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星宏傳媒控股有限公司
Starrise Media Holdings Limited

(於開曼群島註冊成立之有限公司)
股份代號：1616
(Incorporated in the Cayman Islands with limited liability)
Stock Code: 1616

2019 ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

環境、社會及管治報告

關於本報告
About the Report

報告指南 Reporting Guidelines

本報告是星宏傳媒控股有限公司（以下簡稱為「本公司」）及其附屬公司（以下簡稱為「本集團」、「星宏傳媒」或「我們」）發佈的環境、社會及管治（以下簡稱為「ESG」）報告（以下簡稱為「本報告」），旨在披露本集團於 2019 年度在環境和社會層面的可持續發展績效。本報告依據《香港聯合交易所有限公司證券上市規則》附錄二十七《環境、社會及管治報告指引》（以下簡稱為《ESG 指引》）進行編制，重點回應了 ESG 指引載列的「不遵守就解釋」條文，並結合本集團實際情況披露了部分「建議披露」指標。本報告嚴格遵從 ESG 指引的四項匯報原則，即重要性、量化、平衡及一致性進行 ESG 信息披露。

This report is the Environmental, Social and Governance (hereinafter referred to as “ESG”) Report (hereinafter referred to as the “Report”) released by Starrise Media Holdings Limited (hereinafter referred to as the “Company”) and its subsidiaries (hereinafter referred to as the “Group”, “Starrise Media” or “We”), which aims to disclose the Group’s sustainability performance in environmental and social aspects in 2019. The Report is compiled in accordance with *Environmental, Social and Governance Reporting Guide* (hereinafter referred to as *ESG Reporting Guide*) in Appendix 27 of the *Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited*, focusing on addressing to the “Comply or Explain” provisions listed in the ESG Reporting Guide, and disclosing certain “Recommended Disclosures” indicators based on the actual situations of the Group. The Report strictly abides by the four reporting principles under the ESG Reporting Guide, namely, Materiality, Quantitative, Balance and Consistency in the disclosure of ESG information.

報告範圍 Reporting Scope

除非另有說明，本報告的時間範圍包括2019年1月1日至2019年12月31日（以下簡稱為「本報告期」）。本報告的組織範圍涵蓋本集團的主要業務，包括本集團在中華人民共和國（以下簡稱為「中國」）的媒體業務和在山東省淄博市營運的紡織業務（於2019年12月完成紡織業務的出售）。

Unless otherwise stated, the reporting period of the Report is from January 1, 2019 to December 31, 2019 (hereinafter referred to as the “Reporting Period”). The content of the Report covers the principal businesses of the Group, including the Group’s media business, and the textile business in Zibo City, Shandong Province (the Group completed the sale of its textile business in December 2019), both in the People’s Republic of China (hereinafter referred to as “China”).

報告聲明 Reporting Statement

本公司董事（以下簡稱為「董事」）會（以下簡稱為「董事會」）明白其為確保報告完整性和準確性所負有的責任。本報告合理展示了本公司的環境、社會及管治表現和影響。本報告經董事會審核確認及批准後發佈。

The Company’s board (hereinafter referred to as the “Board of Directors” or the “Board”) of directors (hereinafter referred to as the “Directors”) understands its full responsibility for ensuring the completeness and accuracy of the Report. The Report reasonably demonstrates the Company’s performance and influence in environmental, social and governance areas. The Report is released upon the review, confirmation and approval by the Board.

獲取方式 Access to the Report

本報告以PDF電子文件的形式發佈於：
The Report is published in electronic PDF file on:



香港交易及結算所
有限公司披露易網站

HKEX news website of the
Hong Kong Exchanges and
Clearing Limited



本集團官方網站

The official website of the
Group

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主席的話

Message from the Chairman

本集團發佈星宏傳媒控股有限公司及附屬公司二零一九年度環境、社會及管治報告。本集團於本報告期內的主要業務為影視劇授權以及提供影視劇製作、發行及相關服務（「媒體業務」）；及銷售紡織品和提供紡織產品的加工服務（「紡織業務」）。考慮到自二零一六年以來中國紡織行業整體呈現持續及顯著下行趨勢、紡織業務財務表現下降及增長潛力有限、由於中美貿易戰而引起的棉花及紡織市場的不確定性等因素，董事會從戰略方面決定出售本集團紡織業務。本集團已於二零一九年十二月成功剝離紡織業務，實現了本集團的業務整體轉型。因此，本集團主要從事製作和發行影視劇為主業的媒體業務。董事會相信，該戰略調整可使本集團重新分配其資源至回報更高的媒體業務及其他投資機遇（於機遇出現時），在實現自身成長的同時，為投資人帶來更好的業績回報。

二零一九年，我們加大對影視作品的投入力度，著力提升本集團內部管理水平，這些舉措的推行帶來了良好的業績回報。於本報告期內，本集團繼續保持在投資製作主旋律正能量的精品劇方面的優勢。本集團子公司北京華晟泰通傳媒投資有限公司投資拍攝的電視劇《那座城，這家人》於二零一九年五月入圍第二十五屆上海電視節白玉蘭獎最佳中國電視劇獎，並於二零一九年八月獲得中共中央宣傳部第十五屆精神文明建設「五個一工程」獎。

與此同時，我們持續深化ESG管治水平，結合利益相關方的訴求將ESG管理融入到本集團的日常運營過程中，深化本集團的可持續發展水平。二零一九年，我們繼續關注於環境績效的提升，從管理制度、組織架構、政策實施等多個層面配備資源進行優化，切實保障節能減排戰略目標的圓滿實現。本集團加強企業文化，宣貫保護環境的理念，協同本集團上下共同為可持續發展承諾而奮鬥。二零一九年，我們嚴格遵守法律法規的要求，持續開展關於社會績效提升的有關實踐。我們優化人才隊伍建設、關注員工的安全健康與發展訴求。我們加強對供應商的管理，與之建立良好的合作夥伴關係。我們以客戶及觀眾的利益為導向，提升服務水平，開發創新能力，宣揚正面價值，傳播品質文化。

展望未來，我們將汲取過去的經驗，在保持蓬勃的市場競爭力的同時，堅持本集團可持續發展的道路，力爭持續提升本集團的ESG管理水平。

劉東

董事會主席

星宏傳媒控股有限公司

The Group hereby releases the 2019 Environmental, Social and Governance Report of Starrise Media Holdings Limited and its subsidiaries. The principal businesses of the Group during the Reporting Period were the licensing of drama series and films and the provision of drama series and films production, distribution and related services (the “Media Business”); and the sales of textiles products and the provision of textile products processing services (the “Textile Business”). Having considered the factors including overall textile industry in China which has been experiencing a consistent, notable decline since 2016, the declining financial performance and limited growth potential of the Textile Business, and the uncertainties of the cotton and textile market as a result of the Sino-US trade war, the Board considered that there was a clear strategic need for the Group to dispose of its Textile Business. The Group has successfully divested its Textile Business in December 2019 and achieved its overall business transformation. As a result, the Group mainly focused in the Media Business which engaged in the production and distribution of film and television dramas. The Board believes that this strategic adjustment will enable the Group to reallocate its resources to the Media Business and other investment opportunities with higher returns (when opportunities arise), thus bringing better performance returns to investors while achieving its own growth.

In 2019, we increased our investment in the film and television productions and focused on improving the Group’s internal management. The implementation of these measures has brought favorable performance returns. During the Reporting Period, the Group continued to maintain its competitive advantages by investing in and producing high quality television dramas with mainstream and positive themes. The TV series *That City, This Family* invested and produced by Beijing Huasheng Taitong Media Investment Co., Ltd., a subsidiary of the Group, was nominated for Best TV Series (China) of the 25th Shanghai TV Festival Magnolia Awards in May 2019 and won the 15th “Five-One Project” Award for the Construction of Spiritual Civilization issued by the Publicity Department of the Communist Party of China Central Committee in August 2019.

At the same time, we continued to deepen the level of ESG governance, integrate ESG management into the daily operations of the Group in accordance with the demands of stakeholders and deepen the level of the Group’s sustainable development. In 2019, we continued to focus on the improvement of environmental performance and allocate resources in multiple aspects such as management system, organizational structure, and policy implementation to optimize and effectively guarantee the successful realization of the strategic goals of energy conservation and emission reduction. The Group strengthens the corporate culture, promotes the concept of environmental protection, and collaborates with the Group’s staff from top to bottom to strive for the commitments in sustainable development. In 2019, we strictly abided by the requirements of laws and regulations and continued to carry out relevant practices on improving our social performance. We optimized the development of talent team and focused on the safety, health and development needs of employees. We strengthened the management of suppliers and established good partnerships with them. Guided by the interests of customers and audiences, we improved our service levels, developed capabilities in innovation, promoted positive values, and propagated a culture that treasures quality.

Looking ahead, we will learn from the past experience, remain persistent to the Group’s journey in pursuing sustainable development while maintaining a vigorous market competitiveness, and strive to continuously improve the level of the Group’s ESG management.

LIU Dong

Chairman of the Board of Directors

Starrise Media Holdings Limited

首席執行官的話

Message from the CEO

2019年度，本集團致力於通過管理水平的提升，強化企業公民的社會責任，實現本集團可持續發展水平的顯著提升。

我們嚴格遵守業務運營地區的法律法規，杜絕任何經濟、社會及環境層面違法違規事件的發生。我們積極履行對政府及監管機構、投資人等利益相關方的責任義務，實現對利益相關方的承諾。

我們執行嚴格的供應商甄選標準，所有供應商均需通過嚴格、公正、公開的選擇流程篩選方可簽訂服務合同。我們持續不定期地對遴選過程進行審查以加強對供應商社會、環境管理水平的全面篩查，防範價值鏈上游帶來的風險，確保業務的穩定運營。

我們在追求自身發展的同時，積極回饋社會。我們關注社會弱勢群體的福祉，通過捐贈及公益活動，幫助他們解決困難，提升生活水平。

我們積極踐行保護環境的綠色理念，制定節能環保的管理政策，鼓勵員工參與植樹造林等公益活動，助力國家生態文明建設政策的施行。

本集團的上述管理措施，將為本集團的可持續發展道路奠定良好的管理基礎。未來我們將進一步優化ESG管理水平，為利益相關方及社會創造共享價值。

劉宗君

首席執行官

星宏傳媒控股有限公司

In 2019, the Group was devoted in strengthening our social responsibilities as a corporate citizen and achieving a significant improvement in the level of the Group’s sustainable development through lifting of the Group’s management standard.

We strictly abide by the laws and regulations in the business operation area, and prevent any non-compliance in economic, social and environmental aspects. We actively fulfill our responsibilities and obligations to the government, regulatory agencies, investors and other stakeholders, and fulfill our commitments to stakeholders.

We implement stringent criteria in the supplier selection. Only suppliers who come through a strict, fair and open selection process can sign the service contract with the Group. We continue to review the selection process from time to time to strengthen the comprehensive screening of suppliers on their social and environmental management levels to prevent risks from the upstream of the value chain and ensure the stable operation of the business.

While in the pursuit of our own development, we actively contribute back to the society. We concern the well-being of the vulnerable groups in the society and help them solve difficulties and improve their living standards through donations and public welfare activities.

We actively promote green practices to protect the environment, formulate management policies for energy conservation and environmental protection, and encourage employees to participate in public welfare activities such as afforestation, etc. and facilitate the implementation of national policies on the construction of ecological civilization.

With the above-mentioned management measures, a solid management foundation has been laid for the Group’s journey in pursuing sustainable development. In the coming future, we will further optimize the level of ESG management and create shared value amongst our stakeholders and the society.

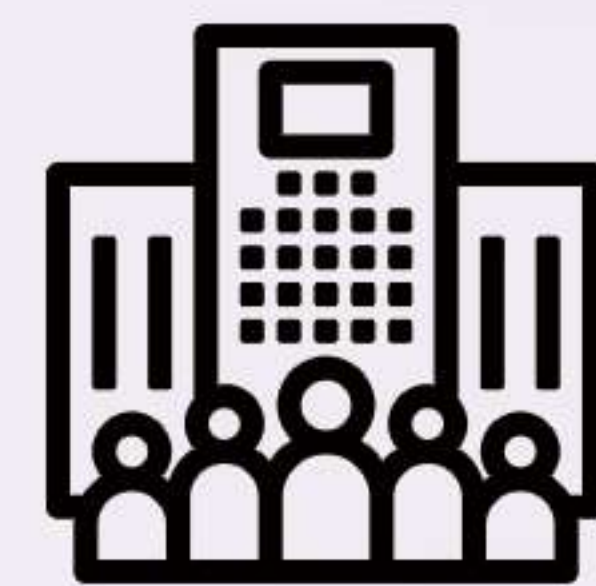
LIU Zongjun

CEO

Starrise Media Holdings Limited

關於本公司

About Us



本公司簡介

於本報告期內，本集團主要從事媒體業務以及紡織業務。本公司主要經營性子公司包括淄博銀仕來紡織有限公司（已於2019年12月完成出售）、北京華晟泰通傳媒投資有限公司、北京星宏影視文化有限公司及北京睿博星辰文化傳媒有限公司。

於本報告期內，本集團根據行業發展趨勢，致力於通過本集團投資、製作、發行、衍生品相關等優勢資源，實現對影視行業全產業鏈的佈局，進而通過產業鏈上、中、下游業務協同化、規模化運作，力爭成為國內影視娛樂的行業標杆。同時，本集團根據業務運營、資源配置等情況及時調整業務運營模式，已於本報告期末出售紡織業務，以實現對本集團股東的良好業績回報。

Company Profile

During the Reporting Period, the Group was principally engaged in the Media Business and the Textile Business. The Company's main operating subsidiaries include Zibo Yinshilai Textile Co., Ltd. (which was sold in December 2019), Beijing Huasheng Taitong Media Investment Co., Ltd., Beijing Starrise Pictures Co., Ltd., and Beijing Starwise Culture Media Co., Ltd.

