

zhenro 正榮地產

正榮地產集團有限公司
Zhenro Properties Group Limited

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

股份代號 Stock Code: 6158

2020

Environmental, Social and Governance Report

環境、社會及管治報告

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關於本報告

About this Report

概覽

本報告是正榮地產集團有限公司發佈的第四份《環境、社會及管治報告》（「本報告」），面向公司各持份者，重點披露本公司在經濟、環境、社會及管治方面的管理、實踐與績效。本報告呈現內容部份涉及本集團關連方正榮集團有限公司（「正榮集團」）。

報告時間範圍

本報告覆蓋的週期為2020年1月1日至2020年12月31日（「報告期內」），部份內容追溯以往年份。

報告範圍及邊界

本報告覆蓋正榮地產集團有限公司及其附屬公司（「本集團」、「正榮地產」或「我們」）。

編製依據

本報告編製參考香港聯合交易所有限公司（「聯交所」）上市規則附錄二十七《環境、社會及管治報告指引》進行編製。

本報告按照識別和排列重要的持份者，以及ESG相關重要議題、決定本報告的界限、收集相關材料和數據、根據資料編製報告和對報告中的資料進行檢視等步驟進行釐定，以確保報告內容的完整性、實質性、真實性和平衡性。

OVERVIEW

This is the fourth Environmental, Social and Governance Report (the “Report”) published by Zhenro Properties Group Limited, reporting to all stakeholders of the Company with focused disclosures on the Company’s management, practice and performance in economic, environmental, social and governance terms. Part of the content presented in this report involves the connected party of the Group, Zhenro Group Co., Ltd. (“Zhenro Group”).

PERIOD COVERED BY THE REPORT

The Report covers the period from 1 January 2020 to 31 December 2020 (the “Reporting Period”) with certain contents dating back to previous years.

COVERAGE AND BOUNDARY OF THE REPORT

The Report covers Zhenro Properties Group Limited and its subsidiaries (the “Group”, “Zhenro Properties”, “we” or “us”).

BASIS OF PREPARATION

The Report has been prepared with reference to the Environmental, Social and Governance Reporting Guide set out in Appendix 27 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

The scope of the Report, the collection of relevant materials and data, its preparation based on available information and the review of information set out in the Report have been determined on the basis of the identification and priority of the importance of stakeholders and the material issues relating to ESG, to ensure the completeness, materiality, truthfulness and balance of the Report.

關於本報告

About this Report

資料來源及可靠性保證

本報告披露的信息和數據來源於本集團統計報告和正式文件，並通過相關部門審核。本集團承諾本報告不存在任何虛假記載或誤導性陳述，並對內容真實性、準確性和完整性負責。

報告語言及形式

本報告設有中文和英文版，並以電子版形式供參閱。如想了解更多關於正榮地產的背景、業務發展和可持續發展理念，歡迎瀏覽正榮地產官方網站 (<http://www.zhenrodc.com>)。

報告編製流程

本報告經過工作小組組建、資料收集、持份者訪談、持份者問卷調研、框架確定、報告編寫、報告設計、部門與高級管理層審核等環節完成編製。

確認及批准

本報告經高級管理層確認後，於2021年6月24日獲董事會（「董事會」）通過。

SOURCE OF INFORMATION AND WARRANTY OF RELIABILITY

Information and data disclosed in the Report are derived from the Group's statistical reports and formal documents, after verification by relevant departments. The Group undertakes to the effect that the Report does not contain any misrepresentations or misleading statements, and takes the responsibility for the truthfulness, accuracy and completeness of the Report.

LANGUAGE AND FORMAT OF THE REPORT

The Report is available in electronic version, in Chinese language and English language. For more information regarding Zhenro Properties' background, business development and philosophy of its sustainable development, please refer to the official website of Zhenro Properties (<http://www.zhenrodc.com>).

PREPARATION PROCEDURES OF THE REPORT

The Report has been prepared following the sequence of forming the working group, collecting information, communicating with stakeholders, conducting a questionnaire on stakeholders, confirming the framework; redacting, designing and validating the report by related departments and the senior management.

CONFIRMATION AND APPROVAL

The Report was approved by the board of directors (the "Board") on 24 June 2021 after confirmation by the senior management.

主席致辭

Chairman's Statement

2020年，房地產行業逐步呈現從「量」到「質」的轉變。在這一年裡，正榮地產高質量發展戰略成效顯著，公司規模及盈利能力穩步增長，財務指標持續優化。我們堅持穩健經營的步伐，綜合實力穩居全國房企20強。我們相信，產品服務的匠心傳承，社會責任的勇敢擔當將讓正榮地產創造的幸福美好持續相傳。

正榮地產秉承「正直構築繁榮」的核心價值觀，構建多元化的ESG發展體系。我們形成涵蓋了董事會、高級管理層及各職能部門的清晰管理架構，有效降低了本集團的治理風險，為本集團可持續發展奠定了堅實基礎。2020年9月，我們成功發行首筆綠色債券，標誌著企業在推動綠色產業發展和實現可持續增長方面的又一里程碑。

正榮地產始終堅持「改善大師」品牌定位，堅守「想得更多一點，做得更好一點」的產品匠心。我們對產品進行針對性改善和提昇，重視工程精細化管理，嚴守安全和質量底線，持續升級「正榮府」、「紫闕台」和「雲麓」三大住宅品牌，向客戶交付匠心產品；我們創建富有認同感、歸屬感的社區，攜手業主共同打造精彩紛呈的客戶互動及社區活動，建立一個幼有夥伴、老有所樂、健康樂活的生活樂園。

In 2020, the real estate industry has been transforming from “quantity-basis” to “quality-basis”. During the year, Zhenro Properties’s strategy of high-quality development has attained remarkable results, with steady growth of the scale and profitability and continual optimization financial indicators of the Company. We persisted in stable operation, and our comprehensive strength maintained a top 20 position in the real estate industry in PRC. We believe that the happiness created by Zhenro Properties will last to spread continuously by leveraging on the inheritance of Craftsman Spirit in product service and the commitment social responsibility.

Upholding the core value of “prosperity from integrity”, Zhenro Properties has established a diversified ESG development system. We have formed a clear management structure involving the Board, the senior management and various functional departments, which has effectively reduced the risks arising in the governance of the Group and laid a solid foundation for the sustainable development of the Group. In September 2020, we successfully issued our first green bond, marking another milestone in promoting the development of a green industry and realizing its sustainable growth.

Zhenro Properties has always positioned itself as a “Home Upgrade Master” and adhered to the product ingenuity of “Think more & do better”. We carried out target improvement and improvement on products with focus on refined management of construction. We also strictly adhere to the safety and quality bottom line and continue to upgrade our three major residential series, namely “Zhenro Mansion”, “The Pinnacle” and “The Habitat”, so as to deliver craftsmanship products for our customers. We build a community with a sense of identification and belonging, jointly participate in wonderful customers interaction and community activities with property owners, and create a living homeland for the young and the elderly to have fun and live a healthy and happy life.

主席致辭 Chairman's Statement

正榮地產積極履行企業對環境的責任，把建造環保綠色建築作為內部環保政策的重心之一。我們務求達到對材料、能源、空間等的有效利用，並從源頭著手保護環境。截至二零二零年末，正榮地產已有10多個項目達到中國綠色建築二星及三星認證或同等標準。

正榮地產關注每位正榮人的方方面面。我們精心打造食、樂、健、行、住、用的「幸福六次方」，提供幸福茶水間、榮廚駕到等福利；我們凝聚熱情與活力，提供經費支持員工組建各類文體俱樂部，用自律塑造每一步屬於榮行者的驕傲。憑藉強大的企業文化，正榮地產榮獲2020年Kincentric最佳僱主等多項殊榮。

正榮地產心懷大愛，通過各種方式積極回饋社會。在全民戰疫中，我們積極配合各級政府，助力防疫抗疫和復工復產，支持湖北、福建、上海等地開展疫情防控；在鄉村，我們通過「榮光計劃」定點幫扶鄉村學校，小至愛心午餐，大至學校設施，全方位覆蓋，為孩子的夢想插上翅膀；在城市，我們通過「你好，社區」、「不塑之約」等活動積極營造城市社區公益文化，將綠色環保進行到底，做美好生活社會公民。

我們相信，「城市即人」是真正的幸福密碼，一個國家、一座城市的偉大與美好正是由千萬人的嚮往匯聚而成。於生活、於產品、於公益、於未來所有關於美好的可能，都是正榮進步的方向。

Zhenro Properties has been actively fulfilling its environmental responsibility, and has put the construction of environmental and green building as one of its key internal and environmental policies. We protect the environment from source with an aim at the effective utilization of materials, energy and space. By the end of 2020, over 10 projects of Zhenro Properties have been awarded with the Certificate of Green Building Design Label – Two Stars and Three Stars or equivalent certificates.

Zhenro Properties pays attention to all aspects of each of its employees. We meticulously create the “sixth power of happiness” on food, pleasure, health, transportation, housing and use. We provide welfare such as pantry service and master chef service and we gather enthusiasm and vitality by providing funds to support employees to set up various cultural and sports clubs to help shape their pride as employees of Zhenro at every step with self-discipline. With a strong corporate culture, Zhenro Properties has won many awards such as Kincentric's Best Employer in 2020.

With great love, Zhenro Properties actively contributes to the society in various ways. During the national fight against the pandemic, we actively responded to governments at all levels to help prevent and fight the pandemic as well as resume work and production by supporting Hubei, Fujian, Shanghai and other places in carrying out pandemic prevention and control measures. In rural areas, we helped and supported rural schools at designated locations by providing comprehensive services from lunches to school facilities through the “Zhenro Glory Project” to help children to achieve their dreams. In urban areas, we actively created a public welfare culture in urban communities through activities such as “Hello, Community” and “No Plastic”, to continuously carry out green environmental protection and to be a social citizen with a better life.

We believe that “The City is the People” is the true code of happiness, and the greatness and beauty of a country and a city are formed by the aspirations of thousands of people. Thus, we pursue all possibilities about beauty in life, products, public welfare, and the future for Zhenro's progress.

關於我們

About Us

公司簡介

正榮地產集團有限公司成立於1998年，是中國大型綜合性房地產開發商。本集團專注於開發、運營和管理商業及綜合用途物業，已於2018年在聯交所掛牌上市，股票代碼06158.HK。

業務佈局

本集團深耕地產22載，致力於開發高品質住宅物業，並逐漸打造出「正榮府」、「紫闕台」及「雲麓」三大標桿產品品牌。為了保持多元化、平衡的業態組合，在住宅開發之外，正榮地產還開發了正榮中心、正榮街、正榮鄰舍三條商業產品線，運維上海虹橋•正榮中心高端商辦項目、西安正榮•彩虹谷婦幼主題型商業項目等一系列商業物業項目。

我們秉持城市群深耕戰略，已投資佈局長三角、環渤海、中部、西部、海峽西岸和珠三角六大經濟區域，落子上海、南京、福州、蘇州、合肥、天津、濟南、武漢、長沙、南昌、鄭州、西安、成都、佛山等34座城市，建設規劃精品項目超200個，總開發面積3,000多萬平方米，以匠心築造品質人居，促進城市繁華向榮。

COMPANY PROFILE

Established in 1998, Zhenro Properties Group Limited is a large-scale comprehensive real estate developer in China. The Group focuses on the development, operation and management of commercial and mixed-use properties. It was listed on the Stock Exchange in 2018 with the stock code of 06158.HK.

Business Layout

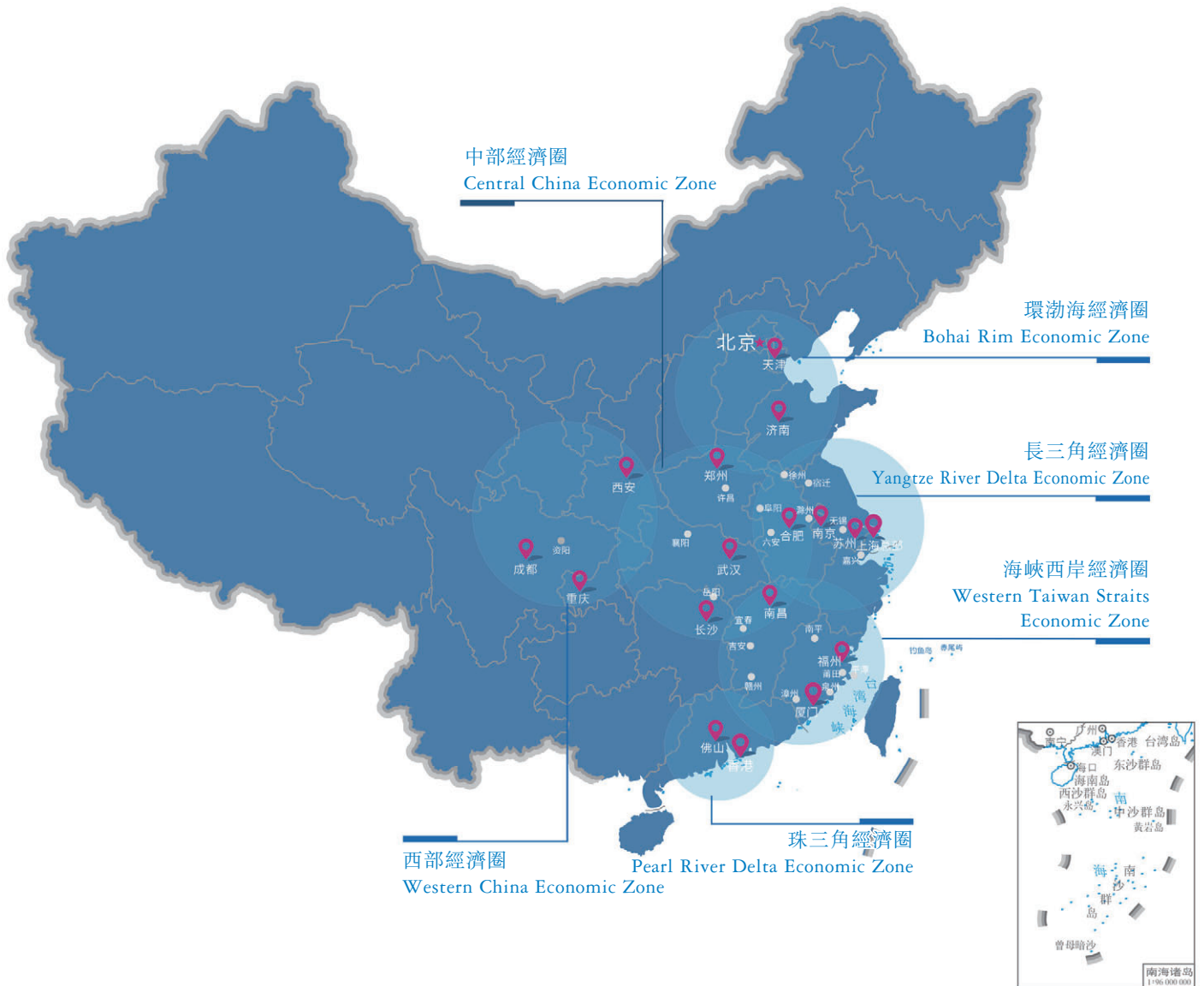
Having been focusing on the development of real estate for 22 years, the Group is committed to the development of high-quality residential properties, and has gradually created three benchmark product brands, i.e. “Zhenro Mansion”, “The Pinnacle” and “The Habitat”. In order to maintain a diversified and balanced business portfolio, in addition to residential development, Zhenro Properties has also developed three commercial product lines, i.e. Zhenro Center, Zhenro Street, and Zhenro Neighborhood, to operate and maintain a series of commercial property projects such as the high-end commercial office project of Shanghai Hongqiao Zhenro Center, the women-and-children-themed commercial project of Xi’an Zhenro Rainbow Valley.

Adhering to the strategy of focusing on the development of urban agglomerations, we have invested in the six major economic regions of the Yangtze River Delta, Bohai Rim, Central and Western China, Western Taiwan Straits and the Pearl River Delta. By establishing business in 34 cities including Shanghai, Nanjing, Fuzhou, Suzhou, Hefei, Tianjin, Jinan, Wuhan, Changsha, Nanchang, Zhengzhou, Xi’an, Chengdu, Foshan, etc., we have built and planned over 200 high-quality projects with a total development area of more than 30 million square meters, to build high-quality human settlements with ingenuity and promote the prosperity of the cities.

