

INSPIRATION

2019

EVERYWHERE

ENVIRONMENTAL, SOCIAL, GOVERNANCE REPORT



雅仕維傳媒集團有限公司

Asiaray Media Group Limited

股份代號 Stock Code: 1993

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## **SCOPE AND REPORTING PERIOD**

This ESG report is prepared by Asiaray Media Group Limited and its subsidiaries (the “Company”, and together with its subsidiaries, the “Group”), highlighting its Environmental, Social, and Governance (the “ESG”) performance, with disclosure reference made to the ESG Reporting Guide as described in Appendix 27 of the Listing Rules and Guidance set out by The Stock Exchange of Hong Kong Limited. The Group complied with all the “comply or explain” provisions set out in the ESG Reporting Guide.

This ESG report covers the Group’s overall performance in two subject areas, namely, Environmental and Social aspects of its business operations in various cities in the People’s Republic of China (the “PRC”), namely Beijing, Chengdu, Fujian, Guangzhou, Hainan, Hangzhou, Hong Kong, Qingdao, Shanghai, Shenzhen, Tianjin, Urumqi, Wenzhou, Wuxi, Xi’an, Yichang, Yunnan, Zhengzhou and Zhuhai, from 1 January 2019 to 31 December 2019 (the “Reporting Period”), unless otherwise stated.

## **STAKEHOLDER ENGAGEMENT AND MATERIALITY**

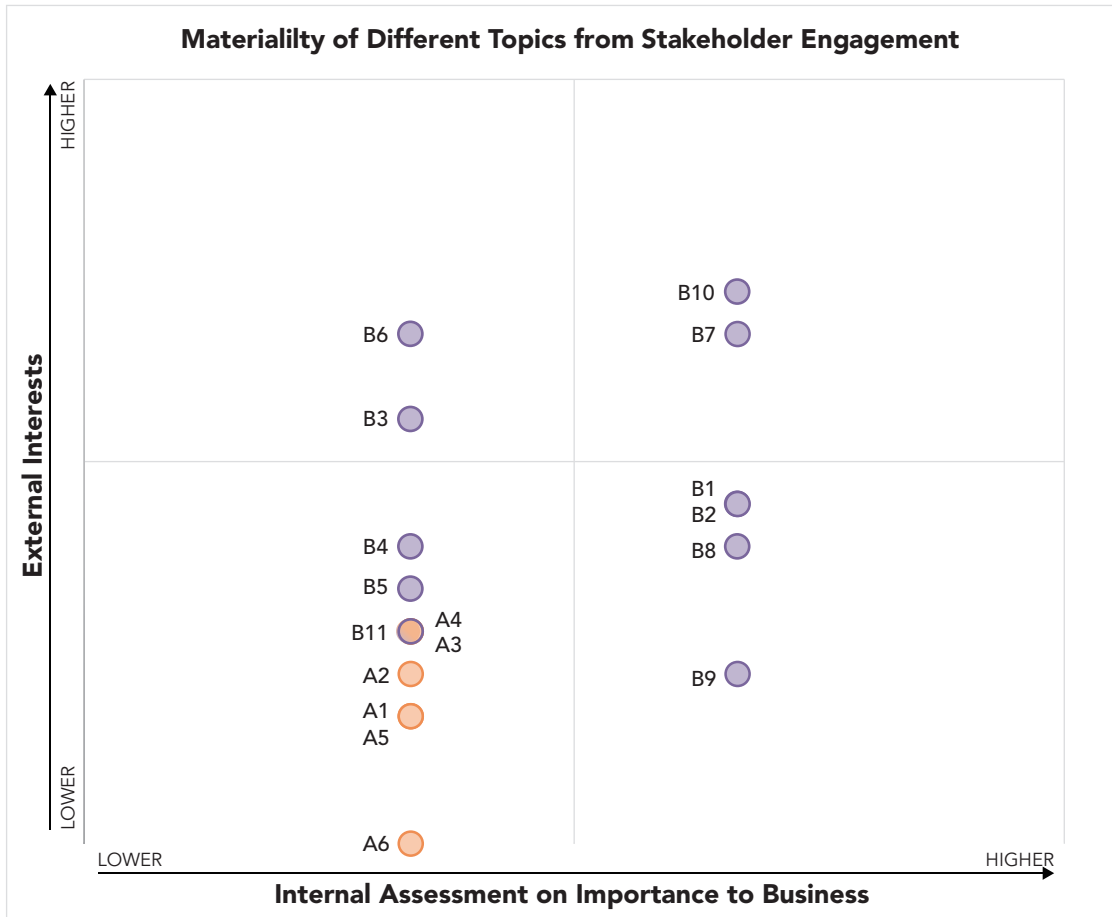
The Group values input and feedback of its stakeholders as they bring potential impacts to the Group’s business. Internal and external stakeholders have been involved in regular engagement activities to share views regarding the Group’s operation and performances.