During the Reporting Period, based on the trend of industrial development, the Group was committed to establishing our business presence across the entire film and television industry chain through our advantageous resources regarding investment, production, distribution, and derivatives. Furthermore, through synergetic and large-scale operations of the upstream, midstream and downstream businesses in the industry chain, the Group strives to be a model enterprise in the domestic film and television entertainment industry. At the same time, the Group adjusted its business operation model in a timely manner based on business operations, resource allocation and other factors, and had sold the Textile Business at the end of the Reporting Period to achieve better returns for the Group's shareholders.



- 2019年5月，本集團子公司淄博銀仕來紡織有限公司獲評2018年棉紡織行業主營業務收入百強企業。

In May 2019, the Group's subsidiary Zibo Yinshilai Textile Co., Ltd. was recognized as one of the top 100 enterprises in the cotton textile industry in 2018 with respect to revenue from major business lines.

本公司ESG治理

本集團組建了由董事會牽頭，以ESG執行委員會為核心，以ESG工作小組為骨幹力量，以各部門專職負責人為基層力量的ESG管理架構，由此管理架構的不同部門共同負責協調、推動以及落實可持續發展工作的相關事宜。ESG執行委員會由董事會主席劉東、首席執行官劉宗君、執行董事陳辰和董事會秘書田成傑構成，擔任對ESG重大議題進行審議和決策的工作，並持續推動可持續發展理念與本公司發展戰略和經營管理相融合。此外，於本報告期內，本集團常設ESG工作小組，由本公司秘書事務部、紡織業務節能辦公室、行政部、人力資源部及採購部等多部門組成，負責落實可持續發展工作的相關事宜，推動各項ESG目標的落實和ESG風險的識別與監測，並通過向董事會定期匯報工作，進一步加強董事會對ESG事宜的管理能力。

此外，除了在日常營運過程中納入對ESG議題的考量，我們也通過對董事及高級管理人員的相關培訓提升本公司的ESG管治能力。2019年12月20日，本集團邀請本公司熟悉香港法律的法律顧問為各位董事進行了培訓，培訓內容為《香港聯合交易所有限公司證券上市規則》的修訂及董事職責等。

ESG Governance of the Company

The Group has established an ESG management structure with the Board as the lead, the ESG Executive Committee as the core, the ESG Working Group as the backbone, and the full-time responsible persons in each department as the primary force. Together the different components of the above ESG management structure are responsible for coordinating, promoting and implementing sustainable development related matters. The ESG Executive Committee is composed of the chairman of the Board, LIU Dong, Chief Executive Officer, LIU Zongjun, executive Director, CHEN Chen, and secretary of the Board, TIAN Chengjie, who are responsible for considering and deciding on the major ESG issues, and continuously promoting the integration of sustainable development concepts into the Company's development strategies and operation management. In addition, during the Reporting Period, the Group's permanent ESG Working Group was composed of various departments such as the Secretarial Department, Energy Saving Taskforce from the Textile Business, the Administration Department, the Human Resources Department, and the Purchasing Department. The ESG Working Group is responsible for carrying out tasks related to sustainable development, facilitating the fulfillment of various ESG goals, identifying and monitoring ESG risks, and further strengthening the Board's ability to manage ESG issues by regularly reporting to the Board on the progress of ESG-related work.

In addition to taking ESG issues into consideration in daily operations, we have also enhanced the Company's ESG governance capabilities through relevant trainings for the Board and the management. On December 20, 2019, the Group invited the Company's legal advisers as to Hong Kong laws to provide training to the Board; the training covered the updated *Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited* and the duties of Board.



- 2019年7月，本集團子公司淄博銀仕來紡織有限公司在2018年度中國棉紡織行業競爭力評選中，榮獲競爭力百強稱號。

In July 2019, the Group's subsidiary Zibo Yinshilai Textile Co., Ltd. earned the title of the Top 100 Competitive Enterprises in the 2018 China Cotton Textile Industry Competitiveness Competition.

利益相關方參與和重要性分析
Stakeholder Engagement and Materiality Analysis

利益相關方參與

星宏傳媒始終堅持將企業的可持續發展目標與利益相關方的訴求相融合的理念，高度重視與不同利益相關方群體的溝通交流，定期詢問利益相關方對本公司可持續發展的意見和建議，積極維護與利益相關方和諧緊密、合作共贏的夥伴關係。

本公司堅信能否有效地回應利益相關方的需求是衡量企業是否良好履行社會責任的主要途徑。不斷完善與不同利益相關方的溝通機制，根據反饋意見有針對性地制定和改進本公司的可持續發展戰略，定期評估和檢討有關行動的成效，使得我們在可持續發展的進程中融入了廣泛的意見，取得了良好的收效。本集團的主要的利益相關方包括股東、員工、客戶、觀眾、政府和監管機構、供應商等。下表列出本報告期內不同利益相關方所關注的議題、溝通渠道及溝通頻率。

STAKEHOLDER ENGAGEMENT

Starrise Media always adheres to the concept of aligning the Company's sustainable development goals with the demands of stakeholders, attaches great importance to the communication with different stakeholder groups, regularly collects stakeholders' opinions and suggestions on the Company's sustainable development, and actively maintains a harmonious and close partnership with stakeholders for win-win cooperation.

The Company firmly believes that the degree of effectiveness in responding to the demands of stakeholders is the principal measurement of the Company's level of fulfilment of its social responsibilities. Continuously improving the communication mechanism with different stakeholders, formulating and improving the Company's sustainable development strategies with targets based on feedbacks, and regularly evaluating and reviewing the effectiveness of relevant actions enable us to incorporate a wide range of opinions in the process of sustainable development and achieve desirable results. The major stakeholders of the Group include shareholders, employees, customers, audiences, governments and regulatory agencies, suppliers, etc. The following table lists out the issues of interest, communication channels and communication frequency for different stakeholders during the Reporting Period.



案例 CASE STUDY

2020年1月，北京睿博星辰文化傳媒有限公司被評選為愛奇藝2019年度合作夥伴，北京睿博星辰文化傳媒有限公司的代表人員應邀參加了2019「新奇點」愛奇藝網絡電影答謝晚宴，與客戶交流分享了網絡電影行業發展、內容創作趨勢等諸多見解，收穫頗豐。

In January 2020, Beijing Starwise Culture Media Co., Ltd. was selected as iQI-YI's Partner of the Year of 2019. Representatives of Beijing Starwise Culture Media Co., Ltd. were invited to participate in the 2019 "New Singular Point" iQIYI Internet Movie Appreciation Dinner, communicated and shared with clients ideas related to the development of the Internet movie industry, content creation trends and other topics, and learned a lot.

利益相關方 STAKEHOLDERS	關注議題 ISSUES OF INTEREST	溝通渠道 COMMUNICATION CHANNELS	溝通頻率 COMMUNICATION FREQUENCY
股東 Shareholders	財務表現 Financial performance 業務轉型 Business transformation 公司治理 Corporate governance	股東大會 General meeting of shareholders 投資者見面會 Investor meeting 業績發佈會 Announcement of business results	週年股東大會每年舉辦一次，報告期內共召開3次股東大會。其他溝通活動按照需求不定期舉行。 Annual general meeting is held once a year. During the Reporting Period, the general meeting of stakeholders was held 3 times. Other communication activities are conducted irregularly as needed.
員工 Employees	職業安全與健康 Occupational safety and health 晉升機會與培訓 Promotion opportunities and trainings 薪酬福利 Salary and benefits	員工活動 Employee activities 員工培訓 Employee trainings 員工意見箱 Employee suggestion box	按照需求不定期舉行。 The activities are conducted as and when needed.
客戶 Clients	產品質量 Product quality 私隱保護 Privacy protection 知識產權 Intellectual property	客戶滿意度調查 Client satisfaction survey 會員服務 Membership service 投訴熱線 Complaint hotline	按照需求不定期舉行。 The activities are conducted as and when needed.
政府和監管機構 Governments and regulatory agencies	遵守法律法規 Compliance with laws and regulations 影視作品價值取向 Value orientation of film and television works 社區貢獻 Community contributions	例行督察 Routine supervision and inspection 影視審查 Film and television censorship 重大會議 Major conferences	按照需求不定期舉行。 The activities are conducted as and when needed.
供應商 Suppliers	採購政策 Procurement policy 公平交易 Fair trade 良好合作 Good cooperation	招投標活動 Bidding activities 實地考察 On-site investigation 定期評估 Regular evaluation	按照需求不定期舉行。 The activities are conducted as and when needed.
觀眾 Audiences	創新和負責任的內容 Innovative and responsible contents 影視作品質量 Quality of film and television works	票房排名 Box office rankings 反饋意見 Feedbacks 影視作品評論 Film and television work reviews	按照需求不定期舉行。 The activities are conducted as and when needed.

重要性議題分析

於本報告編制初期，本集團委託第三方顧問機構開展了利益相關方問卷調查，以獲取利益相關方對本集團可持續發展議題的反饋意見，同時了解他們在環境和社會兩類可持續發展議題分開評估時，對不同議題的重視程度。

本次問卷調查共收到了313名利益相關方代表填寫的有效問卷。調查結果從議題對本集團的重要性和對利益相關方的重要性兩個維度進行了重要性分析。經本集團董事會審核確認，環境和社會議題已按照重要性從高¹到低進行了排序並且按照數字從小到大的順序標明了序號。從以下圖表可以看出，對於星宏傳媒和利益相關方最重要的環境議題是保護環境及天然資源、資源使用及管理 and 排放物及管理；對於星宏傳媒和利益相關方最重要的社會議題是職業健康與安全、遵守勞工相關法律法規和產品責任。被識別為最重要的議題將在之後的各章節中重點披露。

MATERIALITY ASSESSMENT

In the early stage of preparing this Report, the Group engaged a third-party consultant to conduct a stakeholder questionnaire survey to collect stakeholders' feedbacks on the Group's sustainable development issues and to understand how much importance they attach to different issues when assessing the social and environmental sustainable development issues separately.

We received a total of 313 valid questionnaires filled by stakeholder representatives. The survey results were based on materiality analysis from two dimensions: the materiality of issues to the Group and the materiality of issues to stakeholders. After review and confirmation by the Board of the Group, the environmental and social issues have been sorted from high materiality² to low materiality and labeled with ascending numbers. As can be seen from the following figure, the environmental issues material to Starrise Media and stakeholders are the protection of the environment and natural resources, resource use and management, and emissions and management; the social issues material to Starrise Media and stakeholders are occupational health and safety, compliance with labor laws and regulations and product responsibility. The following sections will focus on the disclosure of the identified issues of materiality.



¹ 對本集團或者利益相關方任何一方的重要性高於或等於評分體系的50%即為「最重要的議題」；對本集團或者利益相關方任何一方的重要性都低於評分體系的50%即為「次重要的議題」。

² The issues whose materiality to either the Group or stakeholders are greater than or equal to 50% of the scoring system are identified as “The material issues”; the issues whose materiality to either the Group or stakeholders are less than 50% of the scoring system are identified as “Issues of less material importance”.