關於我們 About Us

戰略佈局

Strategic Layout



關於我們 About Us

發展歷程

Development History

1998

利基樹本，正榮集團在福州成立
To lay a foundation, Zhenro Group was established in Fuzhou

2000

大型綜合開發項目「贛西第一街」在宜春奠基正榮物業成立，目前合約管理面積超三千萬方
Ganxi First Street, a large-scale comprehensive development project, laid the foundation in Yichun
Zhenro Properties was established, with its current contracted management area exceeding 30 million square meters

2002

投資開發首個千畝生態合人居標竿：南昌正榮•大湖之都
It invested in the development of the first thousand-mu ecological human settlement benchmark: Nanchang Zhenro The Capital of Great Loch

2013

進駐長三角，開啟全國化道路，現已佈局全國6大區域，30餘座城市
By establishing business in the Yangtze River Delta, it started a national layout, now covering 6 major regions and more than 30 cities across China

2014

正榮商管成立，目前管理商業體量達120萬方，管理商業資產規模超百億
Zhenro Commercial Management was established, and it currently manages commercial areas of 1.2 million square meters with commercial assets of more than RMB10 billion

2007

提出「改善大師，匠心正榮」人居理念，並逐步確立「正榮府」、「紫蘭台」、「雲麓」三大產品品牌
It put forward the human settlement concept of "Home Upgrade Master, Ingenious Zhenro", and gradually established the three major product brands of "Zhenro Mansion", "The Pinnacle" and "The Habitat"

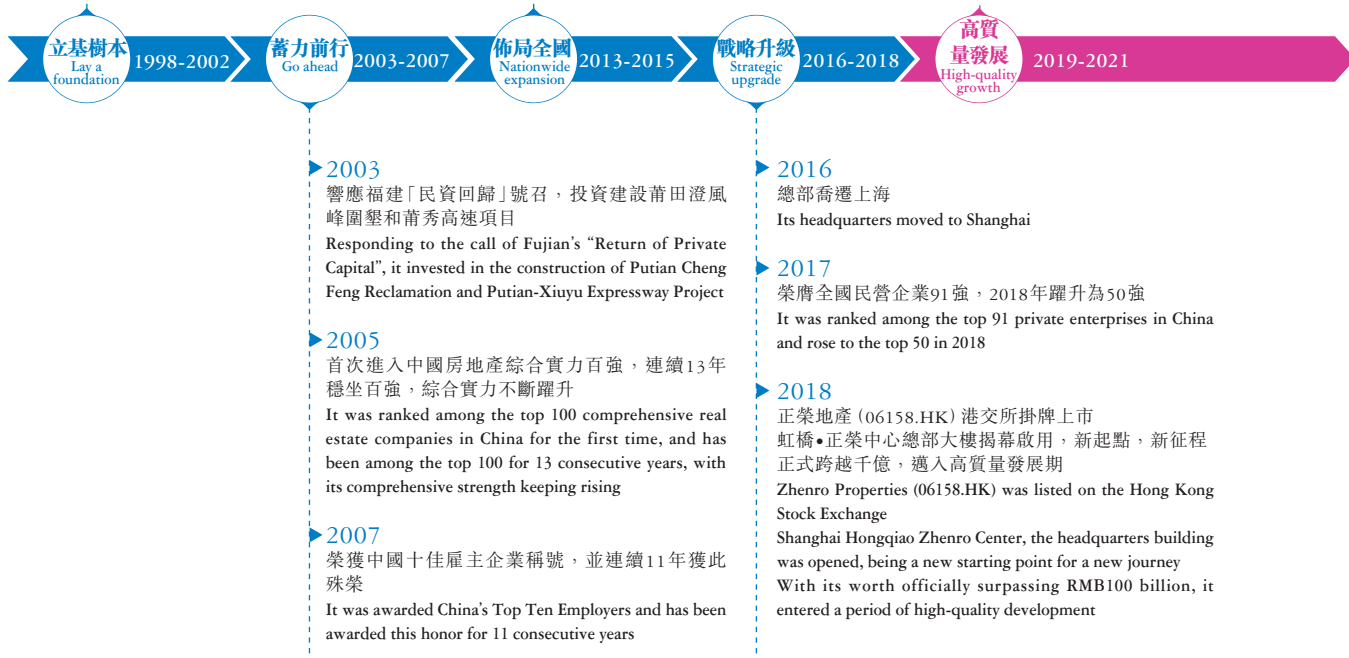
2019

榮膺2019中國大陸在港上市房地產公司綜合實力TOP10
2019中國房企綜合實力TOP20
2019中國房地產開發企業品牌價值20強
中誠信證評將正榮地產主體信用評級由「AA+」上調至「AAA」級
2019年度價值地產上市公司
2019年度品質人居典範
2019年度最具影響力企業
2019年度匠心品質產品
高端產品線「紫蘭台」，繼武漢、南京之後，落子長沙、西安、天津等多城綻放

It was awarded the 2019 China Mainland Top 10 Real Estate Companies Listed in Hong Kong by Comprehensive Strength
2019 China Property Developers Top 20 by Comprehensive Strength
2019 China Real Estate Developers Top 20 by Brand Value
China Chengxin Securities Rating upgraded the main credit rating of Zhenro Properties from "AA+" to "AAA"
Valuable Listed Real Estate Companies of the Year 2019
High Quality Residence Model of the Year 2019
Most Influential Property Developer of the Year 2019
Ingenious Quality Products of the Year 2019
The high-end product line, "The Pinnacle", has been implemented in various cities such as Changsha, Xi'an and Tianjin after being implemented in Wuhan and Nanjing

2020

獲評雙AAA主體信用評級、2020中國大陸在港上市房地產綜合實力TOP10
正榮服務(06958.HK)港交所掛牌上市
榮獲Kincentric「2020中國最佳雇主」
It won a double AAA main credit rating and the 2020 China Mainland Top 10 Real Estate Companies Listed in Hong Kong by Comprehensive Strength
Zhenro Services (06958.HK) was listed on the Hong Kong Stock Exchange
It was awarded Kincentric's Best Employer in China 2020



關於我們

About Us

企業文化

本集團始終堅持一切從客戶的角度思考問題、解決問題的原則，堅持「打造百年正榮，助力社會繁榮」的企業願景與使命。我們在「精總部、強區域」的組織定位下，堅持「共創共榮、可持續發展」的經營理念，不斷提升經營效益，通過職能合併、差異化授權、產品標準化管理等多項措施，積極推行組織架構變革及管理創新，實現可持續的高品質發展。此外，我們還聚焦各個經營環節的效率提升，深化改革運營體系，商業物業運營能力也亦步亦趨穩步提升，運營中商業物業的出租率、租金收繳率、經營收益率均達到區域標桿水平。

Corporate Culture

The Group always adheres to the principle of thinking about and solving problems from the perspective of customers, and adheres to the corporate vision and mission of “building a century-old Zhenro and promoting social prosperity”. Under the organizational orientation of “optimization of headquarter and enhancement of regional companies”, by adhering to the business philosophy of “creating common prosperity and sustainable development”, we continuously improve our operating efficiency and actively implement organizational structure reforms and management innovations to achieve sustainable high-quality development through multiple measures such as function consolidation, differentiated authorization, and product standardization management. In addition, we also focus on improving the efficiency of various operating links, and deepen the reform of the operating system, with the operational capabilities of commercial properties steadily improving, and all of the occupancy rate, rental collection rate, and operating yield of commercial properties in operation reaching regional benchmark levels.

企業核心價值

Corporate Core Value

- 正直構築繁榮
- Prosperity from integrity

企業願景與使命

Corporate Vision and Mission

- 打造百年正榮，助力社會繁榮
- Building a century-old Zhenro and promoting social prosperity

企業經營理念

Corporate Business Philosophy

- 正品立世 厚德長榮
- Integrity and virtue build continuous prosperity

關於我們

About Us

責任治理

正榮地產推行高水平的企業管治理念，堅持「正直構築繁榮」的企業核心價值觀。我們通過建設穩健的風險控制體系，營造誠信道德的商業環境，進而有效防範企業風險，促進投資者關係，全面提升本集團的可持續發展能力。

企業管治

本集團堅持專注於誠信、問責、透明、獨立、盡責及公平原則，致力於達到高水平的企業管治。我們按照《中國人民共和國公司法》及《聯交所證券上市規則》附錄十四所載的企業管治守則及企業管治報告（「企業管治守則」）的原則及守則條文等相關要求，構建起高效的企業治理架構，制定並實施了健全的治理政策措施，保障股東及其他持份者的權益，不斷提升集團價值和管理透明度。本集團董事會負責指導及監督集團事務，推動集團邁向成功。我們已成立三個董事委員會，即審核委員會、薪酬委員會及提名委員會，各個董事委員會均按其職權範圍運作。我們每年定期舉行四次董事會會議，大約每季舉行一次。

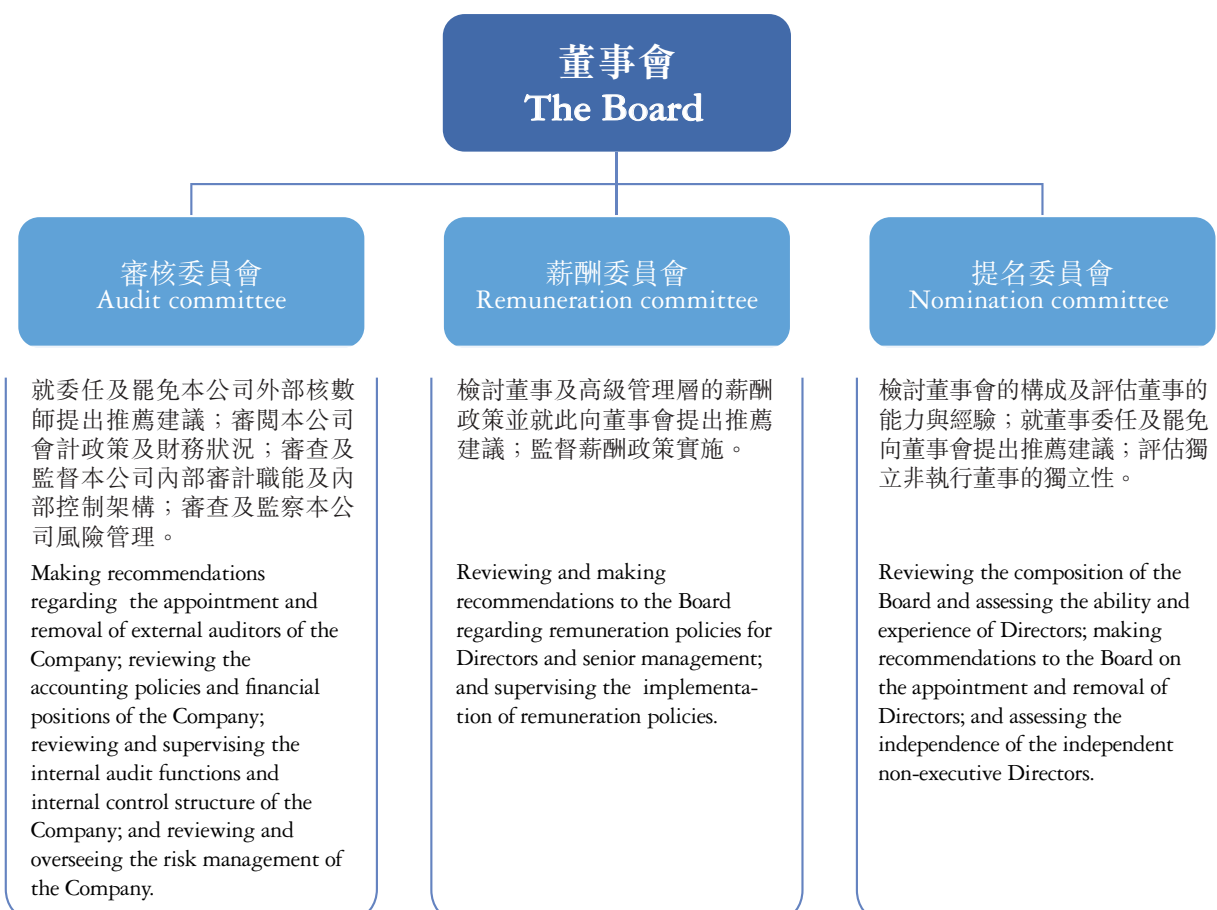
RESPONSIBLE GOVERNANCE

Zhenro Properties promotes a high-level corporate governance philosophy and adheres to the corporate core value of “prosperity from integrity”. We build a sound risk control system to create an honest and ethical business environment, so as to effectively prevent corporate risks, promote investor relations, and comprehensively enhance the Group’s sustainable development capabilities.

Corporate Governance

The Group is committed to achieving high standards of corporate governance by continuously focusing on principles of integrity, accountability, transparency, independence, responsibility and fairness. According to the relevant requirements of the Company Law of the People’s Republic of China, the principles and code provisions of the Corporate Governance Code and Corporate Governance Report (the “Corporate Governance Code”) as contained in Appendix 14 to the Rules Governing the Listing of Securities on the Stock Exchange, we have built an efficient corporate governance structure, formulated and implemented sound governance policies and measures to protect the rights and interests of shareholders and other stakeholders, and continuously enhance the value and management transparency of the Group. The Board of the Group is responsible for guiding and supervising the affairs of the Group and promoting the success of the Group. We have established three board committees, namely, the audit committee, the remuneration committee and the nomination committee. Each of the board committees operates under its terms of reference. We hold four board meetings on a regular basis every year, approximately once every quarter.

關於我們 About Us



企業管治架構 Corporate Governance Structure

(更多內容請參考本公司2020年年報中企業管治報告)
(For more information, please refer to the Corporate Governance Report in the Company's 2020 Annual Report)

關於我們

About Us

風險控制

本集團嚴格遵守《中華人民共和國審計法》及其他反腐敗與反賄賂的法律法規，通過建立「兩橫四縱」運營管理體系，從縱向和橫向兩個維度，有效識別及應對風險。

Risk Control

The Group strictly complies with the Audit Law of the People's Republic of China 《中華人民共和國審計法》 and other anti-corruption and anti-bribery laws and regulations. By establishing an operation and management system of “two horizontal aspects and four vertical aspects”, the Group effectively identifies and responds to risks from both vertical and horizontal aspects.

兩橫

Two horizontal aspects

一橫：「決策會議體系」貫穿全流程，明確項目經營目標並及時調整經營策略；

二橫：「經營計劃」從效率和效益兩方面達成雙控管理，促使一線在提效的同時關注經營結果和質量。

“Decision-making meeting system”: running through the entire process, clarifying the operating goals for project and adjusting business strategies in a timely manner;

“Business plan”: achieving dual control and management from both efficiency and benefit, prompting the frontline to pay attention to business results and quality while improving efficiency.

四縱

Four vertical aspects

一縱：「重大事項」項目推進過程中的重難卡點由高管組織推進解決；

二縱：「風險申報」增加一線與總部間風險溝通渠道，確保風險及時暴露並解決；

三縱：「策略刷新」在項目經營指標出現重大偏差時，及時刷新項目整盤策略；

四縱：「信息平台」為兩橫四縱體系的高效運轉提供保障。

“Major issues”: the important and difficult points in the progress of projects will be resolved by the senior management;

“Risk declaration”: adding risk communication channels between the frontline and the headquarters to ensure timely exposure and resolution of risks;

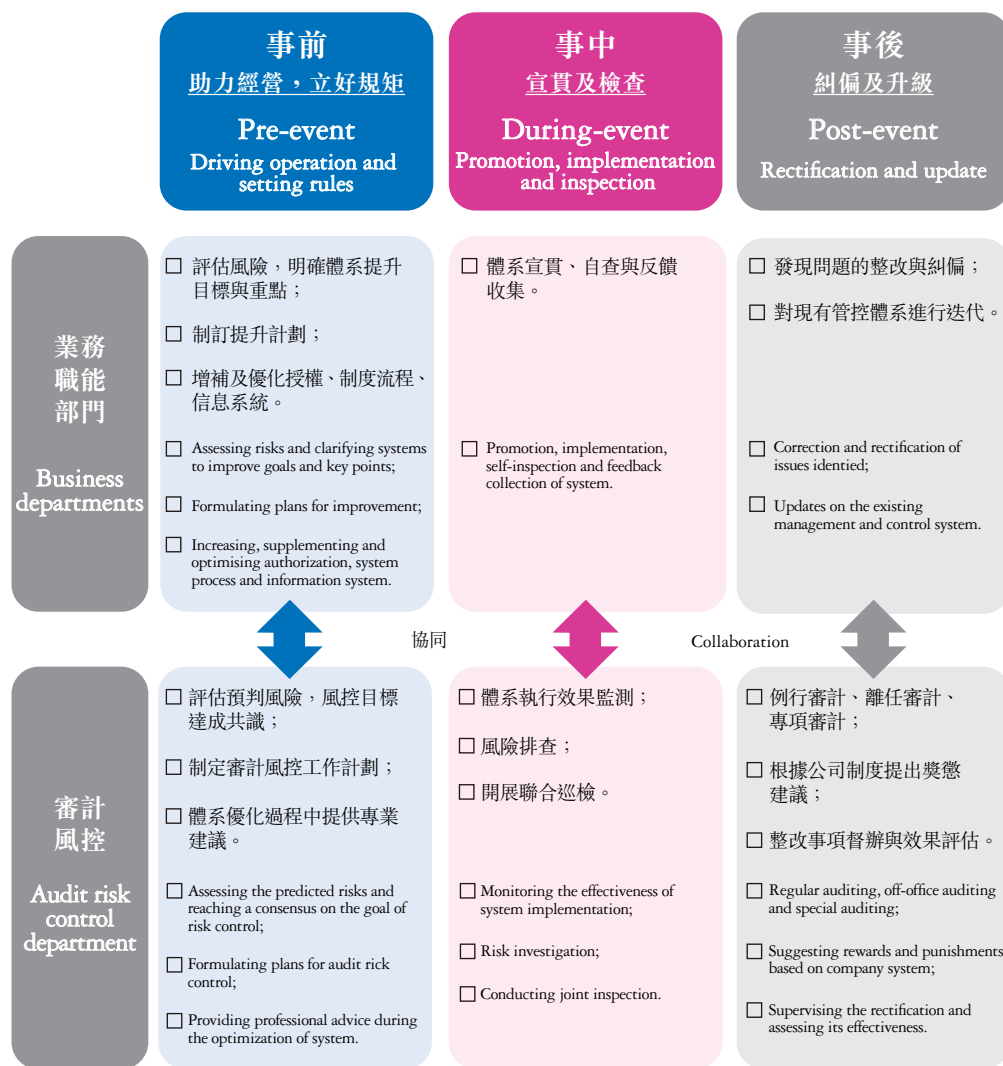
“Strategy update”: updating the entire project strategy in a timely manner when there is a major deviation in the project's operating indicators;

“Information platform”: providing guarantee for the efficient operation of the system of two horizontal aspects and four vertical aspects.