### **Materiality Assessment**

During the Reporting Period, the Group specifically engaged key stakeholders, namely senior management, frontline staff and business partners, to gain insights regarding ESG material topics and challenges of the Group’s operation.

Results of the materiality assessment and the consolidated list of material aspects are presented in the following matrix and table respectively.

## Materiality Matrix



## Environmental

<b>A1</b>	Energy	<b>B3</b>	Development and Training
<b>A2</b>	Water	<b>B4</b>	Labour Standards
<b>A3</b>	Air Emission	<b>B5</b>	Supply Chain Management
<b>A4</b>	Waste and Effluent	<b>B6</b>	Intellectual Property
<b>A5</b>	Other Raw Materials Consumption	<b>B7</b>	Data Protection
<b>A6</b>	Environmental Protection Measures	<b>B8</b>	Customer Service
<b>Social</b>		<b>B9</b>	Product/Service Quality
<b>B1</b>	Employment	<b>B10</b>	Anti-corruption
<b>B2</b>	Occupational Health and Safety	<b>B11</b>	Community Investment

Among the environmental and social aspects, the following topics are identified as the most material issues to the stakeholders:

- Anti-corruption;
- Data protection;
- Employment;
- Occupational health and safety; and
- Customer service.

The above aspects have been strictly managed through the Group's policies and guidelines. Management of the aspects is described in separate sections below. The Group will continue to keep close communication with its stakeholders to understand their expectations and to identify areas of improvement for the concerned aspects for advancing ESG management.

### **STAKEHOLDERS' FEEDBACK**

The Group promotes effective communications with all the stakeholders through regular newsletter, notices, announcements, and reports via its Facebook, WeChat and Weibo accounts as well as company website. The Group welcomes stakeholders' feedback on its ESG approach and performance. Please give your suggestions or share your views with us via email at [ir@asiaray.com](mailto:ir@asiaray.com).

### **THE GROUP'S MISSION AND VISION ON SUSTAINABILITY COMMITMENT**

The ESG report continues to demonstrate the Group's unwavering commitment to sustainable development and its dedication to corporate governance, environmental protection, and human capital. The Group is committed to conducting business in a transparent, equitable, legal and socially responsible manner.

This report also underpins the Group's core values of integrity, excellence and benevolence. The Group's commitment to integrity is reflected in its exceptional internal management and corporate governance. It strives to deliver superior advertising solutions with consideration to environmental concerns and economic feasibility. The Group's benevolence is shown through its continued efforts in creating a better living environment for the wider communities. Highlights of sustainability achievements during the Reporting Period include:

- Maintained diversion of 100% waste printed advertising materials from landfill for recycling and reprocessing through the cooperative efforts with designated recycling companies;
- Initiated the upgrades and replacement of 925 pieces of advertising panels with LED lighting in the media sites in Hong Kong and Mainland China;
- Provided free or affordable advertising spaces for environmental organisations to raise awareness about social and environmental issues at metro lines in Hong Kong and Mainland China; and
- Was awarded with the Hong Kong Green Organisation for four consecutive years since 2016 by Hong Kong Awards for Environmental Excellence ("HKAEE").

In the coming years, the Group will implement more strategies to advance environmental sustainability and promote sustainable development. It will also expedite the replacement of advertising panels with LED lightings at Yunnan Airport and Haikou Airport.

# A. ENVIRONMENTAL

## A1. EMISSIONS

The Group did not note any cases of material non-compliance relating to air and greenhouse gas emissions, discharge into water and land, and the generation of hazardous and non-hazardous waste during the Reporting Period.

The Group strictly complies with national and local laws and regulations related to environmental protection and pollution control, including but not limited to the following:

- Air Pollution Control Ordinance of the Laws of Hong Kong;
- Waste Disposal Ordinance of the Laws of Hong Kong;
- Water Pollution Control Ordinance of the Laws of Hong Kong;
- Environmental Protection Law of the PRC;
- Law of the PRC on the Prevention and Control of Environmental Pollution by Solid Waste;
- Soil Pollution Prevention and Control Law of the PRC; and
- The National Hazardous Waste Inventory.

With its business nature, the Group recognises the environmental impacts of its daily operations and adheres to the Environmental Policy Statement that was established in 2016. The Group's top management endorses and regularly reviews the Policy to ensure it aligns to the Group's strategic direction. The Group is committed to ensuring its subsidiaries' compliance with all relevant local and national environmental legislation, regulations and requirements, as well as obtaining all necessary environmental permits and licenses for operation. It also makes continuous efforts in using natural resources (such as energy, materials and water) as efficiently as possible, promoting energy efficiency and energy conservation in its operations and offices, as well as minimising its overall emissions and impacts on the environment.