星宏傳媒2019年度環境議題重要性矩陣圖：
Starrise Media's 2019 Materiality Matrix for Environmental Issues:

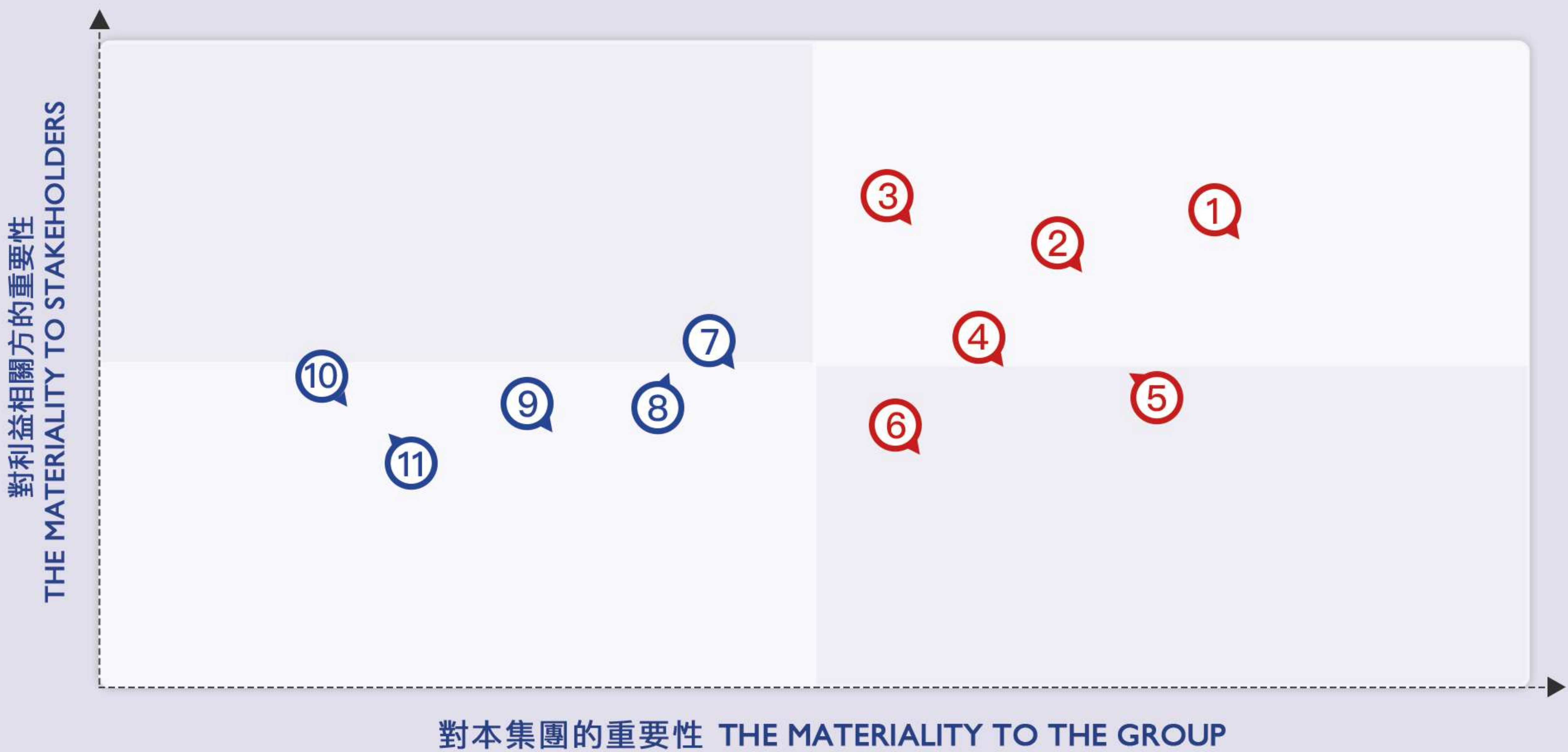


- 最重要的議題
THE MATERIAL ISSUES

 - 1 保護環境及天然資源
Protection of the environment and natural resources
 - 2 資源使用及管理
Resource use and management
 - 3 排放物及管理
Emissions and management
- 次重要的議題
ISSUES OF LESS MATERIAL IMPORTANCE

 - 4 減緩及適應氣候變化
Mitigation and adaptation to climate change
 - 5 供應商環境評估
Supplier environmental analysis

星宏傳媒2019年度社會議題重要性矩陣圖：
Starrise Media's 2019 Materiality Matrix for Social Issues:



最重要的議題
THE MATERIAL ISSUES

- | | |
|--|--|
| 1 職業健康與安全
Occupational health and safety | 4 僱員發展及培訓
Employee development and training |
| 2 遵守勞工相關法律法規
Compliance with labor laws and regulations | 5 僱傭管理
Employment management |
| 3 產品責任
Product responsibility | 6 知識產權
Intellectual property |

次重要的議題
ISSUES OF LESS MATERIAL IMPORTANCE

- | | |
|---|---------------------------------|
| 7 創新和負責任的內容
Innovative and responsible content | 10 社區投資
Community investment |
| 8 供應鏈管理
Supply chain management | 11 反腐倡廉
Anti-corruption |
| 9 社會經濟合規
Socio-economic compliance | |

關愛員工，履行僱傭責任

Care for Employees and Fulfill Employment Responsibilities

以人為本，責任僱傭

員工是企業的基礎，員工的素質與活力是企業發展的根本動力。本集團重視員工權益的保障和人才隊伍的建設，致力於為員工提供公平、公正、開放、多元的職業發展平台，堅持打造舒適健康的工作環境，鼓勵員工積極追求自身發展，攜手員工實現共同進步。

本集團嚴格遵守《中華人民共和國勞動法》、《中華人民共和國勞動合同法》、《中華人民共和國社會保險法》等法律法規，並通過制定《星宏傳媒控股有限公司人事及薪酬管理制度》等內部管理辦法明確實施細則，始終奉行公正、公開、平等、多元的僱傭政策，堅決保障員工在僱傭解聘、薪酬福利、晉升機會、工作時數和休假管理方面的合法權益，努力為員工創造有吸引力的工作平台。報告期內，本集團並未發現任何嚴重不合規情況或任何違反僱傭相關法規的情況。

本集團嚴格遵守《禁止使用童工規定》，在招聘環節仔細審核求職者填寫的申請資料，如出生日期和身份證件信息，同時在辦理入職手續的過程中再次核查員工的身份證原件，杜絕僱傭童工的情況出現。此外，本公司與員工在自願、平等的基礎上簽訂勞動合同，建立平等的勞動關係，因此無強制勞工的情況。

本集團關心員工的業餘生活，倡導工作生活平衡的理念。於本報告期內，本集團先後組織了多場豐富多彩的員工活動，包括節假日團建、員工文藝晚會、體育比賽等等，促進員工內部交流，增強團隊凝聚力，培養友好和睦、協作共贏的企業文化精神。

PEOPLE-ORIENTED MANAGEMENT AND RESPONSIBLE EMPLOYMENT

Employees are the foundation of an enterprise, and the quality and vitality of employees are the fundamental driving force for enterprise development. The Group attaches great importance to the protection of employees' rights and interests and the construction of the talent team, and is committed to providing employees with a fair, just, open, and diverse platform for professional development. The Group insists on creating a comfortable and healthy working environment, encourages employees to actively pursue personal development, and joins hands with employees to achieve mutual progress.

The Group strictly abides by the *Labor Law of the People's Republic of China*, *Labor Contract Law of the People's Republic of China*, *Social Insurance Law of the People's Republic of China* and other laws and regulations, and has formulated internal regulations such as the *Personnel and Salary Management System of Starrise Media Holdings Limited* to specify the detailed implementation rules. The Group always adheres to a just, open, equal, and diverse employment policy, and resolutely protects employees' legal rights and interests in employment and dismissal, salary and benefits, promotion opportunities, working hours, and rest period management, and strives to create an attractive career platform for employees. During the Reporting Period, the Group did not observe any serious non-compliance or violation cases regarding employment-related laws and regulations.


The Group strictly abides by the *Provisions on the Prohibition of Using Child Labor*, and carefully reviews the candidates' application material during the recruitment process, such as date of birth and identification information. We check original copies of employees' identification cards again when employees report to work to prevent child labor. In addition, the Company and employees sign labor contracts on a voluntary and equal basis to establish an equal labor relationship, and therefore there are no cases of forced labor.

The Group cares about employees' spare time and advocates a work-life balance lifestyle. During the Reporting Period, the Group has organized several events of comprehensive employee activities, including holiday team building, employee talent shows, sports competitions, etc., to facilitate communication among employees, enhance team cohesion, and cultivate a friendly, harmonious and collaborative enterprise cultural spirit.

僱傭解聘 EMPLOYMENT AND DISMISSAL	
招聘： Recruitment:	<p>本集團招聘由人力資源部統一負責實施，採用筆試、面試等考核程序錄用員工，考核以求職者的職業性格因素、個人品格、專業知識技能等為考察重點，不允許任何性別、年齡、種族、宗教及文化上的歧視。通過錄用考核者在雙方自願、平等的基礎上簽訂符合法律規定的《勞動合同書》。</p> <p>The Group's recruitment process is carried out by the Human Resources Department which adopts written examinations, interviews, and other assessment procedures to recruit employees. The assessment focuses on the job applicant's professional personality factors, personal character, professional knowledge and skills, and does not allow any kind of discrimination regarding gender, age, race, religion, and culture. Those who passed the hiring assessment will sign a <i>Labor Contract</i> with the Group in accordance with the law on a voluntary and equal basis of both parties.</p>
解聘： Dismissal:	<p>勞動合同的解除、中止及終止依照《中華人民共和國勞動法》、《中華人民共和國勞動合同法》及相關文件中的有關規定執行。主動與本公司解除勞動合同的員工，須提前30日以書面形式通知本公司。在合同期內，本公司或員工因故單方面提出協商解除勞動合同，其相關內容或補償將以雙方簽訂的協商條款為主。</p> <p>The cancellation, suspension and termination of labor contracts shall be implemented in accordance with relevant provisions of the <i>Labor Law of the People's Republic of China</i>, <i>Labor Contract Law of the People's Republic of China</i> and other relevant laws and regulations. Employees initiating the cancellation of the labor contracts with the Company must notify the Company in writing 30 days in advance. Within the contract period, if the Company or the employee unilaterally proposes to negotiate to terminate the labor contract, the relevant terms or compensation will be based on the negotiation clauses signed by both parties.</p>

工作時數 WORKING HOURS	
	<p>本集團與員工簽訂的《勞動合同書》中列明標準工時制，規定每日工作時間不超過八小時，每週工作時間不得超過四十小時。本集團鼓勵員工在工作時間內完成自己的工作職責，不鼓勵員工加班，如出現因工作需要員工加班的情況，本集團嚴格遵守《中華人民共和國勞動法》支付勞務報酬。</p> <p>The <i>Labor Contract</i> signed by the Group and employees lists the standard working hour system, which stipulates that daily working hours shall not exceed eight hours and the weekly working hours shall not exceed forty hours. The Group encourages employees to complete their work duties within the working hours and discourages overtime work. In the event that employees need to work overtime, the Group strictly abides by the <i>Labor Law of the People's Republic of China</i> to provide remuneration.</p>

晉升機會 PROMOTION OPPORTUNITIES	
	<p>本集團遵循客觀、公平、公正的原則實施績效考核，主要考評員工的工作績效，同時對員工的工作能力、工作態度及個人品質等方面進行綜合評價。員工績效考核頻率至少為每年一次，考核結果作為員工升職、加薪的重要參考標準。</p> <p>The Group implements performance appraisal in accordance with the principles of objectiveness, fairness and impartiality. The Company mainly assesses the work performance of employees, and also comprehensively evaluates work-related competency, work attitude and integrity of employees. The minimum frequency of employee performance appraisal is once a year, and the appraisal results serve as an important reference standard for employees' promotion and salary increase.</p>

薪酬福利 SALARY AND BENEFITS	
	<p>本集團採用以崗位職責和勝任能力為依據的工資製。本集團薪酬體系主要包含工資、年終獎、法定福利、非法定福利和長期激勵等部分。本集團依照國家法規及與員工所簽訂的《勞動合同書》內容，依法、按時、足額為員工繳納社會保險和住房公積金等法定福利。</p> <p>本集團的整體薪酬水平，依據國家法律法規及相關制度，參照行業和市場薪酬水平，根據本集團的發展戰略、管理理念並結合本集團經濟效益合理制定。</p> <p>The Group adopts a salary system based on job responsibilities and employee competence. The Group's remuneration system mainly includes salaries, year-end bonuses, statutory benefits, non-statutory benefits, and long-term incentives. The Group pays statutory benefits such as social insurance and housing fund in full for employees in a legitimate and timely manner in accordance with national regulations and the contents of the <i>Labor Contract</i> signed with employees.</p> <p>The Group's overall remuneration level is formulated in accordance with national laws, regulations and related systems and references the industry and market remuneration levels, and is based on the Group's development strategies, management philosophy, and economic performance.</p>

休假管理 REST PERIOD MANAGEMENT	
	<p>員工依法享有雙休日及法定節假日、病假、婚假、產假、哺乳假、喪假、帶薪年假、事假等休假權益。</p> <p>Employees enjoy two-day weekends and statutory holidays, sick leaves, marriage leaves, maternity leaves, breastfeeding leaves, bereavement leaves, paid annual leaves, personal leaves, etc. in accordance with the applicable law.</p>

案例 CASE STUDY	
	<p>2019年3月，北京星宏影視文化有限公司的員工在風景宜人的旅遊勝地泰國普吉島參加年會活動。</p> <p>In March 2019, employees of Beijing Starrise Pictures Co., Ltd. participated in the annual celebration at a scenic tourist resort in Phuket, Thailand.</p>
	<p>本集團於2019年元旦佳節組織舉辦團建活動，上圖為員工開展「珠行萬里」小遊戲的歡樂</p> <p>The Group organized a team building event on the New Year's Day in 2019. The picture above shows the happy scene of employees participating in the game "A Bead Travels Ten Thousand Miles".</p>

本集團堅持多元化、非歧視的僱傭標準，結構多樣的人才團隊是我們創造力和活力生生不息的來源。截至本報告期末，本集團影視業務的員工人數為96人，按照性別、職級、年齡、地區不同標準劃分的員工統計情況如下。

The Group adheres to diverse and non-discriminatory employment standards and derives creativity and vitality from a diversely structured talent team. As of the end of the Reporting Period, the number of employees in the film and television business of the Group was 96. The statistics of employees classified by gender, position, age, and geographical region are as follows.