關於我們 About Us

我們的審計風控部門與業務部門相協同，通過事前、事中及事後三個階段全過程評估風險，及時優化管控體系並監控跟進，組織定期培訓，強化員工的風控意識，確保避免系統性重大風險，降低風險事件發生的可能性，有效提升經營效能，確保本集團的合規穩健運營。

Our audit risk control department collaborates with business departments to assess risks through the three stages of pre-event, during-event and post-event, respectively, optimise the management and control systems in a timely manner and monitor the follow-ups, organise regular trainings, and strengthen employees' awareness of risk control, so as to avoid major systemic risks, reduce the possibility of risk events and effectively improve our operating efficiency, thereby ensuring the compliant and stable operation of the Group.



關於我們 About Us

輿情風險管控

我們參照正榮集團制定的《輿情風控管理制度》，建立了四庫應用的管理體系，從媒體庫、稿件庫、案例庫、口徑庫四個層面出發，通過對日常信息、正面新聞、公司案例等內容的管理，加強本集團對輿情管理的控制。我們依據五步重大輿情事件處理流程，更高效快捷的處理輿情事件，促進本集團穩步可持續發展。

合規意識培訓

本集團依照《民法通則》、《合同法》等法律法規，制定了與合規經營相關的各項制度，利用新渠道與新的溝通方式，為員工開展合規培訓。報告期內，本集團已開展法務合規相關內、外培訓活動共計20餘次。

Public opinion risk management

With reference to the public opinion risk control and management system formulated by Zhenro Group, we established a management system for four database applications, starting from four levels being media database, manuscript database, case database, and answer database. We strengthened the Group's control over public opinion management through the management of daily information, positive news, company cases, etc. Based on the five-step process for handling major public opinion incidents, we handled public opinion incidents more efficiently and quickly, thereby promoting the steady and sustainable development of the Group.

Compliance awareness training

In accordance with the General Principles of the Civil Law, Contract Law and other laws and regulations, the Group has formulated various systems related to the compliance operations, using new channels and new communication methods to carry out compliance training for employees. During the Reporting Period, the Group has carried out a total of more than 20 internal and external training activities related to legal compliance.



1. 報告期內，我們開辦了「非常時期下的思變與破局」法務培訓，此活動覆蓋了營銷條線、工程條線、投資條線、客戶關係條線及法務條線人員，每場均參與人數20人以上，累計參與培訓人數超過400人。

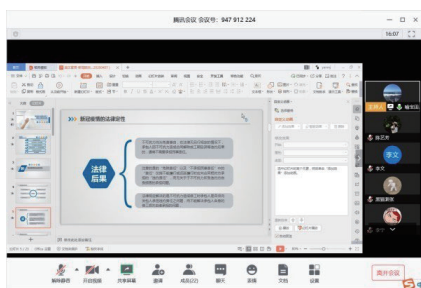
During the Reporting Period, we organised legal training on “Thinking about change and breaking-through in extraordinary times”. Such event covered marketing, engineering, investment, customer relations, and legal personnel. There are more than 20 people participated in each training, and the cumulative number of participants in the training is more than 400.



2. 我們開辦「新冠病毒疫情下重要法律風險防控-交付風險類」等法務培訓，培訓內容涵蓋了建設工程、房屋銷售、房屋交付和投資併購盡職調查房地產領域的各個方面，全面提升風控管理能力。

We organise legal trainings such as “Prevention and Control of Important Legal Risks under the COVID-19 Pandemic – Delivery Risks”. The training content covers all aspects of the real estate field such as construction engineering, house sales, house delivery, and investment, mergers and acquisitions due diligence, so as to comprehensively enhances risk control management capabilities.

關於我們 About Us



3. 我們採用線上會議培訓和線下常規培訓相結合的模式開展法律風險防範培訓；我們還創新式的開設法務學堂，邀請專人錄製課程，供內部人員隨時進行培訓與學習。

We adopt a combination of online conference training and offline regular training to carry out legal risk prevention training; we also innovatively set up legal academies and invite dedicated personnel to record courses for internal personnel to conduct training and learning at any time.

信息風險管理

本集團多管齊下、協同治理，高度重視企業信息化工作。我們高度重視信息安全保障體系建設，於報告期內發佈了《正榮地產信息系統安全管理規範》，從物理層、網絡層、硬件終端、監控及備份體系和體制建設五個層面，多維度開展數據安全工作。我們配備完整的物理安全系統，通過福州、上海雙數據中心，實現重要數據異地存放；對總部及區域公司部署獨立防火牆，搭建網絡，提升總部辦公區域網絡安全，實現重要數據加密交互，提高了安全性和可用性；更新防病毒體系、操作系統及補丁，採用複雜密碼提升終端安全防護；導入網管平台進行實時監控，備份重要數據，確保核心設計及核心業務系統的安全。

報告期內，本集團組織召開供應商信息安全電話會議，確認包括項目建設過程信息安全保障、宣傳的安全保障、簽訂保密承諾書等重要內容，以確保本集團信息安全，保障集團安全健康發展。

商業道德

本集團堅持誠信道德的商業環境建設，積極倡導公正廉潔的企業文化，嚴格遵守《中華人民共和國反不正當競爭法》、《中華人民共和國反洗錢法》、《關於禁止商業賄賂行為的暫行規定》等法律法規，制定了《廉政管理規定》和《員工職務行為準則》等制度，並不斷調整完善，全面覆蓋至本集團旗下所有業務板塊，以保障本集團的健康長效發展。

Information risk management

The Group takes a combination of measures and conducts coordinated governance, with high attention to corporate informatisation. We attach great importance to the construction of an information security assurance system. During the Reporting Period, we issued the Regulations for the Security Management of Zhenro Properties Information System, which was carried out in multiple dimensions from the five levels of physical level, network level, hardware terminal, monitoring and backup system and system construction. We are equipped with a complete physical security system, and realise the remote storage of important data through the Fuzhou and Shanghai dual data centers; deploy independent firewalls for the headquarters and regional companies, build networks, improve the network security of the headquarters office area, realise the encryption and interaction of important data, and improve the security and availability; update the anti-virus system, operating system and patches, and use complex passwords to improve terminal security protection; import the network management platform for real-time monitoring, backup important data, and ensure the security of core design and core business systems.

During the Reporting Period, the Group organised a conference call on supplier information security to confirm important content including information security during project construction, publicity security, and signing of confidentiality commitments, so as to ensure the information security of the Group and safeguard the safeness and healthy development of the Group.

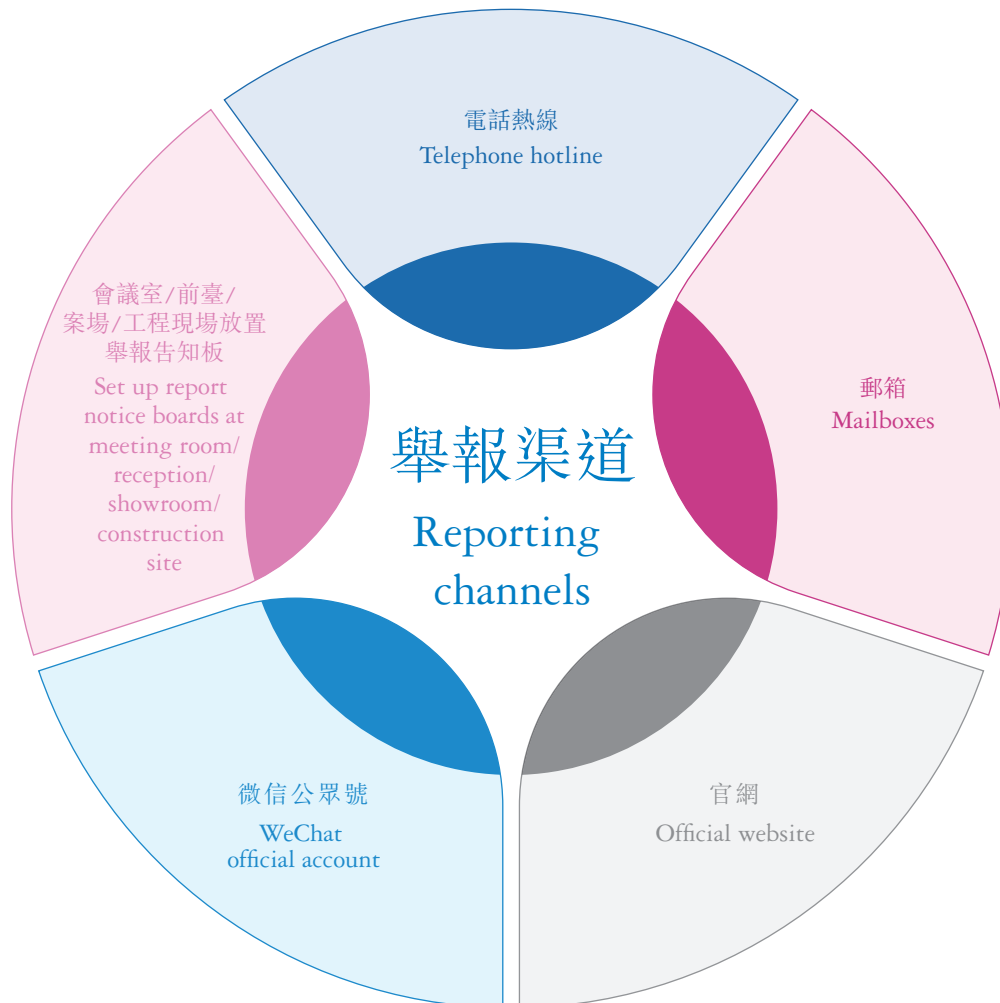
Business Ethics

The Group adheres to the building of an honest and ethical business environment, and actively promotes a fair and honest corporate culture. The Group strictly complies with the Anti-Unfair Competition Law of the People's Republic of China, the Anti-Money Laundering Law of the People's Republic of China, Interim Provisions on Banning Commercial Bribery and other laws and regulations, and has established systems including the Regulations on Integrity Management and the Code of Conduct for Employees' Duties while continuously adjusted and improved the same to cover all business segments of the Group in order to ensure the healthy and long-term development of the Group.

關於我們 About Us

我們建立了多種舉報渠道、完善的舉報調查程序及監察程序，以規範我們與合作夥伴的商業行為。審計風控部設置公開的舉報郵箱、舉報電話和舉報地址（詳情請參閱正榮地產官方網站www.zhenrodc.com），對舉報人進行嚴格保密，由專人負責管理舉報信息，並指定調查人員跟進調查。本著公開、公正的原則，我們將案件調查處理結果回饋給舉報人，並在本集團內部定期公示。此外，我們設置專項審計對反舞弊、反貪腐事件進行監控和調查，嚴格杜絕貪腐、舞弊或任何違背本集團利益的不當行為。

We have established multiple reporting channels, complete reporting and investigation procedures and monitoring procedures to regulate our business activities with our partners. The Audit Risk Control Department sets up public reporting mailboxes, reporting telephone numbers and reporting addresses (please refer to the official website of Zhenro Properties at www.zhenrodc.com for details) to keep the reporters strictly confidential. Special personnel are responsible for managing the reporting information and designate investigators to follow up the investigation. Based on the principles of openness and fairness, we report the results of investigation and handling to the whistleblower and publicise it within the Group on a regular basis. In addition, we set up special audits to monitor and investigate anti-fraud and anti-corruption incidents, and strictly eliminate corruption, fraud or any improper behavior that violates the interests of the Group.



關於我們 About Us

報告期內，本集團加強反貪腐宣傳，提高員工的廉潔意識，已開展廉正培訓活動12場，全面覆蓋了本集團內部各個板塊和業務，參與培訓員工共計750餘人。培訓主要內容包括廉正工作介紹、監察相關制度、廉正管理措施、舉報人保護制度、案例分享等。

During the Reporting Period, the Group strengthened anti-corruption promotion and enhanced employees' awareness of integrity. It has carried out 12 integrity training activities covering all segments and businesses within the Group, with participation of more than 750 employees in aggregate. The main content of the training includes the introduction of integrity work, supervision related systems, integrity management measures, whistleblower protection system, case sharing, etc.



廉正培訓活動

Integrity training activities

本集團一貫重視企業內部的廉政建設，我們通過各類形式的宣傳，警示全體員工時刻保持廉潔自律，報告期內，本集團風控合規部在調查工作中發現，有員工在任職期間存在重大貪腐嫌疑，經本集團研究決定向公安機關報案，並根據《員工行為準則》和《僱員黑名單管理規定》的相關規定，將此員工的違法、違紀行為錄入中國企業反舞弊聯盟數據庫，並在本集團內部發佈通報，以警示全體員工，拒絕誘惑，勿以惡小而為之，鼓勵員工積極揭露一切侵害本集團利益的貪腐行為，為實現本集團戰略目標做出自己的貢獻。

The Group has always attached importance to the construction of clean governance within the Company. Through various forms of promotion, we warned all employees to maintain integrity and self-discipline at all times. During the Reporting Period, the Group's risk control and compliance department found during investigations that some employees had significant suspected corruption during their tenure. Based on the Group's research and decision, such case has been reported to the public security organs, and in accordance with the relevant provisions of the Code of Conduct of Employees and the Regulations on Employee Blacklist Management, the illegal and undisciplined conducts of such employee have been recorded in the database of Chinese Enterprise Anti-Fraud Alliance and reported internally, so as to warn all employees to refuse temptation and do not make any mistake even it is tiny, encourage employees to actively expose all corrupt behaviors that infringe on the interests of the Group, and make their own contributions to the realisation of the Group's strategic goals.

關於我們

About Us

投資者關係

正榮地產重視與投資者的雙向交流，致力提升企業透明度，與投資者建立長遠關係。本集團設有投資者關係團隊，在遵循相關上市規則及法律規定的前提下，建立多種線上和線下渠道，保持與市場的緊密溝通，定期向投資者提供經營業績及最新發展動向等諮詢。我們保持投資者結構的多元性，地域覆蓋包括亞洲、歐洲及美國等多個地區。我們充分收集投資者的寶貴意見，及時調整並優化業務策略及目標，保障投資者利益。我們已與超過2,000位股東、投資者、分析師等持份者建立聯繫，並在報告期內，參與會議超150場次，和投資者溝通逾2,000人次。

報告期內，受到疫情的影響，本集團積極通過視頻會議等技術與投資者保持溝通。此外，本集團亦作出新嘗試，舉行線上反向路演，為中國房地產同業間首創，利用虛擬實景技術，為因疫情而出行受阻的投資者及分析師提供另類項目考察體驗。通過藉助創新技術，正榮地產與國際投資者的溝通突破了地域的界限。

Investor Relations

Zhenro Properties values two-way communication with investors and is committed to enhancing corporate transparency and establishing long-term relationships with investors. Subject to relevant Listing Rules and legal requirements, the Group has an investor relations team, which sets up various online and offline channels to maintain close communication with the market and provide investors with information on the operating results and the latest developments on a regular basis. We maintain a diverse investor structure, covering Asia, Europe, the United States and other regions. We fully collect valuable opinions from investors, timely adjust and optimize business strategies and objectives, and protect the interests of investors. We have established relationships with more than 2,000 stakeholders, including shareholders, investors, analysts, etc. During the Reporting Period, we participated in more than 150 meetings with over 2,000 investors.

During the Reporting Period, in order to adapt to the pandemic, the Group also actively maintains communication with investors through video conferencing and other communication technologies. For instance, the Group made a new attempt by organizing an online reverse roadshow, which was the first of its kind organized by a PRC property developer. It made use of virtual reality technology to conduct an online project visit for investors and analysts who were unable to travel due to the pandemic. With the aid of innovative technology, Zhenro Properties has broken through the border of geographical boundaries in its communications with international investors.