The Group has partnered with major property management clients in Hong Kong to support Charter on External Lighting, which is launched by the Environment Bureau to promote awareness on minimising light nuisance and energy wastage caused by external lighting installations. For Hong Kong's outsourced printing production, most of the ink used have been accredited with international certifications such as the GREENGUARD Gold Certification. The certified products have been scientifically tested and met some of the world's most rigorous, third-party chemical emissions standards.

The Group's efforts in sustainability and outstanding environmental performance have been recognised by local authorities. During the Reporting Period, the Group was awarded the Certificate of Merit in the sector of Media and Communication at the 2019 HKAEE from Business Environment Council. It has also named as a "Hong Kong Green Organization" for four consecutive years since 2016 under the Hong Kong Green Organization Certification ("HKGOC") led by the Environmental Campaign Committee ("ECC").



## A1.1 Air Emissions

During the Reporting Period, the Group's business did not involve any gaseous fuel consumption and mainly involved the use of passenger cars and light goods vehicles for local business commuting and daily operations. The Group-owned, fossil-fuelled vehicles contributed to the emissions of nitrogen oxides ("NOx"), sulphur oxides ("SOx") and respiratory suspended particles ("RSP").

Mobile fuel source	Air emissions (non-GHG) from the vehicle operations		
	NOx (kg)	RSP (kg)	SOx (kg)
<b>Petrol and diesel</b>	123.10	5.80	1.21

Note: Emission factors for calculations on environmental parameters throughout the report were made reference to Appendix 27 of the Main Board Listing Rules and their referred documentation as set out by Hong Kong Exchanges and Clearing Limited, unless stated otherwise.

## A1.2 Greenhouse Gas ("GHG") Emissions

During the Reporting Period, the Group's business operation resulted in GHG emission of 15,033 tonnes of carbon dioxide equivalent ("tCO<sub>2</sub>eq."), mainly carbon dioxide, methane and nitrous oxide. The overall intensity of the GHG emissions for the Group was 5.71 tCO<sub>2</sub>eq./HK\$m revenue with reference to the total revenue of the Group (in HK\$ million) in the Reporting Period.

Scope of Greenhouse Gas Emissions	GHG Emission Sources	GHG Emission (in tCO <sub>2</sub> eq.)	Total GHG Emission (in percentage)
<b>Scope 1 Direct Emission</b>			
Combustion of fuel for mobile combustion source	Petrol	178	1.5%
	Diesel	41	
<b>Scope 2 Indirect Emission</b>			
Purchased Electricity		14,739	98.0%
<b>Scope 3 Other Indirect Emission</b>			
Electricity used for freshwater treatment by government		<1	0.5%
Electricity used for wastewater treatment by government		<1	
Paper Waste Disposal		27	
Business air travel		47	
<b>Total</b>		<b>15,033</b>	<b>100%</b>

Note 1: Emission factors were made reference to Appendix 27 of the Main Board Listing Rules and their referred documentation as set out by Hong Kong Exchanges and Clearing Limited, unless stated otherwise.

Note 2: Combined margin emission factors of 0.65 tCO<sub>2</sub>/MWh, 0.71 tCO<sub>2</sub>/MWh, 0.54 tCO<sub>2</sub>/MWh, 0.61 tCO<sub>2</sub>/MWh and 0.62 tCO<sub>2</sub>/MWh were adopted for purchased electricity in Eastern, Northern, Southern, Central and North-western part of Mainland China respectively.

Note 3: CO<sub>2</sub> emissions from the Group's business air travels were reported with accordance to the International Civil Aviation Organization (ICAO) Carbon Emission Calculator.

### **A1.3 Hazardous Waste**

Similar to last Reporting Period, hazardous waste generated by the Group was mainly from lubrication oils and inks used for in-house printing operations. The amount of hazardous waste generation was insignificant, thus related data is not reported.

### **A1.4 Non-hazardous Waste**

During the Reporting Period, the Group's advertising media segment generated approximately 75 tonnes of non-hazardous waste, with an intensity of 0.03 tonnes/HK\$m revenue. Types of non-hazardous waste included paper, cardboard, YUPO paper, stickers, backlit film, Polyvinyl Chloride (PVC) and general domestic waste. All of them were either reprocessed or recycled by licensed collectors.

The Group's offices generated a total of 5.7 tonnes of waste paper which was estimated to be disposed at landfills. Under the assumption that all paper, whether is stored or purchased within the organisation boundary, will eventually be disposed at landfills unless collected and recycled<sup>1</sup>.

### **A1.5 Measures to Mitigate Emissions**

To curb vehicle emissions, the Group ensures its vehicles have met the European emission standards (EURO 5 & 6) and encourages employees to take public transport as much as possible.