劃分依據 CLASSIFICATION CRITERIA	員工人數 NUMBER OF EMPLOYEES
性別 GENDER	
男性 MALE	43
女性 FEMALE	53
職級 POSITION	
董事 ³ DIRECTOR OF THE BOARD ⁴	5
董事會秘書 SECRETARY OF THE BOARD	1
副總裁 VICE PRESIDENT	2
副總經理 VICE GENERAL MANAGER	6
總監 DIRECTOR	10
部門經理 DEPARTMENT MANAGER	6
普通員工 GENERAL STAFF	66
年齡 AGE	
30歲或以下 30 YEARS OLD OR BELOW	24
31–40歲 31-40 YEARS OLD	34
41–50歲 41-50 YEARS OLD	20
50歲以上 OVER 50 YEARS OLD	18

³ 本公司共有8名董事，其中包含了5名執行董事和3名獨立非執行董事，獨立非執行董事不屬於本公司僱員。

⁴ The Company has 8 Directors, including 5 executive Directors and 3 independent non-executive Directors. Independent non-executive Directors are not employees of the Company.



2019年3月，本集團組織開展員工拔河比賽，本次拔河比賽分為男子組和女子組比賽，通過多輪比拼決出的冠軍獲得了獎狀及紀念品獎勵。本集團通過本次活動，加強了團隊協作精神，鼓勵員工以更飽滿的熱情投入到工作和生活中。

In March 2019, the Group organized an employee tug-of-war competition. The competition was divided into men's group and women's group. The champion determined through multiple rounds of competition was awarded a certificate and souvenirs. Through this activity, the Group strengthened the teamwork spirit and encouraged employees to devote themselves to work and life with greater enthusiasm.

劃分依據 CLASSIFICATION CRITERIA	員工人數 NUMBER OF EMPLOYEES
地區 GEOGRAPHICAL REGION	
北京 BEIJING	27
河北省 HEBEI PROVINCE	9
河南省 HENAN PROVINCE	6
黑龍江省 HEILONGJIANG PROVINCE	5
吉林省 JILIN PROVINCE	3
遼寧省 LIAONING PROVINCE	7
山東省 SHANDONG PROVINCE	4
陝西省 SHAANXI PROVINCE	3
山西省 SHANXI PROVINCE	9
廣西省 GUANGXI PROVINCE	1
廣東省 GUANGDONG PROVINCE	1
江西省 JIANGXI PROVINCE	2
深圳 SHENZHEN	1
浙江省 ZHEJIANG PROVINCE	2
安徽省 ANHUI PROVINCE	2
內蒙古 INNER MONGOLIA	6
海南省 HAINAN PROVINCE	1
新疆省 XINJIANG PROVINCE	7

本報告期內，本集團影視業務公司的員工離職情況統計如下：
During the Reporting Period, statistics on employee turnover of the Group's film and television business are as follows :

劃分依據 CLASSIFICATION CRITERIA	流失比率 TURNOVER RATE	流失人數 NUMBER OF EMPLOYEES WHO LEFT
性別 GENDER		
男性 MALE	6.52%	3
女性 FEMALE	0.00%	0
年齡 AGE		
30歲或以下 30 YEARS OLD OR BELOW	7.69%	2
31–40歲 31-40 YEARS OLD	2.86%	1
地區 GEOGRAPHICAL REGION		
北京 BEIJING	3.57%	1
山東省 SHANDONG PROVINCE	20.00%	1
新疆省 XINJIANG PROVINCE	12.50%	1

🌀 重視安全，守護健康

本集團嚴格遵守《中華人民共和國安全生產法》、《中華人民共和國職業病防治法》、《中華人民共和國消防法》、《生產安全事故應急預案管理辦法》等國家法律、標準和地方規定的有關要求，依法制定《生產安全事故應急預案》等內部政策，貫徹落實「安全第一、預防為主、綜合治理」的安全方針，積極保障員工的生命安全和職業健康。於本報告期內，本集團的職業健康與安全管理績效得到了專業機構的認可，已取得OHSAS 18001職業健康安全體系認證。報告期內，本集團並無違反任何對本集團有重大影響的相關法律及規則。

本集團高度重視火災隱患的防範工作，於本報告期內與有資質的消防設備公司簽訂了《消防工程維修保養服務合同》，按照合同約定，服務商每季度進行走訪一次，對火災報警系統的性能及運行情況進行檢查；如發現設備損壞及安全故障，專業技術人員將在接到維修通知的24小時內及時趕到現場，排除故障，修繕設備；服務商每季度定時對本集團員工開展消防培訓，內容包括報警設備的操作方法、故障排除方法等。

報告期內，本集團組織了消防安全教育培訓、模擬火災逃生演練等活動，增強員工防火意識和逃生技能，培養員工應對火災的自救能力，員工參與率為100%。為建立統一高效、科學規範的生產安全事故應急、指揮、保障和防控體系，本集團制定了應對突發事件的應急預案，全面提高應對各類突發事件的能力，有效預防、及時控制和最大限度地消除火災、爆炸、坍塌、中毒等突發事件危害，保障員工及社區公民的生命財產安全。報告期內，本集團未發生員工因工死亡事件和工傷事故，因工傷損失工作日數為零。

🌀 FOCUS ON SAFETY AND PROTECT HEALTH

The Group strictly abides by the relevant requirements of national laws, standards and local regulations such as the *Work Safety Law of the People's Republic of China*, the *Law of the People's Republic of China on the Prevention and Control of Occupational Diseases*, the *Fire Protection Law of the People's Republic of China*, and the *Measures for the Administration of Contingency Plans for Work Safety Accidents*. The Group has formulated internal policies such as the *Emergency Plan for Production Safety Accidents* in accordance with the law, implements the safety policy of "Safety First, Prevention First, and Comprehensive Governance", and actively protects the safety and occupational health of employees. During the Reporting Period, the Group's occupational health and safety management performance has been recognized by professional organizations and has obtained the OHSAS 18001 Occupational Health and Safety Management System Certification. During the Reporting Period, the Group did not violate any relevant laws or regulations that have a significant impact on the Group.

The Group attaches great importance to the prevention of potential fire hazards. During the Reporting Period, the Group signed the *Fire Engineering Repair and Maintenance Service Contract* with a qualified fire equipment company. According to the contract, the service provider visits the Company every quarter and checks the performance and operation of the fire alarm system. If equipment damages and safety failures are detected, professional technicians will arrive on-site within 24 hours after receiving the maintenance notice to solve the problem and repair the equipment. The service provider provides fire safety trainings for the employees of the Group regularly every quarter; the trainings cover topics such as operation and troubleshooting methods of the fire alarm equipment.

During the Reporting Period, the Group organized fire safety education and training sessions, and conducted fire drills and other activities to enhance employees' fire safety awareness and escape skills, and cultivate employees' ability to respond to fires. Employees' participation rate was 100% for the above-mentioned events. In order to establish a unified, efficient, scientific, and standardized system of emergency response, command, protection, and prevention and control for production safety accidents, the Group has formulated an emergency response plan in order to comprehensively improve our ability to respond to various emergencies and to effectively prevent, timely control and maximumly eliminate the harms caused by accidents such as fire, explosion, collapse, and poisoning, and to ensure the safety of our employees and the community. During the Reporting Period, the Group did not observe any work-related deaths or accidents and the number of workdays lost due to work injuries was zero.



本公司辦公區域擺放的滅火器
Fire extinguishers placed in the Company's office area



員工參與消防演練
Employees participated in the fire drill

🌀 攜手共進，鼓勵發展

員工職業素養與專業技能的提升不僅是員工實現個人發展的追求目標，更是企業實現長遠發展的基石。為加強人力資本的儲備與建設，本集團根據不同崗位的職責要求，在征求員工的想法意見的基礎上，制定了系統化、多樣化的培訓計劃。

為提高員工的專業知識、業務技能和思想素質，增強員工崗位的勝任能力，本集團制定了《培訓管理制度》，由人力資源部負責執行並監督致力於提升員工專業素養的內部培訓、外部培訓和委外培訓。培訓內容涵蓋管理、技能、劇本、寫作、財務和人事等多個層面。培訓範圍覆蓋包括董事、總監、普通員工在內的全體員工。報告期內，本集團員工積極參與各項培訓，按照性別劃分的員工培訓情況統計如下。

🌀 WORK TOGETHER AND ENCOURAGE DEVELOPMENT

Improving professional demeanor and skills is not only the employees' goal when pursuing personal development, but also the Company's cornerstone in realizing long-term development. In order to strengthen the reserve and construction of human capital, the Group has formulated a systematic and diversified training plan based on the responsibilities of different positions and ideas and opinions collected from employees.

In order to improve employees' professional knowledge, business skills and quality of thinking and enhance their competence, the Group has formulated the *Training Management System*. The Human Resources Department is responsible for implementing and supervising internal trainings, external trainings and outsourcing trainings that aim at improving employees' professionalism. The content of trainings covers multiple aspects such as management, skills, scripts, writing, finance, and personnel. The scope of trainings covers all employees including directors of the Board, directors and general staff. During the Reporting Period, the Group's employees actively participated in various trainings. The statistics of trained employees classified by gender are as follows.

劃分依據 CLASSIFICATION CRITERIA	年平均參訓時長 AVERAGE ANNUAL TRAINING HOURS
性別 GENDER	
男性 MALE	20 (小時 HOURS)
女性 FEMALE	20 (小時 HOURS)



本集團員工參加月度稅務培訓。
Employees of the Group participated in the monthly tax training.



本集團員工參加行業培訓。
Employees of the Group participated in an industry training.

保護環境，實現綠色運營

Protect the Environment to Achieve the Green Operation



節約資源，降低能耗

本集團嚴格遵守《中華人民共和國節約能源法》、《山東省節約能源條例》、《淄博市節約能源條例》等國家法律和地方法規的要求，制定了全面詳細的資源與能源政策，結合多項節能降耗的管理措施，努力使能源資源利用效率達到最大化。報告期內，本集團並無違反任何有重大影響的相關法律及規則。本集團使用的資源主要包括水和電力。

本集團的生產和生活用水來源於城市給水管網輸送的自來水，運營地區水資源豐富，並無求取適用水源的問題。為了合理利用能源，杜絕資源浪費，創建節能先進企業，本集團簽訂了2019年《節能目標責任書》，將節水目標分解到了具體的廠區和生產環節，並配合制定了《2019年節能計劃》，有效督促節水工作的開展和目標達成。於報告期內，本集團採取了以下節水措施：為淄博銀仕來紡織公司配備先進的純水和廢水處理系統，所有工業廢水和生活廢水處理達標後可實現中水回用，有效減少新水使用量；配備專業的技術人員管理水資源，了解最新的監管動態和節水技術，並結合技術改造項目完善工廠的水循環系統。



SAVE RESOURCES AND REDUCE ENERGY CONSUMPTION

The Group strictly abides by the requirements of national laws and local regulations such as the *Energy Conservation Law of the People's Republic of China*, the *Energy Conservation Regulations of Shandong Province*, and the *Energy Conservation Regulations of Zibo City*, and has formulated comprehensive and detailed resource and energy policies. The policies are combined with multiple energy-saving and consumption-reduction administrative measures, striving for maximum efficiency of energy and resource utilization. During the Reporting Period, the Group did not violate any relevant laws or regulations that have a significant impact. The main resources used by the Group include water and electricity.

Municipal water delivered by the urban water supply network supplies the Group's industrial and domestic water use. The operation areas have abundant water resources, thus there is no problem of obtaining suitable water sources. In order to use energy efficiently, prevent waste of resources, and build an advanced energy-saving enterprise, the Group signed the 2019 *Responsibility Letter of Energy Conservation Targets*, which specified water-saving targets in both specific plants and production processes, and accordingly formulated the 2019 *Energy Conservation Plan* to effectively supervise the implementation of water-saving work and the achievement of the targets. During the Reporting Period, the Group adopted the following water-saving measures: Zibo Yinshilai Textile Co., Ltd. installed advanced pure water and wastewater treatment systems; used reclaimed water after all industrial water and domestic water meets the treatment standards to effectively reduce the use of new water; designated professional technicians to manage water resources, study the latest regulatory developments and water-saving technologies, and improve the plant's water circulation system in conjunction with technological transformation projects.



