their sponsors to track community projects from start to finish, improving accountability, trust and efficiency. Sharing TAL'S mission towards empowering underprivileged children and their vision for transforming the charity sector with technology, we have sponsored Touch a Life Foundation – Books for Change 2019 to donate books to 3,054 students across 31 schools in Maharashtra, India.

慈善業界的效率偏低，令一些印度非政府組織難於衡量其工作帶來的影響。受到 T MARK 提升鑽石行業追溯度所啟發，Touch a Life Foundation (「TAL 基金會」) 研發出一個圖書交收智能系統，以確保所有捐贈的圖書能成功送達予受惠者。該系統使 TAL 基金會及其贊助商，能跟蹤整個社區項目，提高問責、信任及效率。我們認同 TAL 基金會為弱勢兒童賦權的使命，以及其以技術改變慈善業界的願景，因此贊助了旗下「Books for Change 2019」計劃，為印度馬哈拉施特州 31 所學校的 3,054 名學生捐贈圖書。



SEE Foundation 基金會

Long-Term Commitment in Mitigating Desertification 防治荒漠化的長期承諾

Since 2016, we have participated in a programme organised by the SEE Foundation to plant saxaul trees to combat desertification in Alxa, Inner Mongolia. Saxaul trees require dedicated care and the normal survival rate is around 70-80%, however it had reduced to 50% in 2017 due to the harsh growing conditions. Participants therefore needed to spend additional effort to improve the survival rate. Having the hands-on experience in planting, our volunteer team was deeply aware of the impact of desertification, the urgent need for taking action and the challenges in mitigating the problem. Since 2016, we have planted a total of 72,000 saxaul trees covering a total area of 720,000 square metres, equivalent to the size of around 103 football pitches.

自 2016 年起，我們參加了由 SEE 基金會籌辦的計劃，於內蒙古阿拉善地區種植梭梭樹，以防治荒漠化。梭梭樹需要專門護理，一般存活率約為 70-80%。但由於生長環境惡劣，2017 年梭梭樹的存活率減少至 50%。因此，參加者需更努力，才能提高它們的存活率。透過親身種植的經驗，我們的義工團隊明白到荒漠化的影響、採取積極行動的迫切性，以及緩解這問題的挑戰。2016 年至今，我們共種植了 72,000 棵梭梭樹，總面積為 720,000 平方米，相當於約 103 個足球場的大小。



Appendix A: Sustainability Awards and Recognitions

附錄A：可持續發展獎項及嘉許

ESG 環境、社會及管治	
Hong Kong Environmental, Social and Governance Reporting Awards 2018 - Merit Award (Best ESG Report – Large Cap) - Merit Award (Innovative Frontrunner Award) 香港環境、社會及管治報告大獎 2018 — 優異獎(最佳ESG 報告大獎 — 大型) — 優異獎(創新領先報告獎)	Hong Kong Environmental, Social and Governance Reporting Awards (HERA) 香港環境、社會及管治報告大獎
HKQAA CSR Index Plus Mark 香港品質保證局社會責任進階指數	Hong Kong Quality Assurance Agency (HKQAA) 香港品質保證局
Governance 管治	
HKIRA 4th Investor Relations Awards – Certificate of Excellence 第四屆香港投資者關係大獎 — 卓越獎	Hong Kong Investor Relations Association 香港投資者關係協會
2018 All-Asia (ex-Japan) Executive Team Rankings (Consumer/Discretionary sector) - Best Investor Relations Professional – Third Place – Danita On (Nominated by the sell side) Institutional Investor 2018年度All-Asia Executive Team (不包括日本)排行榜 — 非必需消費品類別 最佳投資者關係專員 — 第三名 — 安殷霖(由賣方分析員提名)	Institutional Investor
ARC Awards 2018 - Bronze Award (Traditional Annual Report – Retail – Jewellery) ARC大獎 2018 — 銅獎(傳統年報 — 零售類 — 珠寶)	MerComm, Inc.
Galaxy Awards 2018 - Gold Award (Design – Annual Reports – Traditional – Hong Kong) - Gold Award (Mobile Media – Annual Report) - Honors Award (Annual Reports – Print – Retail: Other & General) Galaxy大獎 2018 — 金獎(設計 — 香港區傳統年報) — 金獎(手機媒體 — 年報) — 榮譽獎(印刷年報 — 零售：其他及一般)	MerComm, Inc.
Listed Company Awards of Excellence 2018 - Main Board (Large-Cap) 上市公司卓越大獎 2018 — 主版(大市值)	Hong Kong Economic Journal 信報財經新聞
Bloomberg Businessweek/Chinese Edition: Listed Enterprises of the Year 2018 - Listed Enterprises of the Year - Performance Award – Best Sustainability 彭博商業周刊 / 中文版年度上市企業 2018 — 年度上市企業 — 表現類獎項 — 最佳可持續發展獎	Bloomberg Businessweek/Chinese Edition 彭博商業周刊 / 中文版
Mercury Excellence Awards 2018/2019 - Silver Award (Publicity – Sustainability Awareness) - Honors Award (Websites/Mobile Media – Investor/Shareholder Relations Site) Mercury卓越大獎 2018 / 2019 — 銀獎(出版刊物 — 可持續發展意識) — 榮譽獎(網站 / 移動媒體 — 投資者 / 股東關係網站)	MerComm, Inc.
Best Corporate Governance Awards 2018 - Special Mention 最佳企業管治大獎 2018 — 評判嘉許	Hong Kong Institute of Certified Public Accountants 香港會計師公會