The Group keeps track of employees' business travelling and their relative carbon emission throughout the year. The Group has adopted the use of video-conferencing software for sharing presentation materials among various parties, and to allow staff to communicate with internal and external parties from different geographical locations. GHG emissions due to business air travels had been significantly reduced by 49% when compared to the last Reporting Period.

### **A1.6 Waste Handling and Reduction Initiatives**

With the Group's continuous efforts, generation of non-hazardous waste was 22% less as compared with last Reporting Period, while the amount of hazardous waste remained at the same level. In Hong Kong, the Group has implemented Waste Management Plan to ensure appropriate handling of all advertising wastes in metro lines. Recycling protocol must be strictly followed for all used and retired advertising materials. Under all circumstances, landfill is the least preferred choice for disposal. During the Reporting Period, with the effort of cooperating with appropriate collectors in past years, the Group has achieved 100% recycling and reprocessing rate for all printed advertising materials. Hazardous waste such as ink cartridges and lubrication oils were collected by licensed waste contractors and were disposed of in accordance with the local waste management regulations.

In Mainland China, as part of the Group's waste reduction initiatives, transparent protective films are applied on some of the permanent lightbox advertisements along the metro. This application aims to protect the advertising displays from external damages, which resulted in prolonged shelf life and reduced needs of reprinting.

<sup>1</sup> EMSD/EPD Guidelines to Account for and Report on Greenhouse Gas Emissions and Removals for Buildings (Commercial, Residential or Institutional Purposes) in Hong Kong, 2008 and 2010 Editions



### *Minimising Waste Generation Through LED Advertising*

The Group continues to incorporate zero-waste initiatives into the design of advertising display to further reduce the use of raw materials and generation of waste at source. For example, at selected locations, traditional paper-based displays have been replaced with programmed LED displays and digital equipment. Not only does LED advertising save paper and materials (e.g., ink, posters and printed advertisement), it also enhances the quality of advertisement by using high-resolution display of images and videos.

### *Encouraging an Eco-Green Office*

The Group has adopted an intranet platform for various administrative and human resources processes, which significantly reduced the use of paper. Employees are reminded and encouraged to use recycled paper for internal use and drafting. Offices in different geographical locations will continue to review the feasibility of paper recycling at where the businesses operate. Besides, water filters have been installed in the offices to reduce the use of plastic water bottles.

## **A2. USE OF RESOURCES**

### **A2.1 Energy Consumption**

<b>Energy Consumption Sources</b>	<b>Consumption (in Litre)</b>	<b>Consumption (in kWh)</b>
Electricity	N/A	23,542,907
Diesel	14,784	149,019
Petrol	65,993	584,808
<b>Total</b>		<b>24,276,734</b>

The Group's business operations resulted in total energy consumption of 24,276,734 kWh from the use of electricity, petrol and diesel, significantly increased by 52% from the last Reporting Period. The overall intensity of energy consumption was 9,229.29 kWh/HK\$m revenue. The drastic rise in electricity usage was mainly due to improvement of calculation and recording method, where the electricity usage in media site of Shenzhen, Yichang, Zhengzhou were recorded during the Reporting Period.

For some of the other Group's offices and media sites, electricity usage was included in the management fee and rental fee, hence data was not available to be reported. During the Reporting Period, the Group consumed approximately 437,452 kWh of electricity for office and approximately 23,105,455 kWh of electricity for most advertising operations (digital billboards, display panels and screens).

## **A2.2 Water Consumption**

The Group mainly involved water consumption in the offices, in which payment for most water usage has been included in the management fee to the landlord, thus consumption data cannot be obtained. During the Reporting Period, the Group's offices with data reported consumed approximately 1,149 m<sup>3</sup> of water, with a consumption intensity of 0.44 m<sup>3</sup>/HK\$m revenue. It is assumed that all water consumed was discharged for wastewater treatment by the local government authorities. In general, water usage in the Group's offices and operations is relatively low and insignificant.

## **A2.3 Energy Use Efficiency Initiatives**

The Group is strongly dedicated to reducing its carbon footprint throughout its operations. It has made continuous efforts to identify eco-friendly printing solutions and to invest in research and development.

LED lighting is utilised as much as possible for advertising solutions. The Group has been progressively replacing existing fluorescent tubes with LED tubes for advertising panels. During the Reporting Period, a total of 925 pieces of advertising panels in the metro lines and airports in Hong Kong and Mainland China were upgraded to LED lighting. By using LED tubes, the energy consumption of lighting could be significantly reduced. Over 70% of the Group's airport advertisements in Mainland China used LED lighting.