紡織廠區中水回用系統
Reclaimed water reuse system in the textile plant

案例一：高壓桶機械密封冷卻水改造項目

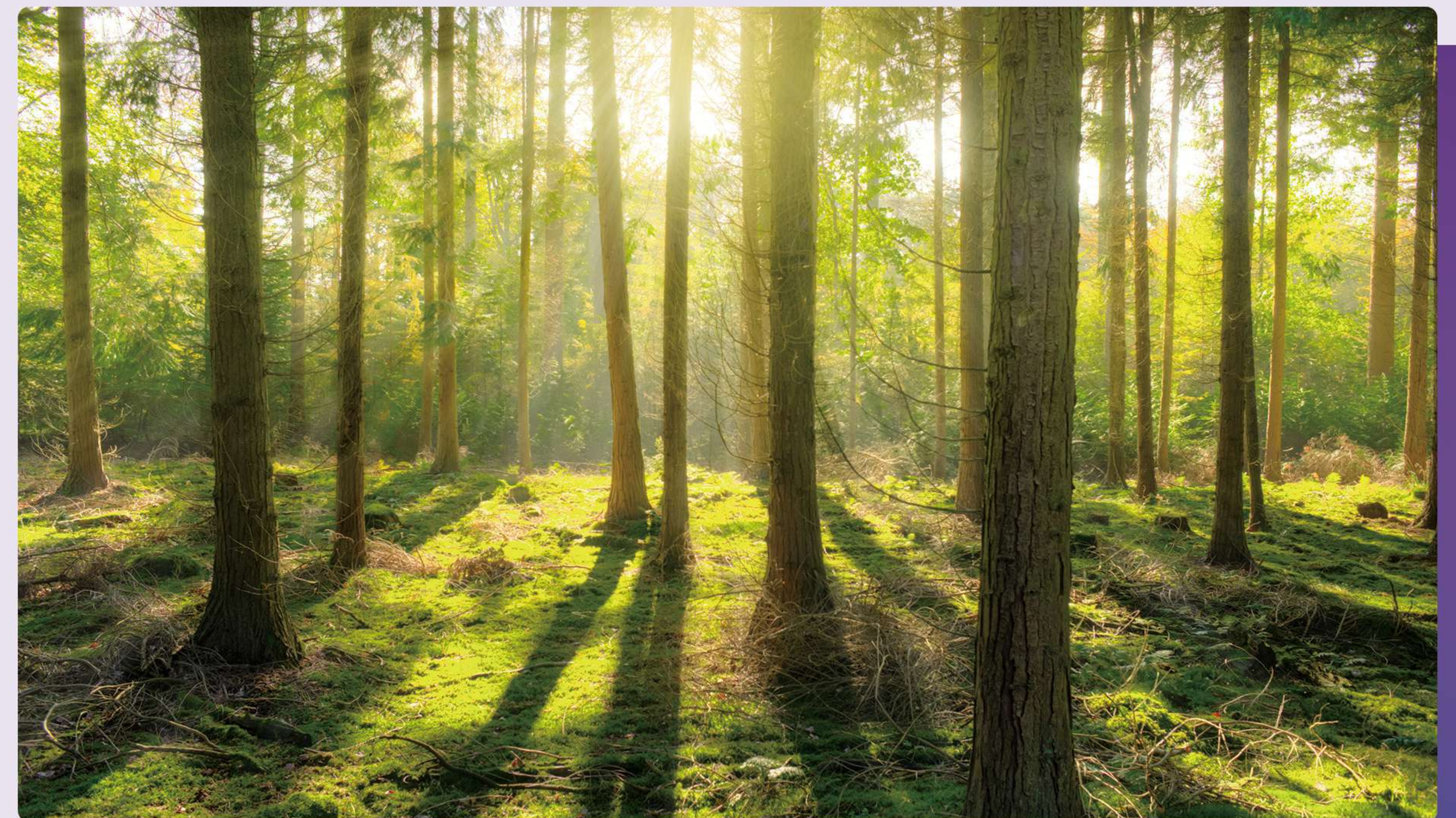
CASE STUDY ONE: THE HIGH-PRESSURE BARREL WITH MECHANICAL SEALS COOLING WATER TRANSFORMATION PROJECT

2019年9月，淄博銀仕來紡織有限公司對織造準備階段的高壓桶冷卻水控制裝置實施了技術改造，由改造前人工控制的機械閥門改裝成了目前的電磁閥門，由於電磁閥門隨攪拌器運轉自動開停機，因而有效杜絕了水資源浪費。此技改項目投入改造費用人民幣300元，改造完成後每天節用水3噸，全年可節約水費人民幣4,200元。

為減少電力的消耗，本集團鼓勵夏季室內空調溫度保持在25℃；保證員工在無需使用電腦及其他用電器時關閉電源或切換至能源節省模式；改裝及使用耗電量更低的LED照明系統；張貼節電標識提高員工的節能意識。本集團紡織廠更加重視電力的節約，已建立節能辦公室專職負責企業的節約能源資源工作，以期在保護環境的同時降低本公司運營成本。多年來，通過提高用電效率、提高機器設備效率、引進技術改造等一系列的管理措施，本集團實現了逐年降低能源資源使用量和提高能效的目標。報告期內，本集團外購電力消耗量較上一報告期下降15.51%，節省電量達14,683,297千瓦時。

In September 2019, Zibo Yinshilai Textile Co., Ltd. implemented a technical transformation of the high-pressure barrel cooling water control device in the weaving preparation stage. The mechanical valve that was manually controlled before the transformation was developed into the current solenoid valve. The solenoid valve could automatically start and stop along with mixer operation, thus effectively preventing the waste of water resources. The reconstruction cost of this technical transformation project was RMB300 while it could save 3 tons of water daily and reduce RMB4,200 water fee annually after the transformation is completed.

In order to reduce the consumption of electricity, the Group encourages the indoor air-conditioning temperature to be kept at 25 °C in summer, ensures that employees turn off the power or switch to energy-saving mode when they do not need to use computers or other electrical appliances, refits and uses the LED lighting system with lower electricity consumption and posts electricity-saving signs to cultivate employees' energy-saving awareness. The Group's textile plant pays more attention to electricity conservation and has established an energy-saving office to take charge of energy and resources conservation work of the enterprise and reduce the Company's operating costs while protecting the environment. Over the years, with a series of management measures such as improving electricity efficiency, improving the efficiency of machinery and equipment, and introducing technological transformation, the Group has achieved the goal of reduction in energy and resource use and improvement of energy efficiency year by year. During the Reporting Period, the consumption of electricity purchased by the Group decreased by 15.51% compared with the previous reporting period, saving 14,683,297 kWh of electricity.



案例二：老廠織造空調室節電改造
CASE STUDY TWO TRANSFORMATION FOR ELECTRICITY-SAVING OF THE OLD FACTORY'S AIR-CONDITIONING WEAVING ROOM

2019年，紡織廠節能辦公室對老廠區織造空調室實施了三項技術改造工程，一是更換了節能型噴淋噴嘴。新型噴嘴霧化效果好，同樣水泵轉速下，使用電力下降。本項目投入資金人民幣0.5萬元，噴嘴更換後每個空調室每小時可節電1.224度，全年可節電10.15萬度；二是將空調室9台水泵替換改造為功率為7.5kW水泵，投入人民幣2.79萬元，每台水泵每小時可節電1.27度，全年可節電9.59萬度；三是對空調室的20套葉輪改造升級，替換為節能型葉輪，投入人民幣29萬元，改造後每小時可節電1.8度，年節電量為29.89萬度。

本集團的包裝材料主要包括紙箱和塑料袋，本集團選用精心設計的包裝，材料輕便，包裝緊湊，從而有效減少了因過度包裝帶來的環境污染和資源浪費。此外，廠區回收產品包裝袋並重複利用，直到不能回用時作為可回收垃圾被專業的垃圾處理商回收。

In 2019, the Textile Business Energy-saving Office implemented three technical transformation projects for the air-conditioning weaving room in the old factory area. Firstly, the energy-saving spray nozzles were installed. The new nozzle has a better atomization effect and less electricity consumed under the same pump speed. The investment of this project was RMB5,000 while the replacement of the new nozzle could save 1.224 kWh of electricity per hour for each air-conditioning and achieve an annual electricity saving of 101,500 kWh. The second project was to replace 9 water pumps in the air-conditioning room to water pumps with the power of 7.5kW. The investment was RMB27,900, and each pump can save 1.27 kWh of electricity per hour and 95,900 kWh of electricity per year; the third project was to transform and upgrade 20 impellers in the air-conditioning room by replacing them with energy-saving impellers. The investment of the project was RMB290,000. After completing the transformation project, the Group could save 1.8 kWh of electricity per hour and 298,900 kWh of electricity per year.

The Group uses cartons and plastic bags as the mail packaging materials for its well-designed packaging. The materials are light and compact, which effectively reduces environmental pollution and waste of resources caused by excessive packaging. In addition, the factory collects product packaging bags and reuses them until they become non-reusable. These non-reusable materials are collected and handled by professional garbage processors for recyclable garbage.

2019年本集團紡織業務（生產基地及辦公室）的資源能源消耗情況如下表所示⁵：
The resources and energy consumption of the Group's textile business (production plants and offices) in 2019 are shown in the table below⁶：

資源消耗量 RESOURCES CONSUMPTION	2019年 2019	單位 UNIT
電力消耗總量 TOTAL ELECTRICITY CONSUMPTION	80,016,702.99	千瓦時 kWh
電力消耗密度 ELECTRICITY CONSUMPTION INTENSITY	122,537.06	千瓦時/人 kWh / PERSON
柴油消耗總量（汽車） TOTAL DIESEL CONSUMPTION (VEHICLE)	24,160.54	升 LITERS
柴油消耗密度（汽車） DIESEL CONSUMPTION INTENSITY (VEHICLE)	4,026.76	升/輛 ⁷ LITERS / VEHICLE ⁸
煤消耗總量 ⁹ TOTAL COAL CONSUMPTION ¹⁰	3,570.90	噸 TONNES
煤消耗密度 COAL CONSUMPTION INTENSITY	5.47	噸/人 TONNES / PERSON
天然氣消耗總量 ¹¹ TOTAL NATURAL GAS CONSUMPTION ¹²	544,556	立方米 CUBIC METERS
天然氣消耗密度 NATURAL GAS CONSUMPTION INTENSITY	833.93	立方米/人 CUBIC METERS / PERSON
總耗水量 TOTAL WATER CONSUMPTION	145,321	噸 TONNES
總耗水密度 WATER CONSUMPTION INTENSITY	222.54	噸/人 TONNES / PERSON

⁵ 所有資源、能源消耗密度指標的計算過程中採用的人數均為本集團紡織業務總人數，為653人。
⁶ The number of people used for calculation of all resources and energy consumption and consumption intensity indicators is the total number of employees in the Group's textile business, which was 653.
⁷ 本集團紡織業務運輸車隊共有6輛柴油車輛，用於貨物運輸和本公司事務。
⁸ The Group's textile business transportation fleet had a total of 6 diesel vehicles for cargo transportation and company affairs.
⁹ 煤炭的用途是通過鍋爐運行產生蒸汽，用於紡織品生產。
¹⁰ Coal was used to generate steam through the operation of boilers for textile production.
¹¹ 天然氣的用途是通過鍋爐運行產生蒸汽，用於紡織品生產。
¹² Natural gas was used to generate steam through the operation of boilers for textile production.

減少污染，清潔生產

本集團嚴格遵守《中華人民共和國大氣污染防治法》、《中華人民共和國水污染防治法》、《中華人民共和國固體廢物污染環境防治法》、《中華人民共和國環境噪聲污染防治法》等法律法規，結合內部環境政策，對固體廢棄物、生活污水、大氣污染物等污染物和溫室氣體排放實行嚴格的管理和監督。於報告期內，本集團並無違反任何對本公司有重大影響的相關法律及規則。

本集團的主要溫室氣體排放來源於紡織廠車輛燃料燃燒、燃煤鍋爐和燃氣鍋爐運行產生的範圍一排放，以及外購電力導致的範圍二排放。本集團的主要大氣污染物排放來源於車輛燃料燃燒和燃煤鍋爐、燃氣鍋爐導致的氮氧化物、硫氧化物及顆粒物排放。本集團已通過設立紡織業務節能辦公室實現對能源消耗量的精細化管理，通過設備改造、工藝優化等管理措施達到溫室氣體減排的目的。此外，本集團已安裝淨化設備和監測裝置，對燃煤鍋爐、燃氣鍋爐產生的大氣污染物進行及時處理和嚴格監測，氮氧化物、硫氧化物及顆粒物等大氣污染物的實時濃度及累計排放量均會上傳至淄博市環境自動監測監控系統進行記錄，如有超標，系統自動發出警示，監測部門和紡織公司可作出及時反應，立即採取措施進行處理，以確保大氣污染物在排放時符合排放標準。為了降低紡織業務生產運營的環境影響，本集團積極開發清潔的可再生能源，報告期內紡織公司的太陽能發電量、售電量均達到了7,219,020千瓦時。

REDUCE POLLUTION AND CONDUCT CLEAN PRODUCTION

The Group strictly abides by the laws and regulations such as the *Atmospheric Pollution Prevention and Control Law of the People's Republic of China*, the *Water Pollution Prevention and Control Law of the People's Republic of China*, the *Law of the People's Republic of China on the Prevention and Control of Environment Pollution Caused by Solid Wastes*, the *Law of the People's Republic of China on Prevention and Control of Pollution From Environmental Noise*, etc., and implements strict management and supervision on pollutants such as solid wastes, domestic sewage and atmospheric pollutants as well as greenhouse gases incorporating with internal environmental policies. During the Reporting Period, the Group did not violate any relevant laws and regulations that have a significant impact on the Company.