線上溝通渠道

Online communication channels

- 港交所
- 公司網站
- 電郵
- 微信公眾號等
- HKEx
- Company website
- E-mail
- WeChat official account, etc

線下溝通渠道

Offline communication channels

- 發佈會
- 路演
- 投資研討會
- 項目實地考察
- 媒體訪問
- Press conferences
- Roadshows
- Investment seminars
- Project site visits
- Media interviews

關於我們 About Us

獎項榮譽

本集團致力於成為國內最具發展質量的均好型房地產開發企業。報告期內，我們憑藉領先的運營綜合能力、持續提升的盈利水平、良好的客戶口碑等優勢，獲得行業內外的多方認可。本集團所獲獎項如下：

AWARDS AND HONORS

The Group is committed to building itself a domestic real estate development enterprise with balanced strengths and great development potential. During the Reporting Period, we received various recognitions from both the industry and outside by virtue of our leading comprehensive operation capability, increasing profitability, good customer reputation, etc. The Group has won the following awards:

評選機構 Organizer	獎項及榮譽 Awards & Honors	獲獎時間 Granting Date
中國房地產協會、上海易居房地產研究院、中國房地產測評中心 China Real Estate Association, Shanghai E-House Real Estate Research Institute, China Real Estate Appraisal Center	2020中國房地產開發企業20強	2020/03
	2020 China Real Estate Developers Top 20	2020/03
	2020中國房地產開發企業運營效率10強	2020/03
	2020 China Real Estate Developers Top 10 by Efficiency	2020/03
	2020中國房地產上市公司綜合實力20強	2020/05
	2020 China Real Estate Developers Top 20 by Comprehensive Strength	2020/05
	2020中國房地產上市公司經營績效5強	2020/05
	2020 China Top 5 Listed Real Estate Developers by Business Performance	2020/05
	2020中國房地產開發企業上海市10強	2020/06
	2020 China Real Estate Developers Top 10 (Shanghai)	2020/06
	2020中國房地產開發企業品牌價值20強	2020/09
	2020 China Real Estate Developers Top 20 by Brand Value	2020/09
	中國房地產人力資本價值測評TOP100 China Real Estate Human Capital Value Top 100	2020/09



2020中國房地產上市公司TOP10
2020 China Top 10 Listed Real Estate Companies

2020中國房地產開發企業20強
2020 China Real Estate Developers Top 20

2020中國房地產上市公司經營績效5強
2020 China Top 5 Listed Real Estate Companies by Business Performance

2020中國房地產開發企業運營效率10強
2020 China Real Estate Developers Top 10 by Efficiency

關於我們 About Us

評選機構 Organizer	獎項及榮譽 Awards & Honors	獲獎時間 Granting Date
中國房地產TOP10研究組、 中國指數研究院、中指控股 China Real Estate Top 10 Research, China Index Academy, China Index Holdings Ltd	2020中國房地產百強企業TOP20	2020/03
	2020 China Top 100 Real Estate Developers Top 20	2020/03
	2020中國房地產產品力優秀企業TOP10	2020/05
	2020 China Real Estate Product Excellence Enterprise Top 10	2020/05
	2020中國大陸在港上市房地產公司綜合實力TOP10	2020/05
	2020 China Mainland Top 10 Real Estate Company in Hong Kong by Comprehensive Strength	2020/05
	2020中國大陸在港上市房地產公司財富創造力TOP10	2020/05
	2020 China Mainland Top 10 Real Estate Company in Hong Kong by EVA	2020/05
	2020中國房地產公司品牌價值TOP50	2020/09
	2020 China Top 50 Real Estate Company by Brand Value	2020/09
億翰智庫 EH Consulting	中國房地產住宅項目品牌價值TOP10 (正榮紫闕台)	2020/09
	China Top 10 Residential Real Estate Brand Value (Zhenro Pinnacle)	2020/09
	2020中國房企綜合實力TOP20	2020/08
	2020 China Property Developer Top 20 by Comprehensive Strength	2020/08
	2020中國房企品牌價值TOP20	2020/08
	2020 China Property Developer Top 20 by Brand Value	2020/08
	2020中國房地產企業營銷創新力十強	2020/08
	2020 China Property Developer Top 10 by Innovative Marketing	2020/08
2020中國房地產企業社會責任二十強	2020/08	
2020 China Property Developer Top 20 by Corporate Social Responsibility	2020/08	



2020中國房企超級產品力
2020 Top 20 China Property Developer
Top 20 by Product Quality

關於我們 About Us

評選機構 Organizer	獎項及榮譽 Awards & Honors	獲獎時間 Granting Date
	2020中國房地產企業運營能二十強	2020/08
	2020 China Property Developer Top 20 by Corporate Operation Capability	2020/08
	2020中國房地產企業僱主品牌十五強	2020/08
	2020 China Property Developer Top 15 by Employer Brand	2020/08
	中國房企超級產品力TOP20	2020/12
	Top 20 China Property Developer Top 20 by Product Quality	2020/12
克而瑞	2020年中國十大頂級豪宅產品系	2020/12
CRIC	2020 China Luxury Residential Series Top 10	2020/12
	2020年中國房地產企業產品力TOP100	2020/12
	2020 China Real Estate Developers Product Competitiveness Top 100	2020/12
格隆匯	2020年度最佳信息披露獎	2020/11
Gelonghui	Best Information Disclosure Award 2020	2020/11
智通財經	最具價值地產股公司	2020/01
Zhitong Caijing	The Most Valuable Real Estate Company	2020/01
中國通海投資者	華富卓越投資者關係大獎2019	2020/07
China Tonghai IR	Quam IR Awards 2019	2020/07
全球領先高管尋聘和領導力顧問公司 史賓沙旗下Kincentric評選	Kincentric 2020年最佳僱主	2020/11



2020年Kincentric最佳僱主
Kincentric Best
Employer China 2020



2020年香港特別行政區「好僱主」
HKSAR "Good Employer" 2020



北森「2020中國人才管理科技典範獎」
Beisen "2020 China Talent Management
Technology Model Award"

關於我們 About Us

評選機構 Organizer	獎項及榮譽 Awards & Honors	獲獎時間 Granting Date
Kincentric, a Spencer Stuart company, which is a global leading consulting firm engaging in building high-performing executive teams and leadership	Kincentric Best Employer China 2020	2020/11
香港特別行政區政府勞工處 Labor Department, the Government of the Hong Kong Special Administration Region	2020年香港特別行政區「好僱主」 HKSAR “Good Employer” 2020	2020/09
北森人才管理研究院 Beisen Research of Talent Management	北森「2020中國人才管理科技典範獎」 Beisen “2020 China Talent Management Technology Model Award”	2020/11
中國房地產業協會、 中國建設教育協會 China Real Estate Association, China Association of Construction Education	2020年房地產協會中國房地產大學生僱主首選品牌 Employer of Choice by University Graduates in China Real Estate Industry in 2020 by the China Real Estate Association	2020/12
肯耐珂薩用戶生態峰會 KNX Annual Summit	2020年肯耐珂薩「星躍獎」人才發展優秀企業 KNX “X Awards” Outstanding Enterprise in Talent Development 2020	2020/11
香港青年協會 The Hong Kong Federation of Youth Groups	有心企業 Heart To Heart Company	2020/12
香港投資者關係協會 Hong Kong Investor Relations Association	投資者關係飛躍進步獎 Most Progress in IR Award	2020/09
亞洲企業管治	亞洲最佳首席執行官(投資者關係)	2020/10



2020年房地產協會中國房地產大學生僱主首選品牌
Employer of Choice by University Graduates
in China Real Estate Industry in 2020 by
the China Real Estate Association



2020年肯耐珂薩星躍獎人才發展優秀企業
KNX “X Awards” Outstanding Enterprise in
Talent Development 2020

關於我們 About Us

評選機構 Organizer	獎項及榮譽 Awards & Honors	獲獎時間 Granting Date
Corporate Governance Asia	Asia's Best CEO (Investor Relations)	2020/10
	最佳投資者關係企業 (中國)	2020/10
	Best Investor Relations Company (China)	2020/10
環球資本中國 Global Capital China	2020年度最佳企業發行人	2020/12
投資者關係雜誌 IR Magazine	Most Impressive Corporate Issuer 2020	2020/12
投資者關係雜誌 IR Magazine	卓越投資者關係證書	2020/12
財資	Certificate for Excellence in Investor Relations	2020/12
The Asset	AAA可持續資本市場獎2020 – 年度最佳綠色債券 (房地產)	2021/01
	Triple A Sustainable Capital Markets Regional Awards 2020 – Best Green Bond (Real Estate)	2021/01
	AAA可持續資本市場獎2020 – 年度最佳企業發行人	2021/01
機構投資者 Institutional Investor	Triple A Sustainable Capital Markets Regional Awards 2020 – Corporate Issuer of the Year	2021/01
	最佳投資者關係 – 投資級別及高收益級別	2021/02
	Best Investor Relations – Investment Grade & High Yield	2021/02
機構投資者 Institutional Investor	最佳債券運用 – 投資級別及高收益級別	2021/02
	Best Use of Debt – Investment Grade & High Yield	2021/02
	Best Use of Debt – Investment Grade & High Yield	2021/02



卓越投資者關係證書
Certificate for Excellence in Investor Relations



亞洲最佳首席執行官 (投資者關係)
Asia's Best CEO (Investor Relations)



AAA可持續資本市場獎
2020 – 年度最佳企業發行人
Triple A Sustainable Capital Markets Regional Awards 2020 – Best Corporate Issuer of the Year



最佳投資者關係 – 高收益級別
Best Investor Relations – High Yield



最佳債券運用 – 高收益級別
Best Use of Debt – High Yield

可持續發展管理

Management of Sustainable Development

以構築美好生活為目標，本集團始終堅持以責任之心為城市賦能，我們在經營過程中充分貫徹可持續發展理念，並在金融融資方面充分考量可持續發展，不斷促進低碳、高效經濟轉型，讓正榮地產創造的幸福美好持續相傳。

With the goal of building a better life, the Group always adheres to empowering the city with a sense of responsibility. We fully implement the concept of sustainable development in the operation process, and fully consider sustainable development in financial financing, constantly promote the transformation of low-carbon and efficient economy, so that the happiness created by Zhenro Properties can continue to be passed on.

可持續發展貢獻

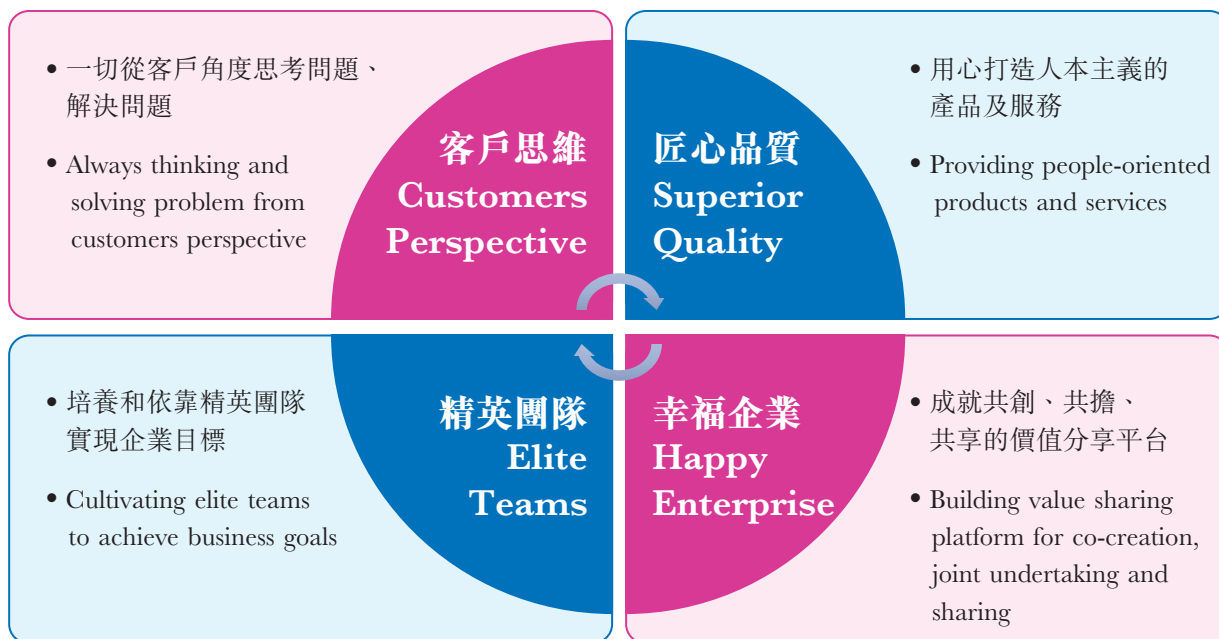
CONTRIBUTION TO SUSTAINABLE DEVELOPMENT

可持續發展理念

Concept of Sustainable Development

作為中國房地產可持續發展理念的堅定踐行者，我們在穩健經營的步伐中，始終秉持「客戶優先」的原則，堅持產品服務的匠心傳承，珍視每一位同心同行的員工，專注改善人居環境、打造幸福生活，賦予城市與生活、生命與奮鬥，更豐富、更美好的意義。我們願攜手更多力量，以初心與願力，守護萬千家庭的幸福生活，以匠心與實力，參與城市發展的歷史進程，讓幸福無處不在，讓未來美好可期。

As a firm practitioner of the concept of sustainable real estate development in China, in our steady pace of operation, we always adhere to the principle of "Customer First", insist on the inheritance of products and services, cherish every like-minded employee, focus to improve the living environment, create a happy life, and endow cities and life, life and struggle, with richer and better meanings. We are willing to join efforts with other parties to guard the happy life of our owners, and to make contribution to the urban development. With such wishes and our persistence and capability, we believe everyone may expect a happy and promising life in the future.



可持續發展管理

Management of Sustainable Development

綠色金融

綠色債券

為實踐綠色發展理念，正榮地產於2020年8月訂立了符合國際資本市場協會綠色債券原則的《正榮地產綠色債券框架》(詳情請見本公司網站www.zhenrodc.com，僅提供英文版)，並分別取得由獨立ESG評級機構Sustainalytics出具的第二方意見書及由標準普爾出具的綠色融資框架意見報告，向推進綠色金融邁出重要一步。報告期內，我們先後發行3.5億美元及2億美元綠色優先票據，獲得資本市場熱烈回響，吸引眾多ESG及綠色基金參與。其中，本集團首次發行的3.5億美元7.35%綠色優先票據，獲188個機構超額認購逾9倍；而另一筆2億美元5.95%綠色優先票據則獲136個機構超額認購逾11倍。所得款項將用於為本集團綠色項目提供再融資，項目範疇涵蓋綠色建築、能源效益、可再生能源、預防及管理污染物以及可持續用水管理。有關綠色優先票據發行詳情如下：

Green Finance

Green Bond

In order to practice the concept of green development, Zhenro Properties established the “Zhenro Properties Green Bond Framework” (for details, please see the Company’s website (www.zhenrodc.com), only available in English) in alignment with the International Capital Market Association Green Bond Principles in August 2020, and obtained a second-party opinion issued by Sustainalytics, an independent ESG rating agency, and an opinion report on the green financing framework issued by Standard & Poor’s respectively, representing a crucial step towards promoting green finance. During the Reporting Period, we issued US\$350 million and US\$200 million green senior notes separately, both received overwhelming responses from the capital market and attracted various ESG and green funds to participate. Among them, the first US\$350 million 7.35% green senior notes of Group were oversubscribed over 9 times by 188 institutions; while another round of US\$200 million 5.95% green senior notes were oversubscribed over 11 times by 136 institutions. The proceeds will be used to provide refinancing for the Group’s green projects, covering green buildings, energy efficiency, renewable energy, prevention and management of pollutants, and sustainable water management. Details of the issuance of green senior notes are as follows:

可持續發展管理

Management of Sustainable Development

	3.5億美元綠色優先票據 US\$350 million green senior notes	2億美元綠色優先票據 US\$200 million green senior notes
規模 Scale	3.5億美元 US\$350 million	2億美元 US\$200 million
年期 Term	4.4年 4.4 years	363天 363 days
發行日期 Date of Issue	2020年09月14日 14 September 2020	2020年11月23日 23 November 2020
到期日期 Maturity	2025年02月05日 5 February 2025	2021年11月18日 18 November 2021
票面利率 Coupon Rate	7.35%	5.95%
發行價 Issue Price	99.823%	100%
聯席全球協調人、 聯席牽頭經辦人及 聯席賬簿管理人 Joint Global Coordinators, Joint Lead Managers and Joint Bookrunners	德意志銀行、法國巴黎銀行、中銀國際、 建銀國際、中信銀行(國際)、里昂證券、 招銀國際、海通國際、渣打銀行、 東亞銀行有限公司、滙豐及正榮證券 Deutsche Bank, BNP PARIBAS, BOC International, CCB International, China CITIC Bank International, CLSA, CMB International, Haitong International, Standard Chartered Bank, The Bank of East Asia, Limited, HSBC and Zhenro Securities	渣打銀行、德意志銀行、建銀國際、 里昂證券、國泰君安國際、海通國際、 滙豐、摩根大通及正榮證券 Standard Chartered Bank, Deutsche Bank, CCB International, CLSA, Guotai Junan International, Haitong International, HSBC, J.P. Morgan and Zhenro Securities
評級 Ratings	B+ (惠譽) B2 (穆迪) B+ (Fitch Ratings) B2 (Moody's)	— —
第三方意見書 Second-party Opinion	Sustainalytics	Sustainalytics
綠色債券顧問 Green Bonds Advisor	德意志銀行 Deutsche Bank	德意志銀行 Deutsche Bank
認證 Certification	香港質量保證局綠色金融發行後階段認證證書 標準普爾綠色評估E1/86評分 Post-issuance Stage Certificate issued by Hong Kong Quality Assurance Agency E1/86 on Green Evaluation (S&P Global Ratings)	標準普爾綠色評估E1/86評分 E1/86 on Green Evaluation (S&P Global Ratings)

可持續發展管理

Management of Sustainable Development

截至2020年12月31日，上述兩筆綠色優先票據籌得資金已全數分配，用於以下項目：

As of 31 December 2020, all of the proceeds from the issuances of the two rounds of green senior notes abovementioned have been allocated to the following projects:

類別	項目	所籌得資金淨額分配	分配比例
Categories	Projects	Allocation of net Proceeds	Allocation proportion (%)
綠色建築	西安正榮紫閣台(東區) 南京正榮濱江紫閣 南京正榮中心 長沙梅溪正榮府幼兒園 長沙梅溪紫閣台 蘇州常熟紫譽華庭	人民幣37.2億元	100%
Green Buildings	Xi'an Zhenro Pinnacle (East) Nanjing Zhenro Riverside Violet Pinnacle Nanjing Zhenro Center Changsha Meixi Zhenro Mansion Kindergarten Changsha Meixi Pinnacle Suzhou Changshu Asia Mansion	RMB3,720 million	100%
能源效益	—	—	—
Energy Efficiency	—	—	—
可再生能源	—	—	—
Renewable Energy	—	—	—
預防及管理污染物	—	—	—
Prevention and Management of Pollutants	—	—	—
可持續用水管理	—	—	—
Sustainable Water Management	—	—	—
所得資金分配總額		人民幣37.2億元 (相約5.5億美元)	100%
Total amount of proceeds allocated		RMB3,720 million (equivalent to approximately US\$550 million)	100%

可持續發展管理 Management of Sustainable Development

就上述兩筆綠色優先票據，本集團於2021年3月9日獲得了由香港品質保證局頒發的「綠色金融發行後認證證書」及於2021年4月1日由標準普爾授予綠色融資評估E1/86最高級別評分，肯定了正榮地產所發行的綠色優先票據在綠色項目、環境保護及節能減排方面的貢獻，並且提升了綠色優先票據的公信力。

In respect of the above two green senior notes, the Group was awarded the Green Finance Post-issuance Stage Certificate by the Hong Kong Quality Assurance Agency on 9 March 2021 and the Overall Score of E1/86 on Green Evaluation by S&P Global Ratings on 1 April 2021, recognising the contribution to green project, environmental protection, energy conservation and emission reduction made by the green senior notes issued by Zhenro Properties, which enhanced the credibility of green senior notes.