The Group is particularly proud of its dismountable LED solution which offers highly energy-efficient advertisements. It enables static graphic to display during daytime, while LED lighting is switched on during night-time. This has greatly reduced the overall power consumption of the advertisement panels. One of the Group's dismountable LED solutions, WrapLED, is installed at One Peking in Tsim Sha Tsui, Hong Kong. WrapLED utilises dismountable LED that aimed to provide energy-saving advertising solutions for its advertising clients. During daytime, the use of LED lights is reduced with static graphic displays and natural lighting, while animated advertisement is shown at night-time. Compared to conventional digital billboard, this application has optimised the use of natural lighting and therefore reduced the overall energy consumption.

At the offices, the Group encourages the use of energy efficient appliances, such as those with Grade 1 energy label under the Mandatory Energy Efficiency Labelling Scheme (MEELS) in Hong Kong.

## **A2.4 Water Use Efficiency Initiatives**

Water conservation practice is encouraged throughout the offices, which resulted in a 61% decrease in water consumption during the Reporting Period. Overall, water consumption in the offices and business operations was insignificant, and there was no issue in sourcing water that is fit for purchase.

## **A2.5 Packaging Materials**

Packaging materials, mainly paper and wood, are consumed during the transportation and distribution of advertising materials. Nevertheless, packaging materials consumed by the Group's operation was insignificant and the corresponding data is not reported.

### A3. THE ENVIRONMENT AND NATURAL RESOURCES

Out-of-home advertising plays an important role in metropolitans. The Group is committed to managing its products and services with great consideration of safety, environmental protection, and aesthetic appearance. The Group believes that there will be a more intimate relationship between the society and outdoor advertising, and closer connection with people’s lives. It aims to become a role model in the advertising industry by maintaining high standards of deliverables while contributing to sustainable development and corporate responsibility. Together with the society and business partners, the Group will contribute making a better and greener world.

#### A3.1 Significant Impacts of Activities on the Environment

With the business nature, the Group is aware of its impacts on the environment and natural resources, particularly in terms of electricity and indirect material consumption.

The Corporate Green Committee continues to strengthen the Group’s sustainability performance across a wide spectrum of environmental issues. The senior management in different units is dedicated to fully supporting eco-friendly practices and implementing various environmental programme in daily operations.

Saving energy and catalysing a low carbon society are the Group’s ultimate goals and efforts in lessening the impacts on the environment. During the Reporting Period, the Group initiated the upgrades of over 925 pieces of advertising panels to LED lighting in airports and metro media sites. Floodlights were replaced by LED lighting to promote energy saving advertising solution and more efficient use of energy.

During the Reporting Period, the Group supported World Wildlife Fund by participating in the Earth Hour Campaign. Clients of Hong Kong office were invited to switch off the advertising billboards signage for one hour to save energy and to reduce light pollution. Eco-friendly materials such as non-polyvinylchloride are sourced for advertising production to meet growing customer demand on sustainable solution and to minimise environmental impact.

Looking forward, the Group is committed to creating a more sustainable future for its employees, clients and the communities it serves.



# B. SOCIAL

## 1. EMPLOYMENT AND LABOUR PRACTICES

### B1. Employment

The Group abides by all applicable laws and regulations in Mainland China and Hong Kong in relation to employment during the reporting period, including but not limited to:

- The Employment Ordinance of the Laws of Hong Kong;
- The Minimum Wage Ordinance of the Laws of Hong Kong;
- The Employees' Compensation Ordinance of the Laws of Hong Kong;
- Labour Law of the PRC;
- Labour Contract Law of the PRC; and
- Social Insurance Law of the PRC.