The Group's primary greenhouse gas emissions come from the scope one emissions from the combustion of vehicle fuels, the operation of coal-fired boilers and gas-fired boilers by the textile plant, and the scope two emissions caused by the purchased electricity. The primary atmospheric pollutant emissions are caused by the Group's combustion of vehicle fuels and the coal-fired boilers and gas-fired boilers, by which nitrogen oxides, sulfur oxides, and particulate matters are generated and emitted. The Group has achieved the refined management of energy consumption by establishing a textile business energy-saving office, and achieved the goals of greenhouse gas emission reduction by taking management measures such as equipment upgrade and process optimization. In addition, the Group has installed the purification equipment and monitoring devices to timely treat and strictly monitor the atmospheric pollutants generated by coal-fired boilers and gas-fired boilers. The real-time concentrations and cumulative emissions of atmospheric pollutants such as nitrogen oxides, sulfur oxides, and particulate matters are reported to Zibo City's environmental automatic testing and monitoring system for recording. If the emissions exceed the standards, the system will automatically alarm the monitoring agencies and the textile company to respond in a timely manner and take immediate treatment measures to ensure that emitted atmospheric pollutants meet the emission standards. In order to reduce the environmental impacts of the production and operation of the textile business, the Group actively exploits clean renewable energy. During the Reporting Period, the Zibo Yinshilai Textile Co., Ltd. generated and sold 7,219,020 kWh solar power.



本集團主要的固體廢棄物為生活垃圾和廠區生產產生的有害廢物。本集團持續推進廢棄物管理工作，在日常營運過程中實施從源頭減排以及無害化處理政策。本集團簽訂了《危險廢物委託處置合同》，委託有資質的垃圾處理廠商回收、處置廢潤滑油、廢活性炭、廢油桶等各類有害廢棄物。針對無害廢棄物，本集團採取分類回收的管理政策，可回收廢棄物將被回收或拍賣，不可回收廢棄物通過填埋或焚燒的方式進行處置。本公司不斷優化生產工藝，提高生產原料使用效率，盡量減少廢棄物的產生及排放。本集團的無害廢棄物主要包括紙張等辦公室垃圾，由於無害廢棄物產生量較少，產生的環境影響也相對較小，加上受資源限制等因素影響，我們暫未建立無害垃圾產生量的統計方法，我們將逐步完善環境數據統計及管理機制，並於未來的報告期內提供相關的排放數據。

本集團的污水排放主要來源於辦公區域產生的生活污水和生產車間產生的工業廢水，紡織廠區設置污水處理和回用設備，經處理滿足排放標準的污水將進入市政管道，輸送至當地的污水處理廠集中進行處理，避免對環境造成傷害。

The primary solid wastes of the Group are domestic wastes and hazardous wastes produced in the plant area. The Group continues to promote waste management and implements policies to reduce emissions from the source and conduct harmless treatment in daily operations. The Group has signed the *Hazardous Waste Entrusted Disposal Contract*, which entrusts qualified waste disposal companies to recover and dispose waste lubricants, waste activated carbon, waste oil barrels and other hazardous wastes. For non-hazardous wastes, the Group adopts a sorted recycling management policy. Recyclable wastes will be recycled or auctioned, and non-recyclable wastes will be disposed by landfill or incineration. The Company continuously optimizes the production processes, improves the use efficiency of raw materials, and minimizes the generation and discharge of wastes. The Group's non-hazardous wastes mainly include paper and other wastes in the office. Due to the small production of non-hazardous wastes, and the environmental impacts are relatively small. In addition, coupled with resource constraints and other factors, we have not established a statistical method for the generation of non-hazardous wastes. We will gradually improve the environmental data statistics and management mechanism, and provide relevant emission data in the future reporting period.

The Group's sewage discharge mainly comes from domestic sewage generated in the office area and industrial wastewater generated in the production workshops. Sewage treatment and reuse facilities are constructed in the textile plant area. The treated sewage meeting the discharge standards will enter the municipal network and be delivered to the local sewage treatment plants for centralized treatment to avoid harmful impacts to the environment.

2019年本集團紡織業務（生產基地及辦公室）的各項排放物的統計數據如下表所示：

The statistics of various emissions of the Group's textile business (production bases and offices) in 2019 are shown in the table below：

排放量 EMISSIONS	2019年 2019	單位 UNIT
溫室氣體排放 ¹³ （範圍一和範圍二） GREENHOUSE GAS EMISSIONS ¹⁴ (SCOPE ONE AND SCOPE TWO)		
範圍一 SCOPE ONE	8028.82	噸二氧化碳當量 TONNES CARBON DIOXIDE EQUIVALENT
範圍二 SCOPE TWO	70,758.77	噸二氧化碳 TONNES CARBON DIOXIDE
總溫室氣體排放量 TOTAL GREENHOUSE GAS EMISSION	78787.59	噸二氧化碳當量 TONNES CARBON DIOXIDE EQUIVALENT
總溫室氣體排放密度 TOTAL GREENHOUSE GAS EMISSION INTENSITY	120.65	噸二氧化碳當量/人 TONNES CARBON DIOXIDE EQUIVALENT / PERSON

¹³ 溫室氣體排放量計算方法參考《溫室氣體核算體系企業核算與報告標準（修訂版）》、中華人民共和國國家發展和改革委員會發佈的《工業其他行業企業溫室氣體排放核算方法與報告指南（試行）》和《2011和2012年中國區域電網平均二氧化碳排放因子》。

¹⁴ The calculation method of greenhouse gas emissions referred to *The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (Revised Edition)*, the *Enterprise Greenhouse Gas Emissions Accounting and Reporting Guideline - Other Industries (Trial)*, and the *2011 and 2012 China Regional Power Grid Average Carbon Dioxide Emission Factor*, published by the National Development and Reform Commission of China.

排放量 EMISSIONS	2019年 2019	單位 UNIT
大氣污染物排放 ¹⁵ ATMOSPHERIC POLLUTANT EMISSIONS ¹⁶		
CO排放量 CO EMISSION	0.16	噸 TONNES
NOx排放量 NOx EMISSION	3.29	噸 TONNES
SOx排放量 SOx EMISSION	0.15	噸 TONNES
顆粒物 PARTICULATE MATTERS	0.16	噸 TONNES
有害廢物產生量 PRODUCTION OF HAZARDOUS WASTE		
廢棄潤滑油 WASTE LUBRICANTS	5,690.00	千克 KILOGRAMS
廢棄潤滑油回收量 RECOVERY OF WASTE LUBRICANTS	5,690.00	千克 KILOGRAMS
廢油桶 WASTE OIL BARRELS	1,995.00	千克 KILOGRAMS
廢油桶回收量 RECOVERY OF WASTE OIL BARRELS	1,995.00	千克 KILOGRAMS
污水產生量 PRODUCTION OF WASTEWATER		
工業污水產生量 PRODUCTION OF INDUSTRIAL WASTEWATER	5,507.00	噸 TONNES
工業廢水處理量 DISPOSAL OF INDUSTRIAL WASTEWATER	5,507.00	噸 TONNES
生活污水產生量 PRODUCTION OF DOMESTIC WASTEWATER	26,611.00	噸 TONNES
生活污水處理量 DISPOSAL OF DOMESTIC WASTEWATER	26,611.00	噸 TONNES

¹⁵ 大氣污染物排放的來源為本集團所擁有汽車的排放和燃煤、燃氣鍋爐的排放，汽車產生的大氣污染物排放量的計算包括本集團所擁有並且營運的車輛，計算方法參照《道路機動車大氣污染物排放清單編製技術指南（試行）》。燃煤、燃氣鍋爐產生的大氣污染物排放數據來源於淄博市環境自動監測監控系統的監測數據。

¹⁶ The sources of atmospheric pollutant emissions are the emissions from vehicles owned by the Group and the emissions from coal-fired and gas-fired boilers. The calculation of the atmospheric pollutant emissions produced by vehicles include vehicles owned and operated by the Group and the calculation methods referred to the *Technical Guide for Compiling the Inventory of Air Pollutants from Road Vehicles (Trial)*. The atmospheric pollutant emission data generated by coal-fired and gas-fired boilers come from the monitoring data of Zibo City's Environmental Testing and Monitoring System.



保護環境，敬畏自然

本集團嚴格遵守《中華人民共和國環境保護法》、《中華人民共和國環境噪聲污染防治法》等法律法規，積極承擔企業公民的環境責任，踐行綠色採購、清潔生產、綠色運營的環保理念，制定並實施了多管齊下的管理政策，盡量減少污染排放，保護生態環境，為生態文明建設積極貢獻力量。於本報告期內，本集團未違反任何有重大影響的環境相關法律法規。

本集團積極宣傳環保知識，鼓勵員工參與環保公益活動，在生活中多乘坐公共交通出行，減少碳排放和環境影響。在生產運營過程中，本集團嚴格管控自身污染物排放、減少資源能源的消耗量，保護生產運營地區的生物多樣性，致力於減輕我們對環境的負面影響。



PROTECT THE ENVIRONMENT AND RESPECT NATURE

The Group strictly abides by the *Environmental Protection Law of the People's Republic of China*, *Law of the People's Republic of China on Prevention and Control of Pollution from Environmental Noise* and other laws and regulations, actively assumes the environmental responsibilities of the corporate citizen, practices the environmental protection concepts of green procurement, clean production and green operation, and formulates and implements a multi-pronged management policy to minimize pollution emissions and protect the ecological environment, and actively contributes to the construction of ecological civilization. During the Reporting Period, the Group did not violate any relevant environmental laws and regulations that have a significant impact.

The Group actively promotes environmental protection knowledge, encourages employees to participate in public welfare activities on environmental protection, and increases the use frequency of public transportation in their daily lives to reduce carbon emissions and environmental impacts. In the production and operation process, the Group strictly controls its own pollutant emissions, reduces the consumption of resources and energy, protects the biodiversity in the production and operation areas, and is committed to reducing its negative impacts on the environment.



2019年3月12日，本集團組織員工參與了植樹造林志願活動。
On March 12, 2019, the Group organized employees to participate in a voluntary afforestation activity.

開拓創新，傳播品質文化

Take the Lead in Innovation and Spread Culture with Quality



提升品質責任

本集團嚴格遵守《中華人民共和國產品質量法》、《中華人民共和國商標法》、《中華人民共和國廣告法》、《中華人民共和國消費者權益保護法》等法律法規，依法保障消費者的權益，於報告期內並無違反任何對本集團有重大影響的相關法律及規則。

針對影視業務，在投資影視作品之前，相關部門必須對投資作品的投資預算、預計上映時間、預期製作和交付期表、導演和主要演員、投資總額等材料嚴格審核，評估影片素材的合理合規性，根據觀眾偏好、國家政策等因素評估項目是否適合投資，嚴把攝製作品的質量關口。

針對紡織業務，本集團制定了《顧客溝通和服務控制程序》、《產品質量異議處理控制程序》等內部管理政策，針對紡織產品的質量監測、售後服務、廣告宣傳、客戶投訴處理等環節進行監管和控制，致力於在遵守法律法規和市場規則的前提下，為客戶提供最優質的服務。

本集團高度重視客戶的隱私安全，通過制定嚴格的信息保密管理制度，限制數據訪問權限，簽訂保密協議等措施保障客戶信息不被洩漏，以維持誠實守信的企業聲譽。



IMPROVE RESPONSIBILITY FOR QUALITY

The Group strictly abides by the laws and regulations such as the *Product Quality Law of the People's Republic of China*, the *Trademark Law of the People's Republic of China*, the *Advertising Law of the People's Republic of China*, and the *Law of the People's Republic of China on the Protection of Consumer Rights and Interests*, etc. and protects the rights and interests of consumers in accordance with laws. During the Reporting Period, there was no violation cases of any relevant laws and regulations that have a significant impact on the Group.

For the film and television business, before investing in the film and television works, the relevant departments must strictly review the investment budget, estimated release time, expected production and delivery schedule, directors and main actors, total investment and other materials of the investment works to evaluate the reasonability and compliance of the film materials. According to factors such as audience preference and national policies, the Group evaluates whether the project is suitable for investment, and strictly controls the quality of the film production.

For the textile business, the Group has formulated internal management policies such as the *Customer Communication and Service Control Procedures*, the *Product Quality Objection Handling Control Procedures*, supervised and controlled the quality monitoring of textile products, after-sales service, advertising, customer complaints handling and other aspects. The Group is committed to providing customers with the highest quality services under the premise of compliance with laws and regulations and market rules.

The Group attaches great importance to the privacy security of customers. It has established strict information confidentiality management systems, restricted data access authorities, signed confidentiality agreements and undertaken other measures to ensure that customer information is not leaked in order to maintain a reputation of integrity and trustworthiness.