正榮地產獲「綠色金融發行後認證證書」
Green Finance Post-issuance Stage Certificate awarded to Zhenro Properties

可持續發展管理 Management of Sustainable Development

S&P Global Ratings

Green Evaluation

Zhenro Properties' US\$550 Million Green Bonds

Transaction Overview

On Sept. 11, 2020, Zhenro Properties Group Ltd. issued US\$350 million in senior notes with a coupon of 7.35%, maturing on Feb. 5, 2025. The company followed that with another issuance of US\$200 million in senior notes with a coupon of 5.95% on Nov. 20, 2020, maturing on Nov. 18, 2021. These are Zhenro's first and second green bond issuances since the company entered the offshore bond market in 2018.

Zhenro intends to use the proceeds from the issuances to refinance existing debt from eligible green projects, in accordance with its Green Bond Framework (GBF). In particular, the company plans to use the proceeds to refinance its debt from five green building projects in China's Nanjing, Xi'an, Changsha, and Suzhou cities. These projects comprise both residential and commercial developments with a minimum certification of two stars under China Green Building Evaluation Label (GBEL) standard.

In our opinion, this transaction is aligned with the Green Bond Principles 2018 (GBP).

Entity:	Zhenro Properties Group Ltd.
Subsector:	Real Estate
Location (HQ):	Shanghai, People's Republic of China
Financing value:	US\$550 million
Amount evaluated:	100%
Evaluation date:	April 1, 2021
Contact:	Spencer Ng +852 2533 3551 spencer.ng@spglobal.com
	Chloe Lin +85 6216 1107 chloe.lin@spglobal.com

Green Evaluation Overview

Transaction's transparency

- Use of proceeds reporting
- Reporting comprehensiveness

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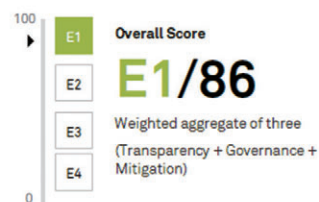
Transaction's governance

- Management of proceeds
- Impact assessment structure

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Mitigation

Sector	→ Net benefit ranking	→ Hierarchy adjustments	
Green Building	Commercial: new build Residential: new build	Carbon	90
Adaptation			NA



S&P Global Ratings | Green Evaluation

This product is not a credit rating.

1

正榮地產獲標準普爾授予綠色金融評估E1/86最高級別評分

Overall Score of E1/86 on Green Evaluation awarded to Zhenro Properties by S&P Global Ratings

可持續發展管理

Management of Sustainable Development

上述綠色建築項目的情況及預計量化的環境影響如下：

The progress of the aforementioned green building projects and the estimated quantitative environmental impacts are as follows:

項目	建築面積 (萬平方米)	建築節能率	可再生能源利用率	非傳統水源 利用率	綠地率	可再利用 可再循環 建築材料 用量比
Projects	GFA (0,000 sq.m)	Energy- saving rate	Utilisation rate of renewable energy	Utilisation rate of non- traditional water source	Greening rate	Construction material usage ratio of reusable to recyclable
西安正榮紫閣台東區(一)	1.08	65.00%	太陽能提供84.07% 生活熱水	9.46%	不適用	5.17%
Xi'an Zhenro Pinnacle (Eastern Area) (I)			84.07% of the domestic hot water supplied by solar energy		N/A	
西安正榮紫閣台東區(一)	20.17	65.00%	–	9.46%	35.00%	4.72%
Xi'an Zhenro Pinnacle (Eastern Area) (I)			–			
南京正榮濱江紫閣	16.08	65.00%	19.30% 太陽能熱水量	5.40%	35.00%	10.00%
Nanjing Zhenro Riverside Violet Pinnacle			19.30% of the solar hot water			
南京正榮中心(一)	29.37	65.00%	0.21% 光伏發電量 2.34% 太陽能熱水量	9.50%	不適用	0.35%
Nanjing Zhenro Center (I)			0.21% of the photovoltaic power generation 2.34% of the solar hot water		N/A	
南京正榮中心(二)	0.22	65.00%	4.00% 光伏發電量	9.50%	不適用	0.35%
Nanjing Zhenro Center (II)			4.00% of the photovoltaic power generation		N/A	
長沙梅溪正榮府幼兒園	0.26	65.00%	太陽能提供 生活熱水比例100%	5.81%	不適用	10.12%
Kindergarten of Changsha Meixi Zhenro Mansion			100% of the domestic hot water supplied by solar energy		N/A	

可持續發展管理

Management of Sustainable Development

項目	建築面積 (萬平方米)	建築節能率	可再生能源利用率	非傳統水源 利用率	綠地率	可再利用 可再循環 建築材料 用量比
Projects	GFA (0,000 sq.m)	Energy- saving rate	Utilisation rate of renewable energy	Utilisation rate of non- traditional water source	Greening rate	Construction material usage ratio of reusable to recyclable
長沙梅溪紫閣台	21.44	65.00%	水源熱泵提供 空調比例60.05%	1.41%	30.07%	7.30% (居建) ; 10.11% (公建)
Changsha Meixi Pinnacle			60.05% of the air conditions supported by water source heat pump			7.30% (residential); 10.11% (public)
蘇州常熟紫譽華庭	19.67	65.00%	太陽能熱水 提供43.24%生活熱水	3.60%	35.04%	4.04%
Suzhou Changshu Asia Mansion			43.24% of the domestic hot water supplied by solar energy			

ESG工作機制

本集團積極將ESG元素融入業務與運營的多維度系統化管理中，我們結合業務屬性和發展進程，圍繞質量管控、客戶服務、綠色建築、員工價值等方面不斷優化管理，努力實現經濟、社會和環境的協調發展。為進一步提升企業ESG治理水平，我們建立自上而下的ESG工作機制，不斷促進董事會深度參與本集團ESG戰略發展，持續加強工程管理部、研發部、運營部、客戶服務部、財務部等組成的ESG工作小組在日常工作中落實ESG相關決策，在保障合適有效的ESG匯報程序基礎上，確保本集團ESG管理工作的持續有效開展。

ESG WORK MECHANISM

The Group actively integrates ESG elements into its multi-dimensional and systematic management of business and operations. Taking into account the nature of the business and development, we continuously optimise management with a focus on quality control, customer service, green building, employee value, and strives to achieve balanced economic, social and environmental development. In order to further improve the ESG governance for the corporation, we have established an ESG working mechanism on a top-down basis and continuously promoted the deep participation of the Board in the strategic development of the Group's ESG and enhanced the implementation of ESG-related decisions of the ESG working team, which is comprised of the engineering management, R&D, operations, customer service and finance departments, in their daily work, so as to ensure the successful promotion of the Group's ESG management work on the basis of guarding appropriate and effective ESG reporting procedures.

可持續發展管理

Management of Sustainable Development

持份者溝通

本集團的發展離不開各類持份者的支持，我們始終堅持構建多元化的溝通機制，真誠地聆聽並響應不同持份者的期望與關切，攜手各方共同實現經濟、社會和環境價值的可持續發展。我們所識別的持份者主要包括業主／租戶、供應商／承包商、地方政府與監管機構、股東及投資者、員工、行業協會、媒體與公眾、當地社區居民，下表列出報告期內不同持份者組別重點關注的議題。

Communication with Stakeholders

The Group's development is dependent on the support of various stakeholders. We are committed to building a diversified communication mechanism by sincerely listening to and responding to the expectations and concerns of different stakeholders, and working together to achieve sustainable development in economic, social and environmental fields. The stakeholders we identified mainly include proprietors/tenants, suppliers/contractors, local governments and regulatory authorities, shareholders and investors, employees, industry associations, media and the public, as well as local community residents. The following table lists the issues that different stakeholder categories that we were particularly concerned about during the Reporting Period.

持份者組別 Stakeholder categories	持份者重點關注議題 Issues that stakeholders are particularly concerned about	溝通途徑或回應方式 Communication or response method
業主／租戶	產品質量與安全 客戶服務與滿意度 保障客戶隱私及信息安全 負責任營銷	第三方客戶滿意度調查 駐項目維保接待中心 全國統一服務熱線 在線服務平台 主動回訪
Proprietors/Tenants	Product quality and safety Customer service and satisfaction Protect customer privacy and ensure information security Responsible marketing	Third-party customer satisfaction surveys On-site project maintenance reception center Unified national service hotline Online service platform Active return visit
供應商／承包商	職業健康與安全 產品質量與安全 供應鏈管理	包括設計變更、施工等在內的 全階段日常交流 正榮地產招採平台 資質審核 現場考察 高層會晤 供應商大會
Suppliers/Contractors	Occupational health and safety Product quality and safety Supply chain management	Daily communication at all stages including design changes, construction, etc. Zhenro Properties recruitment platform Qualification review Site inspection Meetings with senior management Suppliers meeting

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持份者組別 Stakeholder categories	持份者重點關注議題 Issues that stakeholders are particularly concerned about	溝通途徑或回應方式 Communication or response method
地方政府與監管機構 Local governments and regulatory authorities	合法合規經營 反腐倡廉 促進本地經濟發展 廢棄物管理及污染防治 節約水資源 應對氣候變化 Legitimate and compliance operation Anti-corruption and upholding integrity Promoting the development of local economy Waste management and pollution prevention Save water resources Tackling climate change	會議溝通 規範制定與執行交流 政府合作 Meetings and discussions Establishment of rules and exchanges on implementation Government cooperation
股東及投資者 Shareholders and investors	合法合規經營 產品質量與安全 綠色建築 Legitimate and compliance operation Product quality and safety Green buildings	股東大會 業績發佈會 路演活動 投資研討會 項目實地考察 媒體訪問 港交所及公司網站 電郵及微信公眾號 General meetings Results briefing Roadshow Investment seminars Project site visit Media interview The Stock Exchange of Hong Kong Limited and company website Email and WeChat official account

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持份者組別 Stakeholder categories	持份者重點關注議題 Issues that stakeholders are particularly concerned about	溝通途徑或回應方式 Communication or response method
員工 Employees	勞工權益保護 員工培訓與發展機遇 薪酬福利 職業健康與安全 Labor rights protection Staff training and development opportunities Compensation and benefits Occupational health and safety	領導信箱 工會組織 業務員夥伴 組織委員 組織氛圍調研 各類員工活動 Management mailbox Trade unions Sales partners Organizing committees Research on organisational climate Various employee activities
行業協會 Industry associations	行業發展 綠色建築 節能減排 保護知識產權 Industry development Green buildings Energy conservation and emissions reduction Protection of intellectual property	行業交流 Industry exchange
媒體與公眾 Media and the public	社區關愛 公益慈善 Caring for the community Public welfare and philanthropy	新聞稿 公告 Press releases Announcements
當地社區居民 Local community residents	促進本地經濟發展 社區關愛 生物多樣性 Promoting local economic development Caring for the community Biodiversity	公益慈善活動 促進社區發展活動 Charity events Activities to promote community development

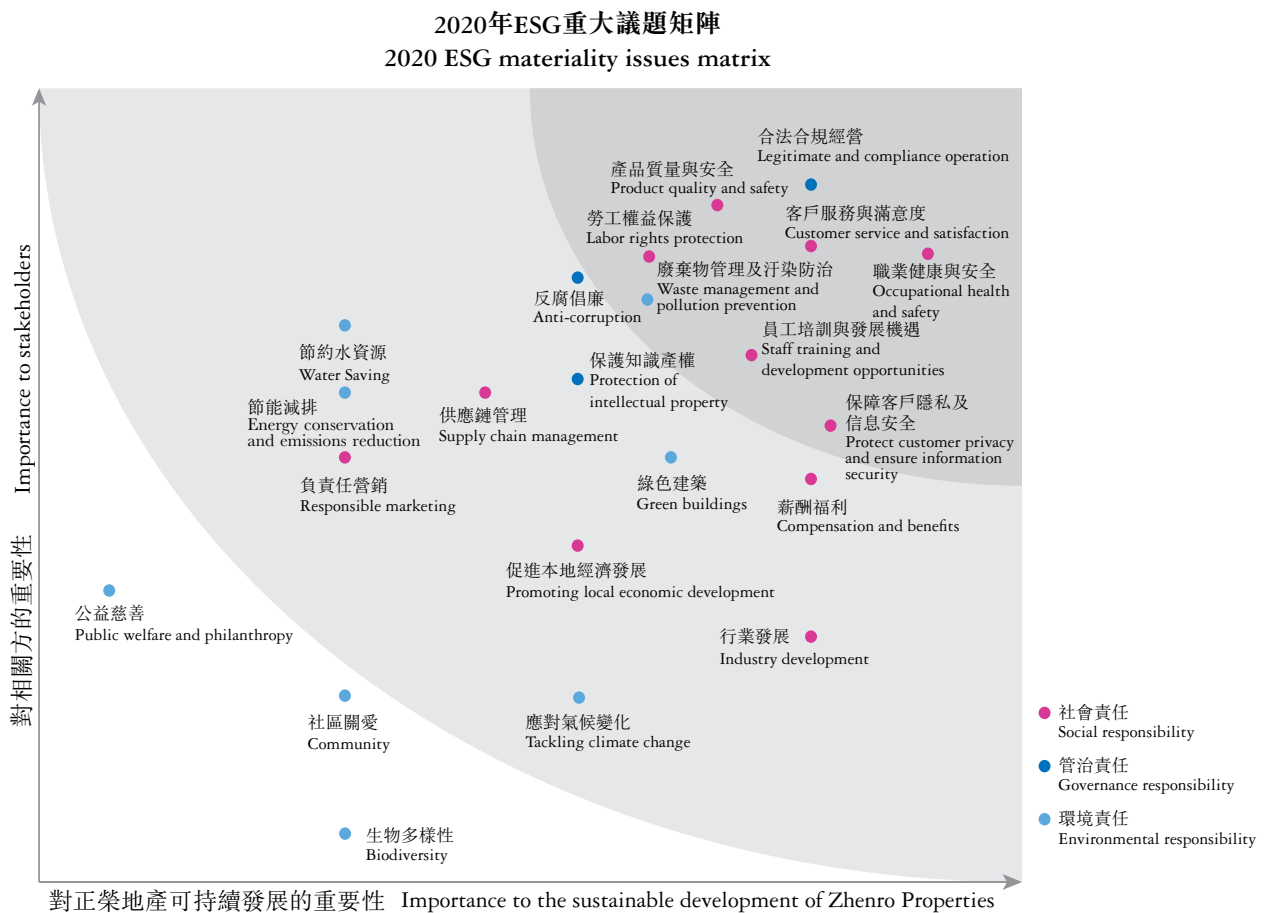
可持續發展管理 Management of Sustainable Development

ESG重大性議題

報告期內，我們開展了十餘場持份者現場訪談，進行持份者問卷調查，共發出並收回148份問卷結果，並在日常溝通交流中，不斷了解各持份者對本集團環境、社會及管治方面的意見和期望，通過綜合考慮各議題對本集團可持續發展和持份者的影響，形成了本報告期的重要性議題矩陣，結果如下：