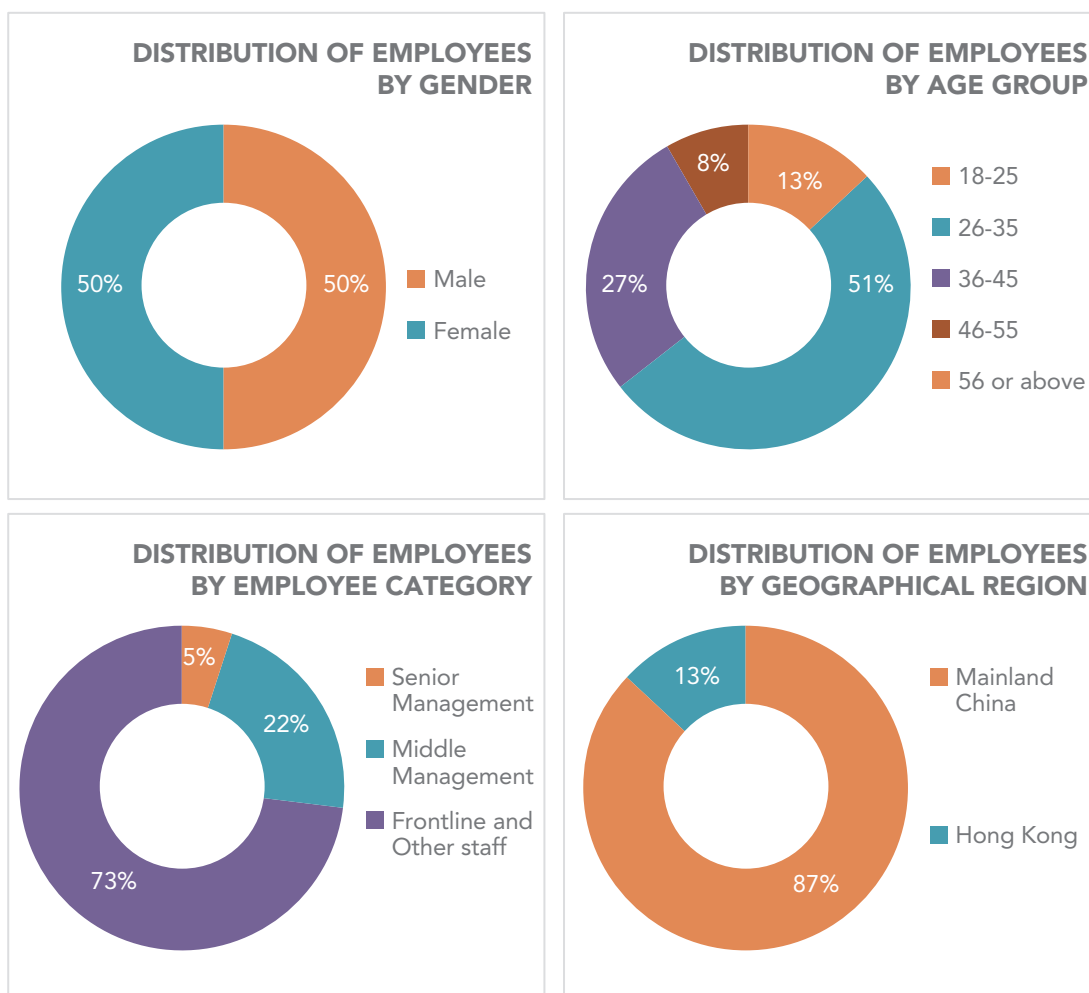
The Staff Handbook provides details on standard working hours, annual performance appraisal, promotion and transfer opportunities and procedures, different types of leave and their application, salary and welfare coverage, statutory holidays and rest periods, contract termination, dismissal and retirement guidelines.

During the Reporting Period, there were no major changes in policies relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunities, diversity and anti-discrimination, and the Group did not note any cases of material non-compliance in relation to employment.



### Total Employees

As of 31 December 2019, the Group had a total number of 1,109 employees. More than 99% of them were full-time employees. The total workforce which is sorted by gender<sup>2</sup>, age group, employee category and geographical region are shown below.



### Equal Opportunity

As stated in the Group's employment policy, employees are not discriminated against or deprived of recruitment and employment opportunities on the basis of gender, ethnic background, family status, disability or any other discrimination prohibited by applicable law.

### Employee Relations

The Group occasionally organises activities and events for employees to promote better internal communication and engagement, as well as their overall wellness. Aside from festive activities, the Group also organised monthly birthday parties, group tours, team building activities, annual dinner, sports competitions, movie watching activities and sharing sessions to enrich the cultural life of employees.

2 The employee data presented by gender, age group and employee category excluded the business operations in Guangxi and Fujian in the PRC.



## B2. Employee Health and Safety

During the Reporting Period, there were no major changes in policies related to providing a safe working environment and protecting employees from occupational hazards. The Group did not note any cases of material non-compliance in relation to health and safety laws and regulations.

The Group strictly complies with all applicable laws and regulations in relation to occupational health and safety ("OHS"), including but not limited to the Law of the PRC on the Prevention and Control of Occupational Diseases, the Hong Kong Occupational Safety and Health Ordinance, and Hong Kong Employees' Compensation Ordinance. The Group has Health and Safety Manual and workplace safety policy in place, which ensures that safety training and medical check-up are provided to all employees. These also make sure that employees assigned to special operations have been equipped with necessary knowledge and skills and physically capable to work. The Staff Handbook also provides guidelines and procedures in terms of work injury, fire drills and work arrangement under severe weather. Moreover, the Group provides adequate personal protective equipment to designated employees and performs regular risk assessment of workplace for identifying potential risks and hazards.