Social 社會

<p>Employer of Choice Award 2018 - Employer of Choice Award - Corporate Social Responsibility Award</p> <p>卓越僱主大獎 2018 — 卓越僱主大獎 — 卓越社會責任企業大獎</p>	<p>JobMarket JobMarket 求職廣場</p>
<p>Corporate Social Responsibility Awards 2018 - Outstanding Social Responsibility Contribution Award - Caring Society Award</p> <p>企業社會責任大獎 2018 — 社會責任貢獻獎 — 社會關懷獎</p>	<p>International Financial News 國際金融報</p>
<p>Best HR Awards 2018 - Best Corporate Social Responsibility Award (Champion)</p> <p>最佳人力資源大獎 2018 — 最佳社會企業責任大賞(冠軍)</p>	<p>CTgoodjobs</p>
<p>The 9th Hong Kong Outstanding Corporate Citizenship Award - Merit Award (Enterprise Category)</p> <p>第九屆香港傑出企業公民獎 — 優異獎(企業組別)</p>	<p>Hong Kong Productivity Council 香港生產力促進局</p>
<p>Caring Company - Chow Tai Fook Jewellery Company Limited – Caring Company 10 Years + - Chow Tai Fook Jewellery Group Limited – Caring Company 5 Years+</p> <p>商界展關懷 — 周大福珠寶金行有限公司(連續10年或以上) — 周大福珠寶集團有限公司(連續5年或以上)</p>	<p>The Hong Kong Council of Social Service 香港社會服務聯會</p>
<p>Consumer Caring Scheme 2018 - Consumer Caring 5 Years+ Award</p> <p>貼心企業嘉許計劃 2018 — 貼心企業「五年+賞」</p>	<p>GS1 Hong Kong 香港貨品編碼協會</p>
<p>Asia Recruitment Awards 2019 - Best Internship Program (Silver Award)</p> <p>亞洲招聘大獎 2019 — 最佳實習計劃銀獎</p>	<p>HumanResources</p>

Environment 環境

<p>Hong Kong Green Awards 2018 - Corporate Green Governance Award – Corporate Vision - Green Management Award – Corporate (Large Corporation) – Silver - Green Purchasing Award (Large Corporation) – Bronze - Environmental, Health and Safety Award (Large Corporation) – Merit</p> <p>香港綠色企業大獎 2018 — 企業綠色管治獎 — 企業使命 — 優越環保管理獎 — 企業(大型企業) — 銀獎 — 明智環保採購獎(大型企業) — 銅獎 — 超卓環保安全健康獎(大型企業) — 優異獎</p>	<p>Green Council 環保促進會</p>
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Appendix B: HKEx ESG Guide Content Index

附錄B：香港聯交所《ESG指引》內容索引

The following content index is prepared in accordance with the ESG Guide as set out in Appendix 27 of the Listing Rules of the HKEx. 本內容索引乃根據香港聯交所上市規則附錄27《ESG指引》編製而成。