激發創新動能

本集團立足中國本土文化、本土習俗和本土需求，致力於製作出廣受觀眾喜愛、票房表現優異、符合時代發展要求的主旋律優秀影視作品。基於以上目標，本集團在報告期內積極承擔宣揚社會主義核心價值觀的企業公民責任，攝製了眾多反映國家建設成就、反映時代風貌的創新作品。此外，本集團始終關注原創，重點挖掘年輕受眾群體的影視需求，積極尋求與知名IP（Intellectual Property，知識產權）孵化企業之間的戰略合作，立足新素材開發新作品，滿足觀眾日益增長的精神文化需求。



INSPIRE THE INNOVATION MOMENTUM

Based on the local culture, local customs and local needs of China, the Group is committed to producing excellent mainstream film and television works that are widely loved by the audience, perform well at the box office, and meet the development trend from time to time. Based on the above goals, during the Reporting Period, the Group actively assumed the responsibilities of the corporate citizen to uphold the socialist core values, and produced many innovative works reflecting the achievements of national construction and the style of the times. In addition, the Group has always focused on originality, particularly dug into the film and television preference of young audiences, and actively sought strategic cooperation with well-known IP (Intellectual Property) incubating enterprises. And the Group has always developed new works based on new materials to meet the growing spiritual and cultural needs of the audience.



保護知識產權

知識產權是企業重要的無形資產，保護知識產權有利於企業維護自身利益，促進經濟發展以及維護良好的行業生態。本集團嚴格遵守《中華人民共和國專利法》、《中華人民共和國侵權責任法》、《中華人民共和國著作權法》等法律法規，制定了規範紡織業務商業機密保密工作的《知識產權保密管理程序》、《知識產權風險管理程序》、《知識產權獲取控制程序》、《知識產權實施、許可和轉讓控制程序》、《知識產權維護控制程序》、《知識產權爭議處理控制程序》等政策制度，構建了一套全面完善、行之有效的知識產權管理體系，以加強對涉密人員、職責部門、相關合同、管理程序的規範及管理。此外，本集團亦要求本公司員工簽訂《保密協議》，有業務聯繫的供應商、合作商和客戶簽署《保密協議書》。通過一系列的管理措施，本集團嚴密保護了本公司產品的商標權、新發明的專利權和影視作品的版權。於本報告期內，本集團未發現任何有關違反知識產權法律法規的情況。



PROTECT THE INTELLECTUAL PROPERTY

Intellectual property is an important intangible asset of enterprises. Protecting intellectual property is beneficial to enterprises to safeguard their own interests, promote economic development and maintain a good industry ecology. The Group strictly abides by the *Patent Law of the People's Republic of China*, the *Tort Law of the People's Republic of China*, the *Copyright Law of the People's Republic of China* and other laws and regulations, and has formulated policies and systems such as the *Intellectual Property Confidentiality Management Procedures*, the *Intellectual Property Risk Management Procedures*, the *Intellectual Property Acquisition Control Procedures*, the *Intellectual Property Implementation, Licensing and Transfer Control Procedures*, the *Intellectual Property Maintenance Control Procedures*, and the *Intellectual Property Dispute Resolution Control Procedures*, etc. which regulate the confidentiality of commercial secrets in the textile business. The Group has established a comprehensive and effective intellectual property management system to strengthen the standardization and management of confidential personnel, responsible departments, relevant contracts, and management procedures. In addition, the Group also requires employees of the Company to sign the *Confidentiality Agreement*, and suppliers, partners, and customers with business connection to sign the *Confidentiality Agreement*. Through a series of management measures, the Group has strictly protected the trademark rights of the Company's products, the patent rights of new inventions and the copyright of film and television works. During the Reporting Period, the Group did not observe any violation cases of intellectual property related laws and regulations.

合規經營，協同上游管理

Operate in Compliance with Regulations and Coordinate the Upstream on Management



反腐倡廉

本集團嚴格遵守《中華人民共和國反洗錢法》、《中華人民共和國刑法》等法律法規，堅決杜絕貪污受賄、欺詐勒索、洗黑錢等違法行為。本集團依法制定了《舞弊或違規行為投訴、舉報管理辦法》等內部管理政策，確保本公司董事、高、中級管理人員和普通員工恪守法律法規和職業道德，防止損害本公司及股東利益等惡性行為發生。報告期內，本集團遵守企業道德，秉持良好信譽，未違反上述任何關於貪污、賄賂、欺詐、洗黑錢的法律法規條文，且未接獲任何涉及貪污腐敗、舞弊及不道德行為的訴訟案件。

本公司組建並維持了一套健全的內部監控架構，由本集團管理層承擔對反舞弊工作的管理、監督責任，由審核委員會負責本集團反舞弊行動的指導工作，由本公司辦公室負責具體組織、執行本集團範圍內的反舞弊工作，由本集團各部門具體承擔部門範圍內的反舞弊工作，從組織層面確保本集團的持續、穩定、健康運營。

本集團建立了完善的反腐倡廉管理措施，預防貪污腐敗等不法行為的發生。本公司通過員工培訓、採購政策、內部郵件等多種方式宣導誠信正直的職業道德風尚和本公司價值觀，持之以恆地培養員工公正廉潔的工作作風和職業操守。

本集團開通了多種舉報方式，嚴格監督本公司內、外人員與貪污、舞弊相關的違法違規行為。舉報人可通過審核委員會的電話、傳真或郵箱、董事長信箱等渠道選擇實名或匿名舉報任何違規行為，本公司辦公室和相關管理人員將視情節輕重評估是否組建特別調查小組開展調查，若情節嚴重，特別調查小組需將調查結果上報至審核委員會或董事會依法嚴格處理。



ANTI-CORRUPTION

The Group strictly abides by the *Anti-Money Laundering Law of the People's Republic of China*, the *Criminal Law of the People's Republic of China* and other laws and regulations, and resolutely eliminates illegal acts such as corruption, bribery, extortion, and money laundering. The Group has formulated internal management policies such as the *Administrative Measures on Complaints and Reporting of Fraud or Misconducts* to ensure that the Company's directors of the Board, senior and middle management personnel and general employees strictly abide by laws, regulations and professional ethics, and to prevent the occurrence of vicious acts that damage the interests of the Company and shareholders. During the Reporting Period, the Group complied with corporate ethics, maintained high corporate credibility, violated none of the above laws and regulations regarding corruption, bribery, fraud, and money laundering, and received no litigation cases involving corruption, fraud and unethical conduct.

The Company has established and maintained a sound internal control structure. The management of the Company is responsible for managing and supervising the anti-fraud work. The Audit Committee is responsible for providing guidance for the Group's anti-fraud actions. The General Office of the Company is responsible for organizing and implementing group-wide anti-fraud work. The various departments of the Group are responsible for undertaking departmental anti-fraud work. The internal control structure ensures the Group's continuous, stable and healthy operation from the organizational level.

The Group has established comprehensive anti-corruption management measures to prevent corruption and other illegal practices. The Company promotes a professional ethic and company value of honesty and integrity through various methods such as employee training, procurement policies and internal mails and continuously cultivates fair and honest work style and professional ethics among employees.

The Group has developed a variety of reporting methods to strictly monitor violations of laws and regulations related to corruption and fraud by personnel inside and outside the Company. The whistleblower can choose to report any violations using real name or anonymously through the Audit Committee's telephone, fax or mailbox, the Chairman's mailbox and other channels. The General Office of the Company and relevant management personnel will assess whether there is need to establish a special investigation team to carry out investigation depending on the severity of the cases. In case of severe violations, the special investigation team shall report the investigation results to the Audit Committee or the Board and handle the violations in strict accordance with laws.

供應鏈管理

完善的供應鏈管理是企業穩健發展的基礎。本集團意識到管理自身供應鏈不僅可以降低成本、優化產品服務質量和提升客戶滿意度，而且可以及早識別、排查企業發展過程中面臨的環境與社會風險，並與優質供應商建立長期合作的良好夥伴關係。

本集團制定了《採購控制程序》等供應商管理政策，針對供應商的准入、甄選、評估、解約、發展等多個商業環節訂立了公正透明、明確可行的評價標準和監控流程，所有供應商均需通過已制定的評選標準和篩選流程獲得合作資質。本集團堅持通過研究調查或實際考察的方式綜合評估供應商的背景、經驗、聲譽、經營狀況、報價、支付條件、產品質量及保證、售後服務及環境、社會、經濟合規表現，優先選擇具備ISO9001等相關資質且經營狀況良好的供應商；切實保障供應商提供的商品和服務滿足審查標準和質量要求；及早甄別存在經營風險的供應商，敦促其改進或終止合作，從而確保本集團業務的穩定、健康、良好發展。

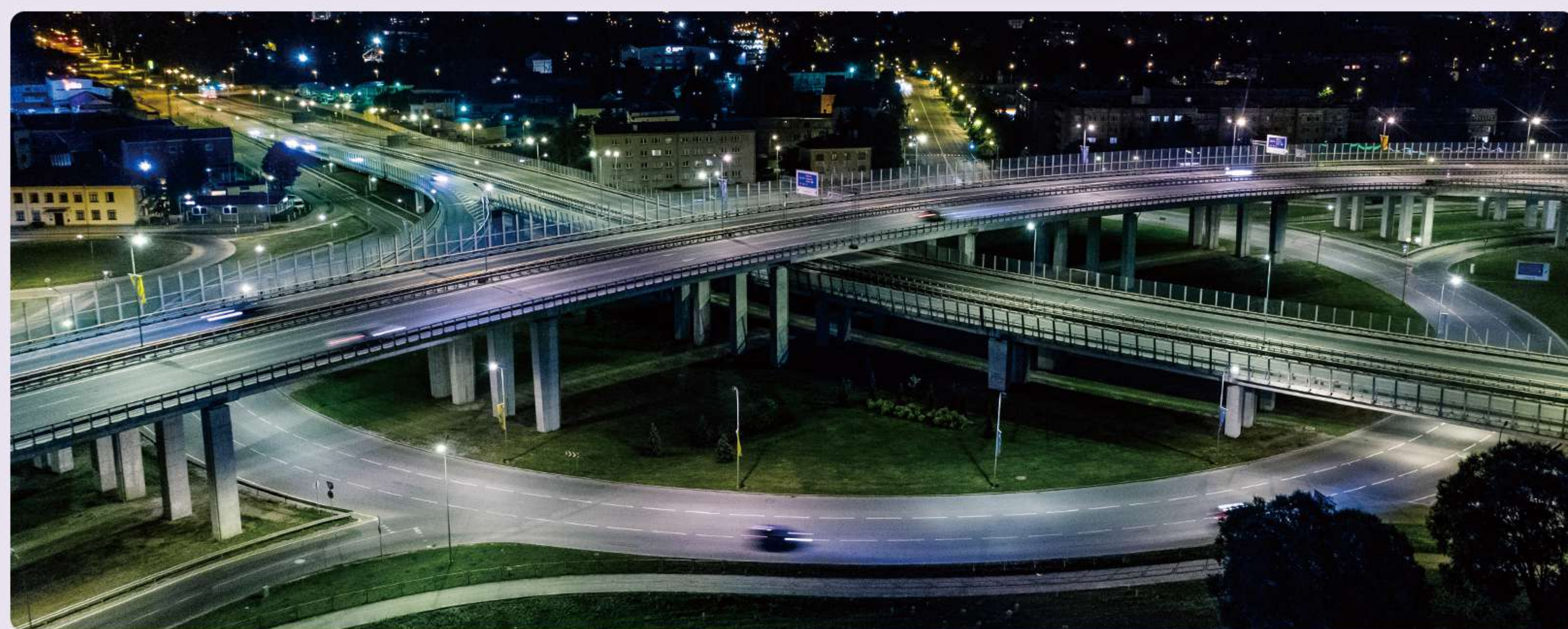
本集團供應商的業務範圍包括影視道具製作、影視基地運營、棉花原料供應、紡織助劑生產等多個方面。本集團前5大供應商採購總額占2019年度本集團採購總額的40%，其中最大的供應商採購額占2019年度採購總額的約19%。

SUPPLY CHAIN MANAGEMENT

Well-established supply chain management is the foundation for the steady development of enterprises. The Group is aware that managing its own supply chain can not only reduce costs, optimize product and service quality and improve customer satisfaction, but also identify and screen environmental and social risks in the development of the Company as early as possible, and establish promising long-term partnerships with high-quality suppliers.

The Group has formulated supplier management policies such as the *Procurement Control Procedures*, and established fair, transparent, explicit, and feasible evaluation standards and monitoring processes for supplier entry, selection, evaluation, dismissal, development, and other business segments. All suppliers need to meet the established selection criteria and pass the established selection process to obtain the qualification for partnership. In order to ensure a stable, healthy and sound development of the Group's business practices, the Group adheres to research or on-site investigation to comprehensively evaluate suppliers' background, experience, reputation, operating status, quotation, payment terms, product quality and assurance, after-sales service, and environmental, social, and economic compliance performance. The Group gives preferences to suppliers with relevant qualifications such as ISO9001 and good business performance; the Group practically ensures that the products and services provided by the suppliers meet the examination standards and quality requirements, and identifies suppliers with operational risks as early as possible and urges them to improve or terminates partnership.