### *Outdoor Advertisement Safety*

A set of comprehensive safety guidelines have been implemented to ensure the safety of outdoor advertising fixtures. During the preliminary design stage, the Group takes into consideration every safety aspect and incorporates them in the design of advertising fixtures. Local environmental factors such as climate and geology are evaluated to determine the appropriate safety design features. During the construction stage, a professional construction team is appointed to set up the billboards. Designated supervisors are assigned to oversee the construction process and to ensure strict compliance with the design requirements and industrial safety standards. Once the installation is completed, an independent third-party organisation will conduct regular inspections. Maintenance works are carried out once any related issue is identified.

### *Safety training and internal management*

Frontline employees are subjected to compulsory safety training for preventing and reducing occupational hazards. Accordingly, the Group has provided training on installing and dismantling advertisements in metro lines and airports. For metro lines in Hong Kong, the employees are required to pass a series of safety tests and to undergo regular body checks for ensuring that they are well-equipped for the jobs.



### *Safety issues under extreme weather conditions*

Outdoor billboards are sometimes exposed to extreme weather conditions. For each location, the Group has implemented necessary safety measures. The following safety measures are carried out during severe weather warnings:

- Workers are deployed to monitor the outdoor billboards with high structural risks;
- Using ropes to reinforce the billboards structures; and
- For billboards located in high-risk areas, the advertising canvases are temporarily removed.

In addition, the Group conducts safety hazards assessments, before typhoon seasons. It also provides contingency plans to all relevant departments with the protective measures outlined. During the Reporting Period, the Group did not encounter any safety issue during the typhoon season.

### *After-sales safety maintenance and equipment testing*

The Group is widely recognised of its after-sales safety maintenance and equipment testing services. A professional team carries out regular maintenance services and inspections to identify safety hazards and to provide prompt repair services.

### *Safety considerations for creative advertisements*

The Group is particularly careful with unconventional advertisement designs. From the preliminary design stages to installation, it maintains close communication with its clients and media resource owners to ensure their expectations of quality and safety are met.

## **B3. Development and Training**

The Group believes that employees are the key assets. It has continuously devoted efforts to attract, nurture, and retain talents. As part of the Group's commitment to their success, employees are provided with necessary resources to reveal their potentials. The Company considers learning and training as the essential right and responsibility of all employees. Based on employees' career development plans and needs, the Company provides necessary training through internal and external training courses, workshops, and seminars. For internal training, the 'Thunder Project' training programme is established in Mainland China offices with the aim to improve the skills and knowledge of sales representatives and to strengthen the team's management for raising sales performance.

During the Reporting Period, a total of 12,638 hours of offline training were conducted for an accumulated attendance of 7,643 employees in Hong Kong and Mainland China operations. Training sessions covered a wide range of aspects, including orientation, spatial design, operation, occupational health and safety, market trends, sales and marketing, human resources, management and self-development, etc.

The Group has developed an online learning platform which provides all types of training and learning opportunities for employees from different departments. No matter what type of courses, mandatory or optional, internal or external courses, employees can simply access to the courses from their phones and computers. The platform also provides a place for employees to share their expertise, industrial news, knowledge with each other and allows them to feedback on this newly established system, so that the platform can be improved and better utilised in the coming years.

#### **B4. Labour Standards**

There were no major changes in policies and the Group did not note any cases of material non-compliance relating to preventing child and forced labour during the Reporting Period. The Group's Human Resources Department is responsible for ensuring Group's compliance with the employment and labour standards of Hong Kong and Mainland China. As stated in the Group's policy, the Company regulates the employment of child labour in all trades under the Employment of Child Labour Regulations under the Employment Ordinance, and no forced labour is allowed in any operations. To screen job candidates during recruitment, the Group reviews the applicants' application forms, conducts background checks and verifies their identification cards. Human Resources Department has the right to terminate employment contract with employee who violates the laws and regulations. It is also responsible for reviewing and updating the Staff Handbook and internal policies in order to meet the latest regulatory requirements.

## **2. OPERATING PRACTICES**

#### **B5. Supply Chain Management**

During the Reporting Period, the Group engaged various suppliers for its printing works, advertisement installation and dismantling works. For printing activities in the Mainland China, the Group gives priority to environmentally friendly ink carrying safety certifications that passed independent testing and fulfilled the industrial flame-retardant requirement, while meeting the expected quality at the same time.

The Supplier Management Policy and Procurement Policy aim to monitor and evaluate suppliers' performance effectively, ensuring the services and products delivered by suppliers and subcontractors meet various pre-defined quality specifications. All suppliers and subcontractors are required to adhere to the Supplier Code of Conduct, which stipulates the Group's expectations and principles on environmental and social performance, covering a broad range of aspects such as environment, forced labour, child labour, discrimination, remuneration, working hours, health and safety, human rights, corruption, conflict of interest as well as gifts and hospitality. All suppliers and subcontractors are required to execute relevant procedures in place and to strictly comply with national and local regulations. Failure to meet the provisions set forth in the Code of Conduct may lead to termination of future business partnership.