Subject Areas, Aspects, General Disclosures and KPIs 主要範疇、層面、一般披露及關鍵績效指標	Section and Remarks 章節及備註	Page Number 頁數	
A. Environmental 環境			
Aspect A1: Emissions 層面A1：排放物			
General disclosure 一般披露	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 greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste 有關廢氣及溫室氣體排放、向水及土地的排污、有害及無害廢棄物的產生等的： (a)政策；及 (b)遵守對發行人有重大影響的相關法律及規例的資料	Resource Efficiency & Carbon Reduction 資源效益及減碳	33-38, 40
KPI A1.1	The types of emissions and respective emissions data 排放物種類及相關排放數據	Resource Efficiency & Carbon Reduction 資源效益及減碳	35-36, 38
KPI A1.2	Greenhouse gas emissions in total and intensity 溫室氣體總排放量及密度	Resource Efficiency & Carbon Reduction 資源效益及減碳	35-36
KPI A1.3	Total hazardous waste produced and intensity 所產生有害廢棄物總量及密度	Resource Efficiency & Carbon Reduction 資源效益及減碳	40
KPI A1.4	Total non-hazardous waste produced and intensity 所產生無害廢棄物總量及密度		
KPI A1.5	Description of measures to mitigate emissions and results achieved 描述減低排放量的措施及所得成果	Resource Efficiency & Carbon Reduction 資源效益及減碳	35-38
KPI A1.6	How hazardous and non-hazardous wastes are handled, reduction initiatives and results achieved Description of how hazardous and non-hazardous wastes are handled, reduction initiatives and results achieved 描述處理有害及無害廢棄物的方法、減低產生量的措施及所得成果。	Resource Efficiency & Carbon Reduction 資源效益及減碳	34, 40
Aspect A2: Use of Resource 層面A2：資源使用			
General disclosure	Policies on the efficient use of resources, including energy, water and other raw materials 有效使用資源(包括能源、水及其他原材料)的政策。	Resource Efficiency & Carbon Reduction 資源效益及減碳	33-41
KPI A2.1	Direct and/or indirect energy consumption by type in total and intensity 按類型劃分的直接及/或間接能源總耗量	Resource Efficiency & Carbon Reduction 資源效益及減碳	36
KPI A2.2	Water consumption in total and intensity 總耗水量及密度	Resource Efficiency & Carbon Reduction 資源效益及減碳	39
KPI A2.3	Description of energy use efficiency initiatives and results achieved 描述能源使用效益計劃及所得成果	Resource Efficiency & Carbon Reduction 資源效益及減碳	35-37
KPI A2.4	Description of issue in sourcing water, water efficiency initiatives and results achieved 描述求取適用水源上可有任何問題，以及提升用水效益計劃及所得成果	Resource Efficiency & Carbon Reduction 資源效益及減碳	39
KPI A2.5	Total packaging material used for finished products 製成品所用包裝材料的總量	Resource Efficiency & Carbon Reduction 資源效益及減碳	40-41

Subject Areas, Aspects, General Disclosures and KPIs 主要範疇、層面、一般披露及關鍵績效指標	Section and Remarks 章節及備註	Page Number 頁數
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Aspect A3: The environment and natural resources 層面A3：環境及天然資源

General disclosure 一般披露	Policies on minimising the issuer's significant impact on the environment and natural resources 減低發行人對環境及天然資源造成重大影響的政策	Resource Efficiency & Carbon Reduction 資源效益及減碳	33-41
KPI A3.1	Description of the significant impacts of activities on the environment and natural resources and actions taken to manage them 描述業務活動對環境及天然資源的重大影響及已採取管理有關影響的行動		

B. Social 社會

Employment and Labour Practices 僱傭及勞工常規

Aspect B1: Employment 層面B1：僱傭

General disclosure 一般披露	Information on: (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 有關薪酬及解僱、招聘及晉升、工作時數、假期、平等機會、多元化、反歧視以及其他待遇及福利的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料	People Focused 以人為本	45
KPI B1.1	Total workforce by gender, employment type, age group and geographical region 按性別、僱傭類型、年齡組別及地區劃分的僱員總數	People Focused 以人為本	44
KPI B1.2	Employee turnover rate by gender, age group and geographical region 按性別、年齡組別及地區劃分的僱員流失比率	People Focused 以人為本 By gender 按性別劃分 Female 女：36% Male 男：36% By age group 按年齡組別劃分 < 30：56% 30-50：24% > 50：9% By geographical region 按地區劃分 Hong Kong and Macau 香港及澳門：15% Mainland China 中國內地：38% By function 按功能劃分 Production 生產：30% POS 零售點：40% Office 辦公室：27%	44