ESG Materiality Issues

During the Reporting Period, we arranged more than ten on-site interviews with stakeholders to conduct investigation, with 148 questionnaires in total issued and retrieved. In addition, we constantly learned about the comments and expectations of all stakeholders on the ESG aspects of the Group in daily communications. Upon comprehensively considering the impact of various issues on the sustainable development of the Group and stakeholders, we formed the following materiality issues matrix for the Reporting Period:



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類別 Category	編號 No.	議題 Issues
	1	勞工權益保護 Labor rights protection
	2	員工培訓與發展機遇 Staff training and development opportunities
	3	薪酬福利 Compensation and benefits
	4	職業健康與安全 Occupational health and safety
	5	產品質量與安全 Product quality and safety
	6	客戶服務與滿意度 Customer service and satisfaction
社會責任 Social responsibility	7	負責任營銷 Responsible marketing
	8	保障客戶隱私及信息安全 Protect customer privacy and ensure information security
	9	供應鏈管理 Supply chain management
	10	行業發展 Industry development
	11	促進本地經濟發展 Promoting local economic development
	12	社區關愛 Community
	13	公益慈善 Public welfare and philanthropy

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類別 Category	編號 No.	議題 Issues
管治責任 Governance responsibility	14	合法合規經營 Legitimate and compliance operation
	15	反腐倡廉 Anti-corruption
	16	保護知識產權 Protection of intellectual property
環境責任 Environmental responsibility	17	綠色建築 Green buildings
	18	節能減排 Energy conservation and emissions reduction
	19	節約水資源 Water Saving
	20	廢棄物管理及污染防治 Waste management and pollution prevention
	21	應對氣候變化 Tackling climate change
	22	生物多樣性 Biodiversity

註： 重要性議題表格中加粗的議題為高度重要性議題

Note: Issues in bold in the table are highly important issues

品質服務

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正榮地產立足「改善大師」的品牌定位，專注美好生活打造與人居改善，潛心多元業態的開發，完善產業佈局，將「正直構築繁榮」的企業價值觀融入到產品品質提升與客戶服務優化中，為鑄就城市繁榮不懈努力。

產品研發

本集團始終致力於高品質住宅物業的開發，打磨出「正榮府」、「紫闕台」及「雲麓」三大標桿產品品牌，並輔以六大標準體系不斷創新，對產品進行螺旋升級迭代。

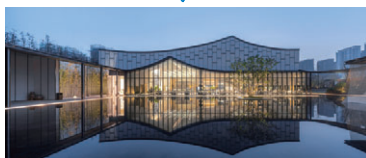
同時，我們注重業態組合的多元化與平衡，積極佈局商業開發，打造「正榮中心」、「正榮街」、「正榮鄰舍」三條商業產品線，提供從社區型到城市級的商業配套，以滿足城市居民的偏好需求，打造更高端、舒適、多元、便捷的居住環境。此外，我們嚴格遵守《中華人民共和國知識產權法》，在不斷進行產品創新研發的同時，高度重視自身知識產權的保護，概無侵犯他人或被他人侵犯知識產權的情況發生。

Positioning itself as “Home Upgrade Master”, Zhenro Properties focuses on creating better life and improving living conditions, developing diversified business forms and optimizing its industrial layout. By upholding its enterprise value of “prosperity from integrity” in the course of product quality improvement and customer service optimization, the Group is unremittingly making contributions to the prosperity of cities.

PRODUCT DEVELOPMENT

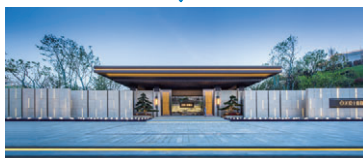
The Group has always been committed to the development of high-quality residential properties, creating the three benchmark product brands, namely “Zhenro Mansion”, “The Pinnacle” and “The Habitat”. Supported by the continuous innovation of the six standard systems, the Group is also able to carry out spiral upgrades on the products.

Meanwhile, we pay attention to the diversification and balance of business portfolios. Therefore, we have been actively devoting our resources to commercial development by building three commercial product lines, namely “Zhenro Center”, “Zhenro Street”, and “Zhenro Neighborhood”. By providing commercial facilities ranging from community-based to city-level, we can meet the particular needs of urban residents and create a more high-end, comfortable, diverse and convenient living environment. In addition, we strictly abide by the Intellectual Property Right Law of the People’s Republic of China. While continuously working hard on product innovation and R&D, we attach great importance to the protection of our intellectual property rights and have not infringed upon others’ intellectual property rights or have our own intellectual property rights infringed up by others.



中魂西技，品形兼備，主流產品系列。以「東方型格，空間改善」為核心價值，秉承「中魂西技，品形兼備」的設計理念，正榮府致力為都市中堅，城市中產提供具有功能擴展、東方格局實用性品質升級住宅。

Mainstream product series that pursues quality and appearance with Chinese culture and western technology. With an oriental appearance and space improvement as its core value, and adhering to the design concept of pursuing quality and appearance with Chinese culture and western technology, Zhenro Mansion is committed to providing the vital force and middle class in urban cities with residences of expandable functions, oriental layout, practicality, and high quality.



中魂西技，紫氣東來，高端產品系列。以「地脈、文脈、人脈」三脈築居，佔據城市核心地段，以地緣文化串聯城市、空間與社群，向內形成文化認同與內涵，以空間儀式感和服務的尊崇感向外強化價值符號，為東方人居提供現代進階生活。

High-end product series that pursuing propitiousness with Chinese culture and western technology. Occupying the core areas of cities, it is built to connect the city, space and community with geoculture from the perspective of geography, culture, and human race, forming cultural identity and connotation inward, and strengthening value symbol outward with a sense of space ritual and premium service, thereby providing a modern and advanced oriental living environment.



漫心天地間，低密精品別墅系列。擁有一定城市自然資源，以安縵酒店式的設計理念，在城市與自然間為高端生活者營造出一片奢華靜謐的生活天地，以Inner Peace的服務理念為居者打造悠如雲端的閒適體驗。

Low-density boutique villa series that meanders freely on the vast land. Possessing a certain amount of urban natural resources, it creates a luxurious and quiet living space for high-end residents with the design concept of Aman hotel, and applies the service concept of Inner Peace to create an extremely relaxing experience for residents.

三大標桿住宅產品

Three benchmark residential products

品質服務 Quality Services

正榮綠洲未來生活

報告期內，我們著力推進正榮綠洲未來生活計劃。該計劃承襲東方文化悠遠精深的人居智慧，挖掘傳統自然觀最具時代價值的精要，以「自然人居一真、美、育、本」為內核，為中國城市打造面向未來的社區範本，為客戶構築詩意棲居的當代綠洲。

該綠洲未來生活計劃在研發和服務過程中以「可行、可遊、可望、可居」為重點，將儀式化、品質化、功能化、便捷化、人性化的產品特徵納入十二個不同的生活場景的居住設計中，充分展現具有正榮特色的人居關懷。

Zhenro Oasis of Future Life

During the Reporting Period, we strived to promote the Zhenro Oasis of Future Life plan. The plan inherits the long-standing and profound human settlement wisdom of Eastern culture, excavates the essence of the most contemporary value of the traditional view of nature. With “natural human settlements: truth, beauty, education, and essence” as the core value, it aims to create a future-oriented community model for Chinese cities, and build a contemporary oasis of poetic habitation for customers.

The Oasis of Future Life plan focuses on “Walkable, Playable, Viewable, and Livable” in the process of research and development and service, and incorporates ritual, quality, functional, convenient, and humanized product features into the residential design of twelve different living scenarios, fully demonstrating the habitat care with Zhenro’s characteristics.

<p>綠洲 未來生活 OASIS OF FUTURE LIFE</p>	<p>可行 「綠色歸家」 動線體驗提升計劃 Walkable “Green Welcoming Etiquette” Dynamic Experience Improvement Plan</p>	<p>方圓門廳 Hotel-style Foyer</p>	<p>酒店式出入口形式感的設計，打造歸家第一重尊貴形象 The hotel-style entrance and exit are designed to create the first noble image of returning home</p>
		<p>融景單元大堂 Unit Lobby with Scenery</p>	<p>大面積落地玻璃，結合吧檯、座位、書架和燈光的配合，增加互動元素、藝術元素與綠植，營造溫馨、親子氛圍 The large-area floor-to-ceiling glass, combined with bar counters, seats, bookshelves and lighting help to add interactive elements, artistic elements and green plants to create a warm and parent-child atmosphere</p>
		<p>陽光地下大堂 Sunny Underground Lobby</p>	<p>設置地庫光廳、地下大堂等候區、大堂採光井，引入天光和景觀，感知時間與氣候，配合豐富人性化細節，讓歸家和等候不再冰冷枯燥 Basement light hall, underground lobby waiting area and lobby light well are established to introduce sky light and landscape, perceive time and climate, so that returning home and waiting are no longer cold and boring with rich humanized details</p>
	<p>可遊 「綠洲之境」 全景生態社區計劃 Playable “Oasis Land” Panoramic Ecological Community Plan</p>	<p>童心樹院 Children’s Academy</p>	<p>提供以兒童書院為核心的複合模塊，為業主提供充分的陪伴、交流、活動的幸福空間 A composite module centered on the Children’s Academy is built to provide property owners with a happy space for adequate companionship, communication, and activities</p>
		<p>種子部落 Seed Corner</p>	<p>考慮到兒童的需要，設計「光之城」、「風之谷」、「水之嬉」、「森之語」將社區打造成一座無牆壁、無阻隔、無界限的24小時的親子生態博物館，體現自然人居、交互升級、場景體驗 Taking into consideration the needs of children, “City of Light”, “Valley of Wind”, “Playing with Water” and “Speak of the Forest” are designed to create a 24-hour parent-child ecology museum without walls, barriers and boundaries in the community, reflecting natural human settlements, interactive upgrades, and scene experience</p>

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		<p>綠洲健身 Oasis Fitness</p> <p>內設置健身倉，為業主提供便捷的健身場所，場所內不僅可實現自主健身，而且物業會在定期舉辦健身課程供大家學習交流，提高幸福社區的品質生活</p> <p>A fitness warehouse is set up to provide property owners with a convenient fitness venue. Not only can independent fitness be realized in the premises, but also the property company will hold regular fitness courses for everyone to learn and communicate, so as to improve the quality of life in a happy community</p>
		<p>鄰舍商業 Fun Link Business</p> <p>正榮「鄰舍」為商業領域產品知識產權，旨在通過鄰里商業創造人與商品、人與人、人與生活、人與自然的又去鏈接，打造充滿生機活力的和諧街區。</p> <p>Zhenro "Fun Link" is the brand new community business intelligent property designed to create interesting connection between people and commodities, people and people, people and life and people and nature through neighborhood business, creating harmonious streets brimming with life vitality.</p>
<p>可望 「綠色起居」 戶內空間賦能計劃</p> <p>Viewable "Green Living" Indoor Space Empowerment Plan</p>	<p>超級客廳 Super Living Room</p> <p>戶型空間南北通透，第三房可變空間，實現寬景客廳、多功能第三房靈活可變，豐富功能細節，打造親子客廳，互動的同時，呵護健康安全</p> <p>The apartment system is featured with good exposure, and the third room can be flexibly changed to realize a wide-view living room, and create a parent-child living room with rich functional details, so as to protect health and safety while interacting</p>	
	<p>生態陽台 Ecological Balcony System</p> <p>打造生態陽台系統，通過寬景陽台、主臥陽台、休憩飄窗和家政陽台，將戶內和戶外無縫連接，細節豐富，功能齊全，溫暖自然宜居</p> <p>It is designed to build an ecological balcony system that seamlessly connects indoors and outdoors through wide-view balcony, master bedroom balcony, bay window and housekeeping balcony, which is warm, natural and livable with rich details and complete functions</p>	
<p>可居 「健康+U」 居室整合升級計劃</p> <p>Livable "Healthier" Room Integration and Upgrade Plan</p>	<p>內外玄關 Inside and Outside Porch</p> <p>土建預留全明前室空間，在家門口也能與自然對話，內外玄關系統，健康入戶流線、大容量玄關收納空間，配合豐富人性化細節，打造安全玄關，守護健康</p> <p>The civil engineering reserves the full-light front room space, which allows the natural landscape to be seen at the door of the home. The internal and external porch system, the healthy flow line of the home, the large capacity porch storage space, and the rich humanized details are designed to build a safe porch and protect health</p>	
	<p>樂享居室 Cozy Home</p> <p>完善的收納體系，滿足全家各空間收納需求；乾溼分離衛生間，提高使用效率，守護健康生活品質；主臥小家情景化升級，增強對於「家」的歸屬感</p> <p>A complete storage system helps to meet the storage needs of the whole family. The bathroom is separated into dry and wet area to improve the efficiency of use and protect the quality of healthy life. Scenario upgrade is made to the master bedroom to enhance the sense of belonging to the "home"</p>	
	<p>智慧社區 Intelligent Communities</p> <p>從「健康、關懷、安全」三大維度，打造「智聯中樞」、「智在通行」、「智悅人居」、「智擁安心」及「智享健康」五大模塊，營造全齡安全、全方位健康防護、多功能場景化的綠色智慧社區。</p> <p>It aims to create the five modules of "intelligent connection hub", "intelligent traffic", "intelligent residence", "intelligence reassurance", and "intelligent health" from the three perspectives of "health, care and safety" to build green intelligent residence quarters featuring full-age safety, all-dimensional health safeguard and multi-functional scenario-orientation.</p>	

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報告期內，我們憑藉優秀的產品設計和高階品質，榮獲37項具有代表性的權威獎項。

During the Reporting Period, we won 37 representative and authoritative awards for our excellent product design and high-end quality.

2020年產品大獎 2020 Product Awards

美尚獎2020-2021年度 Aesthetics Vogue Award 2020-2021

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| <ul style="list-style-type: none"> 福州濱江正榮府－地產人居類、機制建築美學優秀獎、生活美學設計類、景觀設計專項優秀獎、生活美學設計類、空間設計專項優秀獎 廈門中梁正榮府－生活美學設計類、景觀設計專項優秀獎 廈門晉東·正榮府－生活美學設計類、景觀設計專項優秀獎 宿遷鍾吾正榮府－生活美學設計類、空間設計專項優秀獎 成都正榮·悅隴府－生活美學設計類、軟裝設計專項優秀獎 | <ul style="list-style-type: none"> Fuzhou Riverside Zhenro Mansion – Extreme Architectural Aesthetics Excellence Award for Residential Type Real Estate, the Best Landscape Design Excellence Award for Life Aesthetics Design Type, the Best Spatial Design Excellence Award for Life Aesthetics Design Type Xiamen Zhongliang Zhenro Mansion – the Best Landscape Design Excellence Award for Life Aesthetics Design Type Xiamen Jindong Zhenro Mansion – the Best Landscape Design Excellence Award for Life Aesthetics Design Type Suqian Zhongwu Zhenro Mansion – the Best Spatial Design Excellence Award for Life Aesthetics Design Type Chengdu Zhenro Yuelong Mansion – Soft Furnishing Design Excellence Award for Life Aesthetics Design Type |
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第6屆CREDAWARD地產設計大獎 The 6th Session of CREDAWARD Real Estate Design Competition

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| <ul style="list-style-type: none"> 莆田正榮白棠雲麓－入圍居住項目類 合肥北城·正榮府－入圍居住項目類 福州正榮·三江雲麓－入圍居住項目類 西安正榮·紫閣台－入圍公建項目類 武漢正榮·紫閣台－入圍景觀設計類 襄陽·濱江正榮府－入圍景觀設計類 | <ul style="list-style-type: none"> Putian Zhenro Habitat – shortlisted in residential project category Hefei Beicheng Zhenro Mansion – shortlisted in residential project category Fuzhou Zhenro Sanjiang Habitat – shortlisted in residential project category Xi'an Zhenro Pinnacle – shortlisted in public building category Wuhan Zhenro Pinnacle – shortlisted in landscape design category Xiangyang Riverside Zhenro Mansion – shortlisted in landscape design category |
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第十五屆金盤獎 The 15th Kinpan Award

合肥區域 Hefei Region

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| <ul style="list-style-type: none"> 合肥正榮北城·正榮府－年度最佳預售樓盤獎(總評選)、年度最佳售樓空間獎(總評選) 合肥翡翠正榮府－年度最佳售樓空間獎(華中賽區) | <ul style="list-style-type: none"> Hefei Zhenro Beicheng Zhenro Mansion – the Best Pre-sale Property of the Year (National Grand Selection), the Best Sales Space Award of the Year (National Grand Selection) Hefei Jade Zhenro Mansion – the Best Sales Space Award of the Year (Central China Region) |
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廈門區域 Xiamen Region

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| <ul style="list-style-type: none"> 廈門中梁正榮府－年度最佳預售樓盤獎(總評選) 晉東·正榮府－年度最佳售樓空間獎(總評選) | <ul style="list-style-type: none"> Xiamen Zhongliang Zhenro Mansion – the Best Pre-sale Property of the Year (National Grand Selection) Jindong Zhenro Mansion – the Best Sales Space Award of the Year (National Grand Selection) |
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南京區域 Nanjing Region