The business scope of the Group's suppliers covers film and television prop production, film and television base operation, supply of cotton raw materials, textile auxiliary production, and other aspects. Purchases from the top 5 suppliers of the Group accounted for 40% of the total purchases of the Group in 2019, and purchases from the largest supplier accounted for about 19% of the total purchases in 2019.



投資社區，共建和諧社會 Invest in Community and Build a Harmonious Society

熱心公益，貢獻社會

本集團在追求實現自身發展的同時，持續關注社區發展，通過走訪、調查等方式積極瞭解運營所在社區居民的困難和需求，制定相應管理政策，確保其日常不受公司開展業務活動的影響。本集團熱心參與公益事業，通過幫扶弱勢群體，發揮專業優勢，推動商業合作等多種方式積極回饋社會。於本報告期內，本集團在社區投資領域的工作業績集中體現在以下幾個方面。

DEVOTE TO PUBLIC WELFARE AND CONTRIBUTE TO THE SOCIETY

While pursuing its own development, the Group continuously pays attention to community development, actively understands the difficulties and needs of residents in the communities where it operates through visits and surveys, and formulates corresponding management policies to ensure that the communities' interests are not affected by the Company's business activities. The Group avidly participates in public welfare programs and actively give back to the society through helping the disadvantaged groups, utilizing its professional advantages to the full extent, promoting business cooperation, and other means. During the Reporting Period, the Group's performances in community investment are demonstrated by the following case studies.



案例一：校企雙方合作共建影視融媒體學院

CASE STUDY ONE : SCHOOL-ENTERPRISE PARTNERSHIP IN BUILDING A FILM AND TELEVISION MEDIA INSTITUTE

在中國影視文化產業高速發展，影視專業教育和新媒體教育蓬勃生長的背景下，為促進教育鏈、產業鏈、創新鏈的有機銜接，2019年7月，星宏傳媒聯合重慶師範大學涉外商貿學院共同創建了重慶師範大學影視融媒體學院（以下簡稱為「影視融媒體學院」）。影視融媒體學院的創建為學校提供了產教融合的新路徑和創新實踐的高富集資源、高質量平台。本集團本著優勢共享、資源共享的初衷，致力於為社會培養和輸送更多優秀的影視媒體人才。

In the context of the rapid development of China's film and television cultural industry and the vigorous growth of film and television professional education and new media education, in order to promote the organic connection of the education chain, industry chain and innovation chain, in July 2019, Starrise Media and the Foreign Trade and Business College of Chongqing Normal University co-founded the film and television media school under Chongqing Normal University (hereinafter referred to as the "Film and Television Media School"). The establishment of the Film and Television Media School provides the university with a new path for the integration of industry and education and highly concentrated resources and high-quality platforms for innovative practices. Based on the original intentions of sharing strengths and resources, the Group is committed to cultivating and delivering more extraordinary talents in the film and television media sector for the society.



影視融媒體學院「行業導師課」第一期

The first session of the "Industry Mentor Course" organized by the Film and Television Media School

案例二：參與「金暉助老」青春扶貧志願者行動

CASE STUDY TWO : PARTICIPATION IN THE "JINHUI HELPING THE ELDERLY" POVERTY ALLEVIATION YOUTH VOLUNTEER ACTION

本集團鼓勵員工積極參與社會公益活動。2019年，來自淄博銀仕來紡織有限公司的青年志願者們投入了共青團山東省委發起的「金暉助老」青春扶貧志願者行動，為留守、失獨的貧困老人送去了生活必須的食品等物資。志願者們每月集中開展「當一天兒女、拉一次家常、整理一次家務、清理一次個人衛生、維修一次小家電」「五個一」助老志願服務活動，及時解決老人們生活中遇到的問題和困難，通過精準幫扶切實將「金暉助老」志願服務做實、做好。

The Group encourages employees to actively participate in social welfare activities. In 2019, young volunteers from Zibo Yinshilai Textile Co., Ltd. participated in the "Jinhui Helping the Elderly" Poverty Alleviation Youth Volunteer Action launched by the Shandong Provincial Party Committee of the Communist Youth League to send food and other necessities to the poor elderly who are left behind or lost their only child. Volunteers carry out monthly "five ONEs" voluntary service activities to help the elderly which are "To be sons and daughters for ONE day, to have ONE family chat, to do household chores for ONE time, to help with personal hygiene for ONE time, and to perform ONE maintenance for small household appliances". The "five ONEs" service activities aim to promptly solve the problems encountered by the elderly in their lives and practically and effectively implement the "Jinhui Helping the Elderly" volunteer services through targeted assistance.



走訪幫扶老人，送上愛心物資

Visiting the elderly in need and sending supplies with love

附錄：香港聯合交易所《環境、社會及管治報告指引》索引

Appendix: Hong Kong Stock Exchange *Environmental, Social and Governance Reporting Guide* Content Index

A. 環境 A. ENVIRONMENTAL		
項目 ITEMS	描述 DESCRIPTIONS	參考章節 RELEVANT SECTION(S)
層面A1：排放物 ASPECT A1: EMISSIONS		
一般披露 GENERAL DISCLOSURE	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 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	
關鍵績效指標 KEY PERFORMANCE INDICATORS	A1.1 排放物種類及相關排放數據 The types of emissions and respective emissions data	減少污染，清潔生產 Reduce Pollution and Conduct Clean Production
	A1.2 溫室氣體總排放量及（如適用）密度 Greenhouse gas emissions in total and, where appropriate, intensity	
	A1.3 所產生有害廢棄物總量及（如適用）密度 Total hazardous waste produced and, where appropriate, intensity	
	A1.4 所產生無害廢棄物總量及（如適用）密度 Total non-hazardous waste produced and, where appropriate, intensity	
	A1.5 描述減低排放量的措施及所得成果 Description of measures to mitigate emissions and results achieved	
	A1.6 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 Description of how hazardous and non-hazardous wastes are handled, reduction initiatives and results achieved	

A. 環境 A. ENVIRONMENTAL		
項目 ITEMS	描述 DESCRIPTIONS	參考章節 RELEVANT SECTION(S)
層面A2：資源使用 ASPECT A2: USE OF RESOURCES		
一般披露 GENERAL DISCLOSURE	有效使用資源（包括能源、水及其他原材料）的政策 Policies on the efficient use of resources, including energy, water and other raw materials	節約資源，降低能耗 Save Resources and Reduce Energy Consumption
關鍵績效指標 KEY PERFORMANCE INDICATORS	A2.1 按類型劃分的直接及/或間接能源總耗量及密度 Direct and/ or indirect energy consumption by type in total and intensity	
	A2.2 總耗水量及密度 Water consumption in total and intensity	
	A2.3 描述能源使用效益計劃及所得成果 Description of energy use efficiency initiatives and results achieved	
	A2.4 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 Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency initiatives and results achieved	
	A2.5 製成品所用包裝材料的總量及（如適用）每生產單位佔量 Total packaging material used for finished products and, if applicable, with reference to per unit produced	
層面A3：環境及天然資源 ASPECT A3: ENVIRONMENT AND NATURAL RESOURCES		
一般披露 GENERAL DISCLOSURE	減低發行人對環境及天然資源造成重大影響的政策 Policies on minimizing the issuer's significant impact on the environment and natural resources	保護環境，敬畏自然 Protect the Environment and Respect Nature
關鍵績效指標 KEY PERFORMANCE INDICATOR	A3.1 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 Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them	

B. 社會 B. SOCIAL		
項目 ITEMS	描述 DESCRIPTIONS	參考章節 RELEVANT SECTION(S)
層面B1：僱傭 ASPECT B1: EMPLOYMENT		
一般披露 GENERAL DISCLOSURE	<p>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：</p> <p>(a) 政策；及</p> <p>(b) 遵守對發行人有重大影響的相關法律及規例的資料</p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(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</p>	以人為本，責任僱傭 People-oriented Management and Responsible Employment
建議披露 RECOMMENDED DISCLOSURES	B1.1 按性別、僱傭類型、年齡組別及地區劃分的僱員總數 Total workforce by gender, employment type, age group and geographical region	
	B1.2 按性別、年齡組別及地區劃分的僱員流失比率 Employee turnover rate by gender, age group and geographical region	
層面B2：健康與安全 ASPECT B2: HEALTH AND SAFETY		
一般披露 GENERAL DISCLOSURE	<p>有關提供安全工作環境及保障僱員避免職業性危害的：</p> <p>(a) 政策；及</p> <p>(b) 遵守對發行人有重大影響的相關法律及規例的資料</p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(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</p>	重視安全，守護健康 Focus on Safety and Protect Health
建議披露 RECOMMENDED DISCLOSURES	B2.1 因工作關係而死亡的人數及比率 Number and rate of work-related fatalities.	
	B2.2 因工傷損失工作日數 Lost days due to work injury	
	B2.3 描述所採納的職業健康與安全措施，以及相關執行及監察方法 Description of occupational health and safety measures adopted, how they are implemented and monitored	

B. 社會 B. SOCIAL		
項目 ITEMS	描述 DESCRIPTIONS	參考章節 RELEVANT SECTION(S)
層面B3：發展及培訓 ASPECT B3: DEVELOPMENT AND TRAINING		
一般披露 GENERAL DISCLOSURE	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 Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	攜手共進，鼓勵發展 Work Together and Encourage Development
建議披露 RECOMMENDED DISCLOSURES	B3.1 按性別及僱員類別（如高級管理層、中級管理層等）劃分的受訓僱員百分比 The percentage of employees trained by gender and employee category (e.g. senior management, middle management)	
	B3.2 按性別及僱員類別劃分，每名僱員完成受訓的平均時數 The average training hours completed per employee by gender and employee category	
層面B4：勞工準則 ASPECT B4: LABOR STANDARDS		
一般披露 GENERAL DISCLOSURE	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 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 labor	以人為本，責任僱傭 People-oriented Management and Responsible Employment
建議披露 RECOMMENDED DISCLOSURES	B4.1 描述檢討招聘慣例的措施以避免童工及強制勞工 Description of measures to review employment practices to avoid child and forced labor	
	B4.2 描述在發現違規情況時消除有關情況所採取的步驟 Description of steps taken to eliminate such practices when discovered	

B. 社會 B. SOCIAL			
項目 ITEMS	描述 DESCRIPTIONS		參考章節 RELEVANT SECTION(S)
層面B5：供應鏈管理 ASPECT B5: SUPPLY CHAIN MANAGEMENT			
一般披露 GENERAL DISCLOSURE		管理供應鏈的環境及社會風險政策 Policies on managing environmental and social risks of the supply chain	供應鏈管理 Supply Chain Mangement
建議披露 RECOMMENDED DISCLOSURES	B5.1	按地區劃分的供應商數目 Number of suppliers by geographical region	—
	B5.2	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、以及有關慣例的執行及監察方法 Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, how they are implemented and monitored	供應鏈管理 Supply Chain Mangement
層面B6：產品責任 ASPECT B6: PRODUCT RESPONSIBILITY			
一般披露 GENERAL DISCLOSURE		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 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	提升品質責任 Improve Responsibility for Quality
建議披露 RECOMMENDED DISCLOSURES	B6.1	已售或已運送產品總數中因安全與健康理由而須回收的百分比 Percentage of total products sold or shipped subject to recalls for safety and health reasons	—
	B6.2	接獲關於產品及服務的投訴數目以及應對方法 Number of products and service related complaints received and how they are dealt with	—
	B6.3	描述與維護及保障知識產權有關的慣例 Description of practices relating to observing and protecting intellectual property rights	保護知識產權 Protect the Intellectual Property
	B6.4	描述質量檢定過程及產品回收程序 Description of quality assurance process and recall procedures	提升品質責任 Improve Responsibility for Quality
	B6.5	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 Description of consumer data protection and privacy policies, how they are implemented and monitored	

B. 社會 B. SOCIAL			
項目 ITEMS		描述 DESCRIPTIONS	參考章節 RELEVANT SECTION(S)
層面B7：反貪污 ASPECT B7: ANTI-CORRUPTION			
一般披露 GENERAL DISCLOSURE		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 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	反腐倡廉 Anti-corruption
建議披露 RECOMMENDED DISCLOSURES	B7.1	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 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	
	B7.2	描述防範措施及舉報程序，以及相關執行及監察方法 Description of preventive measures and whistle-blowing procedures, how they are implemented and monitored	
層面B8：社區投資 ASPECT B8: COMMUNITY INVESTMENT			
一般披露 GENERAL DISCLOSURE		有關以社區參與來了解營運所在小區需要和確保其業務活動會考慮社區利益的政策 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	熱心公益，貢獻社會 Devote to Public Welfare and Contribute to the Society
建議披露 RECOMMENDED DISCLOSURES	B8.1	專注貢獻範疇（如教育、環境事宜、勞工需求、健康、文化、體育） Focus areas of contribution (e.g. education, environmental concerns, labor needs, health, culture, sport)	
	B8.2	在專注範疇所動用資源（如金錢或時間） Resources contributed (e.g. money or time) to the focus area	