The Group's production division evaluates suppliers and subcontractors on their product and service quality on quarterly basis in which performances are recorded, so as to assist the selection process for suppliers in the future. The Group will continue expanding assessment criteria and procedures on managing their performance on social and environmental responsibility, such as encouraging the media resource owners to opt for energy saving advertising fixtures.



## **B6. Product Responsibility**

The Group is dedicated in delivering value added out-of-home advertising solutions. During the reporting period, the Group has won 9 awards at the 19th IAI International Advertising Awards, recognising the Group's professionalism and excellence in out of home advertising market. During the Reporting Period, the Group did not note any cases of material non-compliance regarding health and safety, advertising, labelling and privacy matters relating to products and services provided as required by related laws and regulations.

### *Quality Assurance*

The Group has established a standardised quality inspection process and assurance guideline to ensure the delivery of high-quality advertising products at airport, metro lines, billboard and buildings. The quality of every advertisement instalment is closely monitored by the Media Department. An assurance report is issued to every client for their sign-off after the completion of internal assessment. Advertisement instalment that has yet to meet the Group's quality standards will be followed up with further action. In addition, the Shanghai office also operates its quality management system in accordance with GB/T19001-2015 and ISO9001:2015. The system is applied to all publishing related services, including advertisements.

Complying with the Advertising Law of the PRC, the Group has established standard approval guidelines and checklists to ensure legitimate advertising contents for all the industries it serves. Document proof and information such as business registration, permit, certification, report and supporting evidence must be provided for review and for the Group to safeguard the integrity, consistency and timeliness of the advertising materials.

### *Customer Service*

The Group has a standard follow-up and action plan for different business units to handle customer complaints regarding advertising products. The plan is applicable to various types of advertising products and listed detailed procedures on timeline and works involved, thus customer complaints and product recalls will be handled in a consistent and timely manner.

### *Intellectual Property ("IP") and Data Protection*

As stated in the Staff Handbook, employees have the responsibility to protect the Group's IP, including patents, copyrights, trademarks, service marks, research and development achievements, trade secrets, technical data and other related rights. They are not allowed to damage, delete or take advantage of any asset or documents without the Group's approval. The Staff Handbook has a data privacy protection clause in which employees are only allowed to use computer, information and software authorised by the Group and the use of internet, intranet and emails shall be strictly restricted for work purposes. Employees shall not disclose any confidential information to any unauthorised personnel or parties. The Information Technology Department has set up systems for ensuring network security and management. No infringement had been identified during the Reporting Period.

## B7. Anti-corruption

During the Reporting Period, there were no major changes in the Group's anti-corruption policy which details guidelines on bribery, conflict of interests, extortion, fraud and money laundering and there were no concluded legal cases regarding corrupt practices. Employees of the Group are prohibited from obtaining or accepting enticements, such as money, gifts, contracts, and preferential treatment to discourage solicitation. A Whistleblowing Policy is established which encourages employees to report any suspected illegal activities, dishonest practices, and other misconducts. The Company Secretarial Department is responsible for handling all complaints and reports. Relevant evidence will be evaluated, and Audit Committee will determine whether a thorough investigation is required. The Group will appoint external investigators to investigate the accusations of wrongdoing if necessary.

## B8. Community Investment

The Group's Community Engagement Policy Statement encourages its divisions to discharge corporate social responsibilities focusing on three areas: disadvantaged communities, sports and environmental concerns. As a socially responsible corporate, the Group is sensitive to local community needs and responded through active participation in community services and financial supports. Furthermore, the Group has engaged clients (e.g., charities and government) for using its extensive outdoor advertising resources as a social marketing platform for their marketing campaigns at metro stations and airports, so as to reach out and benefit local communities. The Group has been received the Caring Company Logo for twelfth consecutive years since 2008 by the Hong Kong Council of Social Service ("HKCSS"), which is a testament to its long-term commitment to community investment.

In Hong Kong, an accumulated total of 53 employees participated in the community engagement events during the Reporting Period, including charity run, charity walk, fund-raising football tournaments, elderly care home visits and youth career development programmes.

Moreover, the Group continued its partnership with various non-profit organisations such as Save the Children, Helping Hand and Christian Action on meals donation for elderly in need, environmental education for students. During the Reporting Period, the Group continued its supports to numerous social services organisations, sports associations, animal welfare services, art foundations, and other non-profit organisations in Hong Kong which promote art and culture in society. It offered discounted advertising rates amounted to HKD6.6 million and made charitable donations of approximately HKD115,000.

Over the mainland China side, the Group supported promoting the protection of animal rights and welfare as well as environmental conservation along metro lines and airports in various cities, with a total of over 1,300 advertising light boxes with a value of approximately CNY38 million.





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