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| <ul style="list-style-type: none"> 南京正榮·悅東府－年度最佳預售樓盤獎(總評選) 宿遷鍾吾正榮府－年度最佳售樓空間獎(總評選) 徐州正榮梧桐公館－年度最佳預售樓盤獎(江蘇賽區) | <ul style="list-style-type: none"> Nanjing Zhenro East Mansion – the Best Pre-sale Property of the Year (National Grand Selection) Suqian Zhongwu Zhenro Mansion – the Best Sales Space Award of the Year (National Grand Selection) Xuzhou Zhenro Wutong Mansion – the Best Pre-sale Property of the Year (Jiangsu Region) |
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南昌區域 Nanchang Region

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| <ul style="list-style-type: none"> 宜春正榮悅玲瓏－年度最佳預售樓盤獎(總評選) | <ul style="list-style-type: none"> Yichun Zhenro Yuelinglong – the Best Pre-sale Property of the Year (National Grand Selection) |
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品質服務

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蘇滬區域 Suzhou & Shanghai Region

- 蘇州正榮美的春栖和庭 – 年度最佳預售樓盤獎 (總評選)、最佳示範區入圍項目 (南方賽區)
- 上海正榮 • 金山御首府別墅 – 年度最佳別墅空間獎 (浙江上海賽區)
- 吳江正榮榮熙華庭 – 年度最佳售樓空間獎 (江蘇賽區)
- Suzhou Zhenro & Midea Real Estate Qunqi Mansion – the Best Pre-sale Property of the Year (National Grand Selection), Shortlisted in Best Demonstration Property Project (South China Region)
- Shanghai Zhenro The Capital of Jinshan – the Best Villa Space Award of the Year (Zhejiang & Shanghai Region)
- Wujiang Zhenro Rongxi Mansion – the Best Sales Space Award of the Year (Jiangsu Region)

武漢區域 Wuhan Region

- 武漢盤龍正榮府 – 年度最佳預售樓盤獎 (總評選)
- 武漢光谷正榮府 – 年度最佳售樓空間獎 (華中賽區)、年度最佳預售樓盤獎 (兩湖賽區)
- 襄陽濱江正榮府 – 年度最佳預售樓盤獎 (兩湖賽區)
- Wuhan Panlong Zhenro Mansion – the Best Pre-sale Property of the Year (National Grand Selection)
- Wuhan Guanggu Zhenro Mansion – the Best Sales Space Award of the Year (Central China Region), the Best Pre-sale Property of the Year (Hubei & Hunan Region)
- Xiangyang Riverside Zhenro Mansion – the Best Pre-sale Property of the Year (Hubei & Hunan Region)

環渤海區域 Bohai Rim Region

- 天津津門正榮府 – 年度最佳示範區獎 (北方賽區)
- 正榮天津 • 紫闕 – 最佳預售樓盤入圍項目 (津冀賽區)、年度最佳示範區 (北方賽區)
- Tianjin Jinmen Zhenro Mansion – the Best Demonstration Property Project of the Year (North China Region)
- Zhenro Tianjin Pinnacle – Shortlisted in Best Pre-sale Property Project (Tianjin & Hebei Region), the Best Demonstration Property Project of the Year (North China Region)

西安區域 Xi'an Region

- 西安正榮 • 紫闕台 – 年度最佳預售樓盤獎 (西北賽區)
- 鄭州正榮 • 御首府 • 天樾示範區 – 最佳預售樓盤入圍項目 (河南賽區)、年度最佳示範區獎 (北方賽區)
- 鄭州正榮 • 御首府 • 天境 – 最佳預售樓盤入圍項目 (河南賽區)、年度最佳示範區獎 (北方賽區)
- Xi'an Zhenro Pinnacle – the Best Pre-sale Property of the Year (Northwest China Region)
- Zhengzhou Zhenro Yushou Mansion Tianyue Demonstration Project – Shortlisted in Best Pre-sale Property Project (Henan Region), the Best Demonstration Property Project of the Year (North China Region)
- Zhengzhou Zhenro Yushou Mansion Tianjing Project – Shortlisted in Best Pre-sale Property Project (Henan Region), the Best Demonstration Property Project of the Year (North China Region)

成都區域 Chengdu Region

- 成都桂湖 • 正榮府 – 年度最佳預售樓盤獎 (川滇賽區)
- Chengdu Guihu Zhenro Mansion – the Best Pre-sale Property of the Year (Sichuan & Yunnan Region)

福州區域 Fuzhou Region

- 福州正榮桂山正榮府 – 最佳住宅入圍項目 (福深賽區)、年度最佳交付區獎 (南方賽區)
- 福州正榮悅璟台 – 年度最佳售樓空間獎 (華南賽區)
- 福州正榮悅榕府 – 年度最佳售樓空間獎 (華南賽區)、年度最佳預售樓盤獎 (福深賽區)、最佳示範區入圍項目 (南方賽區)
- Fuzhou Zhenro Guishan Zhenro Mansion – Shortlisted in Best Residential Property Project (Fuzhou & Shenzhen Region), the Best Delivery Project Award of the Year (South China Region)
- Fuzhou Zhenro Yuejing Mansion – the Best Sales Space Award of the Year (South China Region)
- Fuzhou Zhenro Yuerong Mansion – the Best Sales Space Award of the Year (South China Region), the Best Pre-sale Property of the Year (Fuzhou & Shenzhen Region), Shortlisted in Best Demonstration Property Project (South China Region)

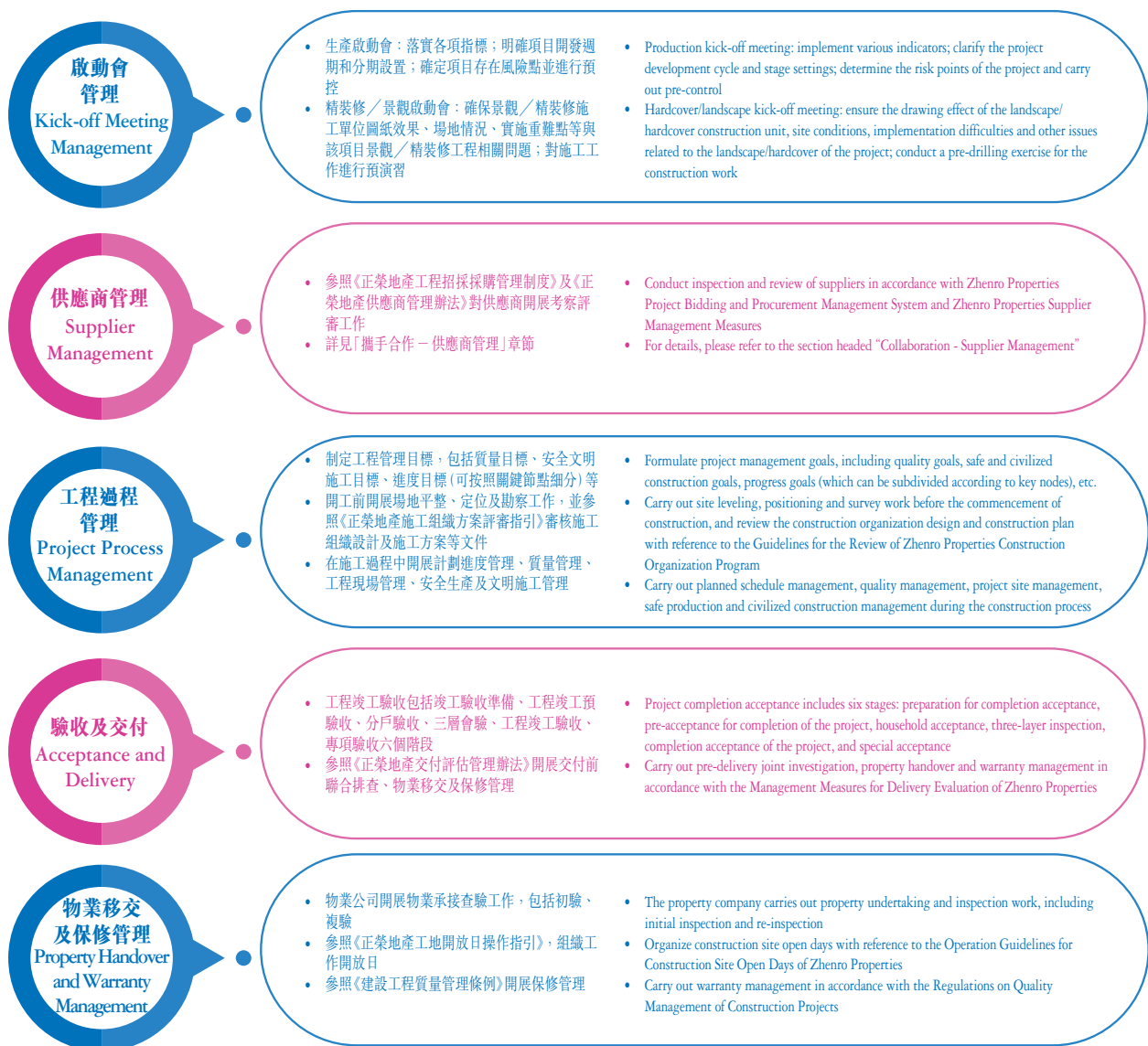
品質服務 Quality Services

質量保障

本集團嚴格遵守《中華人民共和國產品質量法》、《中華人民共和國城市房地產管理法》等法律法規。我們以「事前預控、事中控制、事後總結」為工程質量管理原則，制定並持續完善內部工程管理制度體系，其中包括14項工程過程管理制度、7項專項工程管理制度、5項工程檢查制度以及12項協同部門制度，將標準化、規範化的項目建設工程質量要求貫穿設計招採、施工建設、交付驗收、運維保修的全流程管理中。

QUALITY ASSURANCE

The Group strictly complies with the Product Quality Law of the People's Republic of China, the Law of the People's Republic of China on Urban Real Estate Administration and other laws and regulations. We take "pre-event control, ongoing control and post-event summary" as the principle of project quality management, formulate and continuously improve the internal project management system, including 14 project process management systems, 7 special project management systems, 5 project inspection systems and 12 coordinated department systems, integrating standardized and regulated project construction quality requirements into the entire process management of design, bidding and procurement, construction, delivery and acceptance, operation and maintenance.



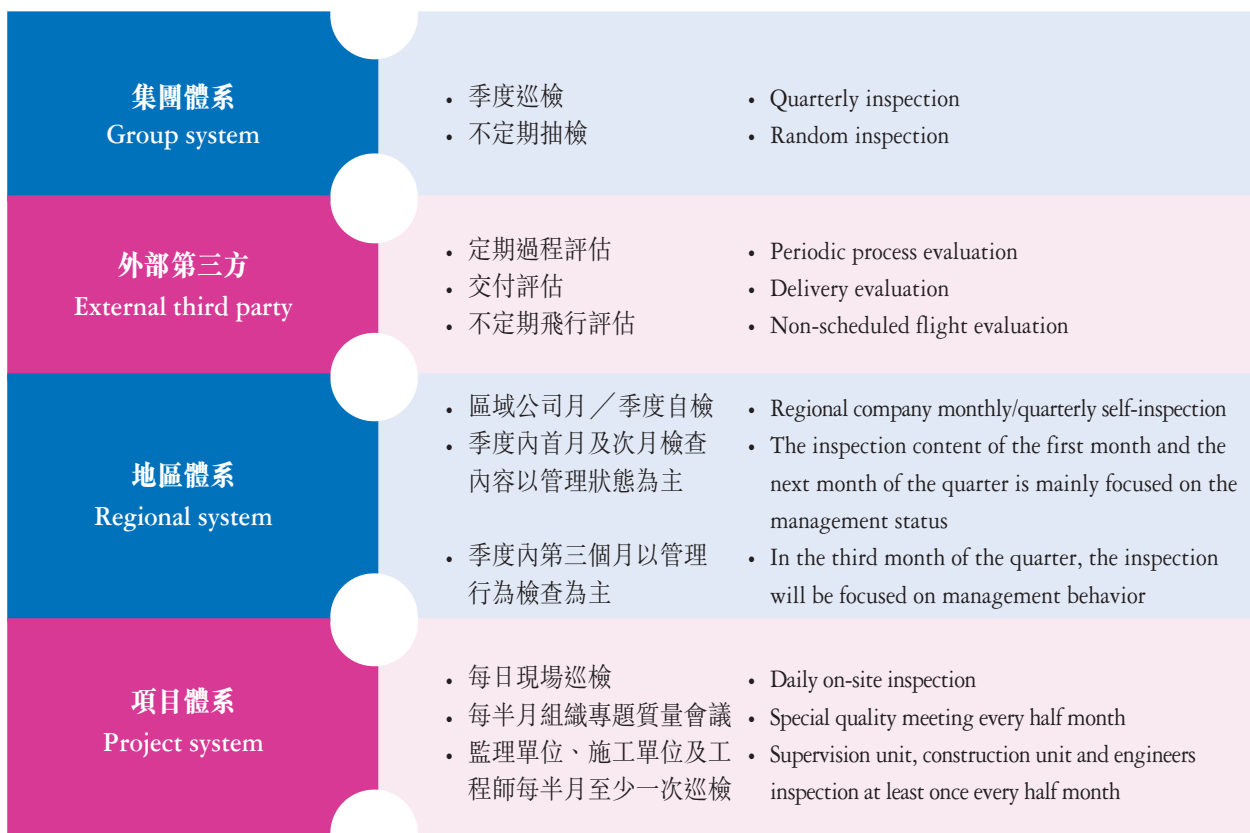
項目質量全流程管理 Project Quality Whole Process Management

品質服務

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我們相信嚴格的檢查驗收是保障項目質量的重要環節。基於《正榮地產工程季度自檢管理辦法》、《正榮地產工程管理行為檢查管理制度2.0》等工程檢查制度，我們建立總部－地區－項目工程三級質量管控架構，並邀請第三方評估公司對項目工程質量進行評估，督促工程實體質量和工程管理水平持續提高，預控交付風險，進而提升客戶滿意度。

We believe that strict inspection and acceptance is an important part of ensuring the quality of the project. Based on the Management Measures for Quarterly Self-inspection on Project of Zhenro Properties, Zhenro Properties Project Management Behavior Inspection Management System 2.0 and other project inspection systems, we have established a headquarters-regions-projects engineering quality control structure. We also invite third-party evaluation companies to evaluate the quality of the project. By doing these, we aim to urge the continuous improvement of the quality of the project and the level of project management, pre-control delivery risks, so as to improve customer satisfaction.



質量管控體系

Quality Control System

此外，我們通過系統培訓項目向員工宣貫質量理念，提升其工程管理技能水平。報告期內，為增強現場質量意識以及進一步防範安全風險，本集團各項目對現場總分包單位開展安全質量管理交底工作，並針對新進場工人開展質量相關培訓，同時針對各工種進行專項三級教育。

In addition, we promoted the quality concept to our employees through systematic training programs to improve their project management skills. During the Reporting Period, in order to enhance on-site quality awareness and further prevent safety risks, safety and quality management clarifications were provided to the on-site general contractor and subcontractor of each project of the Group, and quality-related training was provided to new workers. At the same time, three-level safety education was conducted for each type of work.

品質服務 Quality Services

竭誠服務

本集團以「人、家、社區」為核心，以「客戶導向」的企業文化為指引，不斷強化服務意識，升級客戶服務體系以優化客戶體驗，提升客戶滿意度，持續向「構築美好生活」的目標邁進。

全生命週期服務體系

我們以客戶為中心，制定並持續完善《客戶價值服務標準化管理藍皮書》，針對不同置業階段客戶的人居需求，從「有居、有愛、有溫度」出發梳理上千條服務標準，為客戶提供標準化、專業化、精細化、差異化的品質服務；同時輔以《正榮地產產品、服務品質全週期測量指標體系指引》，從前端控制到過程品質管理全面評估業務落地效果。此外，我們在客戶「購房、交付、入住」的全過程中提供全週期服務，致力於為其帶來全方位的服務解決方案，為客戶打造正榮式的幸福生活。

DEDICATED SERVICES

Centering on “people, families and communities”, and under the guidance of the “customer-oriented” corporate culture, the Group has continuously strengthened service consciousness, upgraded the customer service system, optimized customer experience, enhanced customer satisfaction, and forged ahead towards the objective of “building a beautiful life”.

Full Life Cycle Service System

Following the “customer-oriented” concept, we have formulated and continuously improved the Customer Value Service Standardized Management Bluebook according to customers’ living demands in different real estate development phases, classified more than one thousand service standards for “ingenuity home, loving service and warm community”, and offered standardized, professional, refined and differentiated quality services for customers. Meanwhile, we comprehensively evaluate the business effects from front-end control to process quality management with the Guidelines on the Full Cycle Measurement Indexes of Product and Service Quality of Zhenro Properties. In addition, we provided whole cycle service for customers during “house purchase, delivery and occupancy” stages, devoted to offering all-round service solutions and building Zhenro-style happy life for customers.