Aspect B2: Health and safety 層面B2：健康與安全

General disclosure 一般披露	Information on: (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 有關提供安全工作環境及保障僱員避免職業性危害的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料	People Focused 以人為本	47
KPI B2.1	Number and rate of work-related fatalities 因工作關係而死亡的人數及比率		
KPI B2.2	Lost days due to work injury 因工傷損失工作日數		
KPI B2.3	Description of occupational health and safety measures adopted, how they are implemented and monitored 描述所採納的職業健康及安全措施，以及相關執行及監察方法		

Subject Areas, Aspects, General Disclosures and KPIs 主要範疇、層面、一般披露及關鍵績效指標	Section and Remarks 章節及備註	Page Number 頁數
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Aspect B3: Development and training 層面B3：發展及培訓

General Disclosure 一般披露	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities 有關提升僱員履行工作職責的知識及技能的政策。描述培訓活動	People Focused 以人為本	43, 46, 48
KPI B3.2	Average training hours completed per employee by gender and employee category 按性別及僱員類別劃分，每名僱員完成受訓的平均時數	People Focused 以人為本	46

Aspect B4: Labour standards 層面B4：勞工準則

General disclosure 一般披露	Information on: (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 有關防止童工或強制勞工的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料	People Focused 以人為本	45
KPI B4.1	Description of measures to review employment practices to avoid child and forced labour 描述檢討招聘慣例的措施以避免童工及強制勞工		
KPI B4.2	Description of steps taken to eliminate such practices when discovered 描述在發現違規情況時消除有關情況所採取的步驟		

Operating Practices 營運慣例

Aspect B5: Supply chain management 層面B5：供應鏈管理

General disclosure 一般披露	Policies on managing environmental and social risks of the supply chain 管理供應鏈的環境及社會風險政策	Responsible Sourcing 責任採購	24-27
KPI B5.1	Number of suppliers by geographical region 按地區劃分的供應商數目		
KPI B5.2	Description of practices relating to engaging suppliers, number of suppliers, where and how the practices are being implemented and monitored 描述有關聘用供應商的慣例，向其執行有關慣例的供應商數目，以及有關慣例的監察方法		

Aspect B6: Product responsibility 層面B6：產品責任

General disclosure 一般披露	Information on: (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 有關所提供產品和服務的健康與安全、廣告、標籤及私隱事宜以及補救方法的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料	Lasting Relationships with Customers 恒久的顧客關係	22-23
KPI B6.2	Number of products and service related complaints received and how they are dealt with 接獲關於產品及服務的投訴數目以及應對方法	Lasting Relationships with Customers 恒久的顧客關係	
KPI B6.3	Description of practices relating to observing and protecting intellectual property rights 描述與維護及保障知識產權有關的慣例	Lasting Relationships with Customers 恒久的顧客關係	

Subject Areas, Aspects, General Disclosures and KPIs 主要範疇、層面、一般披露及關鍵績效指標		Section and Remarks 章節及備註	Page Number 頁數
KPI B6.4	Description of quality assurance process and recall procedures 描述質量檢定過程及產品回收程序	Lasting Relationships with Customers 恒久的顧客關係	22
KPI B6.5	Description of consumer data protection and privacy policies, how they are implemented and monitored 描述消費者資料保障及私隱政策，以及相關執行及監察方法	Lasting Relationships with Customers 恒久的顧客關係	23

Aspect B7: Anti-corruption 層面B7：反貪污

General disclosure 一般披露	Information on: (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 有關防止賄賂、勒索、欺詐及洗黑錢的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料	Corporate Governance 企業管治 During the financial year, there were no legal cases regarding corrupt practices that were brought against the Group, nor our employees. 在本財政年度內，本集團及我們的員工並無涉及任何有關貪污行為的法律案件。	16-17
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 於匯報期內對發行人或其僱員提出並已審結的貪污訴訟案件的數目及訴訟結果		
KPI B7.2	Description of preventive measures and whistle-blowing procedures, how they are implemented and monitored 描述防範措施及舉報程序，以及相關執行及監察方法		

Community 社會

Aspect B8: Community Investment 層面B8：社區投資

General disclosure 一般披露	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 有關以社區參與來了解營運所在社區需要和確保其業務活動會考慮社區利益的政策	People Focused 以人為本	49-51
KPI B8.1	Focus areas of contribution 專注貢獻範疇		
KPI B8.2	Resources contributed to the focus area 在專注範疇所動用的資源		