銷售期，一切服務都是提前服務，正榮地產以忠信之誠善待客戶，並提倡服務思維在產品設計階段的引入

During the sales period, all the services are provided in advance. Zhenro Properties treats customers sincerely and advocates the introduction of service concept into the product design phase



交付期，為客戶把好每一個關口，從尊重出發注重客戶體驗，交出匠心產品

During the delivery period, we strictly control product quality in every phase, respect and focus on customer experience, and offer quality products to customers



入住期，以舒適妥貼構築和諧關係，一日服務，終身牽手，共同創建幸福社區

During the occupancy period, we create harmonious relationship with customers based on comfortable experience, and make concerted efforts to build a happy community

三大服務階段 Three service phases

品質服務

Quality Services

我們同樣重視案場客戶服務，以案場5S品質管控標準為基礎，制定《正榮地產案場5S培訓手冊》規範案場展示及服務，同時通過項目自檢、區域檢查、集團巡檢強化案場服務管理。報告期內，我們推出五星級案場評選活動，並開展神秘客調研、服務體驗官等活動，以促進各案場爭先創優，樹立正榮地產案場管理標桿，進一步提升案場品質及服務。

We also focus on the on-site customer service, and formulate Zhenro Properties 5S On-site Training Manual based on 5S on-site quality control standards to standardize the on-site display and service. Meanwhile, the Group strengthens the on-site service management through self-inspection, regional inspection and Group's patrol inspection. During the Reporting Period, we launched five-star site appraisals, and conducted mystery shopper investigations and service experience officer events, in order to promote the pursuit for excellent on each site, establish the on-site management benchmark of Zhenro Properties, and further enhance the on-site quality and service.



案場5S品質管控標準
5S On-site Quality Control Standards

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六大會議介入 兩輪方案評審 規劃設計交底
Intervention with six meetings Two rounds of review Disclosure of planning and design

示範區聯合會審 六重銷售巡檢 開放前第三方公正
Joint review in the demonstration area Six-level sales tour inspection Third-party notarization before opening

四大節點管控 三輪飛行檢查 人居紅線管控
Four-node management Three rounds of flight check Management of habitation red line

內外多重聯合查驗 物業無縫接管
Internal and external joint inspection Seamless property takeover

客戶價值復盤 社區品質提升
Customer value recovery Community quality enhancement



正心宣言 一站式便捷簽約 簽約後溫情服務
Zhenero statement One-stop convenient signing Warm service after signing

信息告知及關懷 面對面溝通 客戶預體驗
Information informing and concern Face-to-face communication Pre-experience of customers

全程專屬陪驗 尊享歸家體驗 房屋維修服務
Whole-process company in inspection Exclusive home returning experience House repair service

裝修資源整合嫁接 裝修喬遷便捷無憂
Consolidation of renovation resources Convenient decoration and moving

物業溫情服務 多渠道服務品質監督
Warm property service Multi-channel service quality supervision

客戶分級管理 客戶需求洞察 居住體驗提升
Classified customer management Customer demand insight Enhancement of living experience

家庭節 童事會 有家社群 你好社區
Family festival Children's committee Family group Hello community

社區增值服務 高級定製服務
Value-added community service Senior custom-made service

一鍵報事報修 一鍵信息資訊 一鍵線上繳費
One-key reporting for problems or repair One-key information One-key online payment



全週期服務標準 Whole-cycle Service Standards

品質服務

Quality Services

滿意度管理

我們致力於不斷改善服務質量以提升客戶滿意度。為全面了解客戶售前、售中、售後不同階段的體驗，我們根據業主生命週期特點，對銷售期已簽約的準業主、交付期已收房的業主、交付1年以上入住期的業主進行全生命週期的客戶滿意度調研。

報告期內，本集團滿意度調研覆蓋12,489名客戶，憑藉品質服務獲客戶滿意度總體得分89分，在三大服務階段中，銷售期滿意度達93分為三個階段中最高。針對滿意度調研結果，我們進行合理分析，並制定後續提升措施。

Customer Satisfaction Management

We are devoted to continuously improving our service quality to enhance customer satisfaction. In order to have a full understanding of customer experience before, during and after sales, we conduct full life cycle customer satisfaction surveys among potential owners that have signed an agreement during the sales period, owners who have accepted houses during the delivery period, and those who have occupied houses after delivery for more than one year according to the life cycle characteristics of owners.

During the Reporting Period, the Group's satisfaction survey covered 12,489 customers, and scored 89 in terms of customer satisfaction degree due to quality service. During the three service phases, the degree of satisfaction scored 93 in the sales phase, which was the highest in the three phases. According to the satisfaction survey result, we made reasonable analysis and formulated subsequent enhancement measures.



設置目標
Set goals



釐清規範
Clarify norms



管控過程
Control processes



嚴抓考評
Pay close attention to assessment



業務探索
Business exploration

提升舉措
Improvement measures

- 設置總體目標值含紅線值、目標值、挑戰值)
- 總體目標由總部一區域一項目進行分解，明確各項滿意度目標，指標分解到人

- Set overall target value (including red line value, target value and challenge value)
- The overall goal is decomposed by the headquarters-regions projects, the satisfaction goals of each project are clarified, and the indicators are assigned to the designated individuals

- 總部優化滿意度調研方案，在年初、年終完成區域宣貫工作
- 區域明確規則，進行執行落地

- The headquarters optimizes the satisfaction survey plan, and completes the regional publicity and implementation at the beginning and end of the year
- Clarify rules for the regions and have them implemented

- 制定滿意度會議地圖，進行問題總結及經驗分享
- 設計、工程、營銷、物業、品牌等部門共同打造全週期客戶滿意度管控工作體系

- Develop a satisfaction meeting map to summarize problems and share experience
- Design, engineering, marketing, property, brand and other departments work together to create a full-cycle customer satisfaction management and control system

- 制定滿意度賽馬機制，開展月度成績曬單
- 加強滿意度工作過程考核力度

- Develop a satisfaction horse racing mechanism, and carry out monthly results reporting
- Strengthen the assessment of satisfaction in the process of work

- 成立滿意度發展小組，結合客戶價值需求，探索滿意度發展的新方向

- Set up a satisfaction development team to explore new directions for the development of satisfaction based on customer value needs

2020年滿意度提升舉措
Satisfaction improvement measures in 2020

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客戶活動

我們致力於關懷每一位客戶，推出「彩虹家年華」體系，持續組織開展一系列感恩、回饋客戶關懷活動，包括三大IP主題系列關懷、四大節日節點性關懷、日常性關懷等，以增加客戶的歸屬感與幸福感，打造品質暖心社區。

正榮地產業主專屬客戶關懷體系，以「多彩」、「連接」、「歡樂」為核心文化，涵蓋「童事會」、「家庭節」、「老友記」等系列品牌活動，並持續通過四大重點節日和日常關懷活動，打造一個幼有夥伴、老有所樂、健康樂活的生活樂園；每年累計上百場、數十萬人參與的各類活動，讓閒暇時光得到滋養，讓鄰里關係更加和睦。

CUSTOMER ACTIVITIES

We are committed to caring for every customer. By launching a system of “Colorful Family Time”, we continuously organize a series of activities to express gratitude, provide rewards and show care to our customers, including a series of care of three major IP themes, holiday care of four major festivals and daily care, etc., so as to increase the sense of belonging and happiness of our customers and thus create a high-quality and warm-hearted community.

The exclusive customer care system for owners of Zhenro Properties takes “colorful”, “connection” and “happiness” as its core culture, and covers a series of brand activities such as “Children’s Club”, “Family Day” and “Friends”. And it creates a healthy and happy life paradise where the young have partners and the old have fun through four major festivals and daily care activities. There are a total of hundreds of various activities with hundreds of thousands of people participating in each year, which nourishes the leisure time and makes the relationship between neighbors more harmonious.



彩虹家年華 鏈接生活色彩
Colorful Family Time Enriching Life

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正榮地產主題客戶活動

童事會

聚焦孩子0-12歲快速成長期，通過開展「美好童行」、「鄰里市集」、「社區彩繪」、「童夢電台」、「小小體驗官」等系列主題活動，培養孩子興趣，滿足成長階段的精神需求，並帶動家庭參與，讓社區和鄰里成為孩子成長的課堂；

家庭節

以年底至年關為週期，開展一系列感恩回饋活動；活動聚焦家庭、親子、鄰里，並重點打造家庭日，為每一個正榮家庭打造屬於自己的狂歡節日，注重家庭的互動參與性，表達正榮對於美好生活的祝福；

老友記

聚焦居家型中老年業主，通過老年大學、興趣小組、歌舞才藝等方式，豐富老年社區生活；

節日關懷

圍繞中國傳統節日及民俗特徵，在元旦、春節、端午、中秋四大節日，及日常母親節、七夕等重要節日，對客戶給予關懷，如進行節日活動、禮品慰問等，為業主提供不一樣的溫暖；

Theme Activities for Customers of Zhenro Properties

Children's Club

Focusing on the rapid growth of children aged 0-12 years, it cultivates children's interest, meets the spiritual needs of the growth stage, and promotes family participation through a series of theme activities such as "Action for Children", "Neighborhood Market", "Community Painting", "Children's Dream Radio", "Little Experience Officer", so that the community and neighborhood become a classroom for children's growth;

Family Day

A series of activities to express gratitude and provide rewards are carried out from the end of the new calendar to the end of the lunar calendar; which gather families, parents and children and neighbors. And it focuses on holding the Family Day to create its own carnival for each family of Zhenro, pay attention to family interaction and participation, and express Zhenro's blessings for a better life;

Friends

Focusing on home-based middle-aged and elderly owners, it enriches the community life of the elderly through senior colleges, interest groups, singing and dancing talents, etc.;

Care at Holidays

Based on the characteristics of Chinese traditional festivals and folk customs, we will show care to customers on the four major festivals of New Year's Day, Spring Festival, Dragon Boat Festival and Mid-Autumn Festival, as well as other important festivals such as Mother's Day and Double Seventh Day to provide different warmth to the owners, such as carrying out festival activities, providing gifts and greetings, etc.;

品質服務 Quality Services

報告期內，我們不僅推出「彩虹家年華」關懷體系，還持續推動「榮部落」社群體系落地，提供更為豐富多樣的客戶活動，促進社區融合。同時，我們關注客戶所需，解決客戶所憂，在疫情期間開展「彩虹行動」，為客戶提供暖心便民服務。

During the Reporting Period, we not only launched the care system of “Colorful Family Time”, but also continued to promote the implementation of the community system of “Rong Tribe”, providing a richer variety of customer activities to promote community integration. Meanwhile, we pay attention to the needs of customers and solve their concerns. During the pandemic period, we carried out “Rainbow Action” to provide customers with heart-warming and convenient services.



「彩虹行動」疫情專題響應
The theme response of “Rainbow Action” against the pandemic

疫情期間開啟聯合專項「彩虹行動」，線上線下多資源整合，在隔離期間為業主提供上門送菜服務、理髮服務等，全維度關懷，以美好點亮業主生活之光。

During the pandemic period, we carried out a joint special “Rainbow Action” and integrated multiple online and offline resources for providing the owners door-to-door food delivery services, haircuts and other services during the quarantine period, showing all-round care and lighting up the owner’s life with beauty.



「彩虹家年華」關懷體系
The care system of
“Colorful Family Time”

報告期內，我們推出「彩虹家年華」關懷體系，累計開展童事會「美好童行」、老友記「才藝大賽」、家庭節「家庭日」等多項主題客戶活動，全年累計開展500餘場次、覆蓋業主超過30萬。

During the Reporting Period, we launched the care system of “Colorful Family Time”, and carried out a number of customer activities such as Children’s Club, “Action for Children”, Friends, “Family Day”, which involved more than 300,000 owners for a total of more than 500 times throughout the year.



「榮部落」社群體系
The community system of
“Rong Tribe”

「榮部落」為正榮地產社區營造初步試點，各項目基於文藝、運動、親子維度，開展籃球聯賽、足球聯賽、王者榮耀線上聯賽等客戶活動。

“Rong Tribe” has built a preliminary pilot project for the communities of Zhenro Properties. Based on the theme of literature and art, sports and parent-child, each project has carried out customer activities such as basketball league, football league and King of Glory online league.

品質服務

Quality Services

客戶權益

在提供優質產品與服務的同時，本集團同樣注重客戶的權益保障。我們積極保護客戶隱私及個人信息安全，及時響應客戶訴求，努力打造責任營銷環境。

隱私安全

我們嚴格遵守《中華人民共和國消費者權益保護法》，建立《正榮地產檔案管理制度》，從機制端、技術端、員工端三個維度對客戶信息的收集、使用、保存進行保護。

RIGHTS AND INTERESTS OF CUSTOMERS

While providing quality products and services, the Group also pays attention to the protection of customers' rights and interests. We actively protect customers' privacy and personal information security, respond to customers' demands in a timely manner, and strive to create a responsible marketing environment.

Privacy Security

We strictly abide by the Law of the People's Republic of China on Protection of Consumer Rights and Interests and establish the Zhenro Properties File Management System to protect the collection, use and preservation of customer information from three dimensions, namely mechanism, technology and employee sides.

機制端

MECHANISM SIDE

- 加強客戶信息文控管理，將客戶信息納入秘密級信息，限定查看和開放範圍
- Strengthen the control and management of customer information document, incorporate customer information into secret information, and limit the scope of viewing and opening

技術端

TECHNOLOGY SIDE

- 客戶信息查看系統進行分層分權設置
- 銷售人員僅可見自己登記客戶信息
- Customer information view system for authorization settings
- Sales personnel can only see their own registered customer information

員工端

EMPLOYEE SIDE

- 簽署保密協議，內含客戶隱私保密條款，禁止洩露客戶信息
- 案場加強對客戶來電來訪登記、簽約流程規範、信息錄入規範等培訓
- Sign the confidentiality agreement, which contains the customer privacy and confidentiality clause, and prohibit the disclosure of customer information
- Strengthen the training on the registration of customers' calls and visit, the standard of the signing process and the standard of information entry in the aspect of the site

客戶隱私安全保護舉措

Privacy security measures on customers

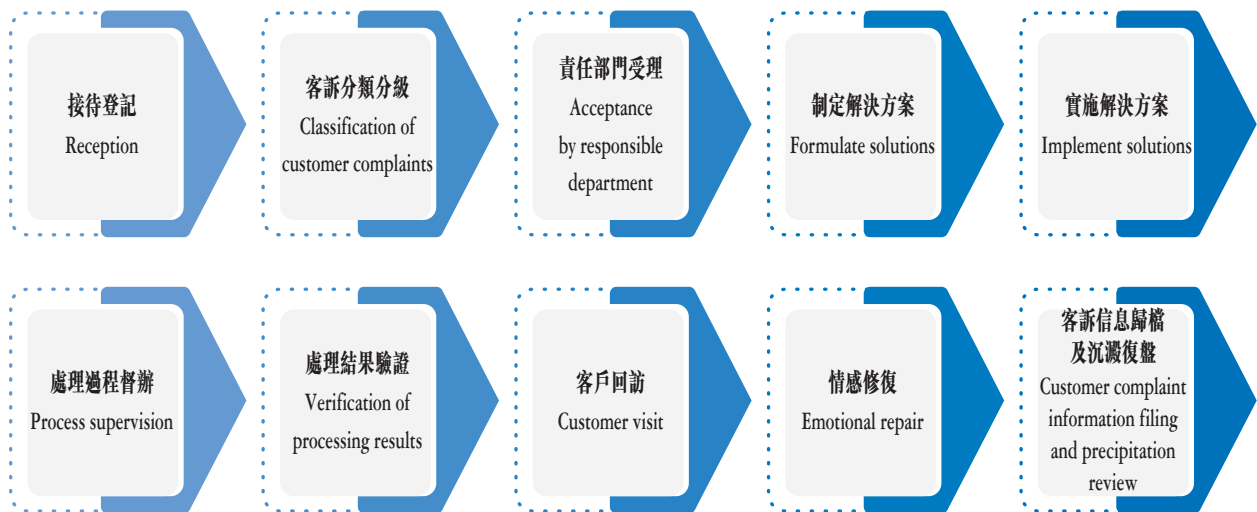
品質服務 Quality Services

訴求響應

我們相信客戶反饋是本集團不斷提高產品質量、提升服務品質的重要驅動力，因此我們積極構建客戶投訴管理機制，在《客戶事件管理辦法》、《投訴處理及預警機制》明確獲取客戶投訴信息的渠道及處理流程，及時響應客戶報修、報事反饋，將客戶投訴進行分類分級，由相關責任部門進行受理，並根據《維修工單處理及升級機制》和《工單管理升級辦法》推動整改工作落地；同時，我們持續暢通並完善客戶反饋渠道，通過案場現場反饋、「正在線」熱線、「正榮有家」微信端等多樣化的渠道收集客戶建議與意見。

Demand response

We believe that customer feedback is an important driving force for the Group to continuously improve its product quality and enhance service quality, so we have actively built the customer complaint management mechanism. We have a clarified channel and process for obtaining customer complaint information under the “Customer Incident Management Measures and Complaint Handling and Pre-warning System”, provide timely response to customer’s repair and service feedback, classify customer complaints and deliver them to the relevant responsible departments for handling, and promote the implementation of the rectification work under the “Maintenance Order Processing and Upgrade Mechanism and Work Order Management and Upgrading Measures”. Meanwhile, we continue to smooth and improve the customer feedback channel, collect customer suggestions and opinions via the site’s feedback, “On-line” hotline, “Zhenro You Jia (正榮有家)” WeChat terminal and other diversified channels.



客戶投訴處理流程

Customer complaint handling process

品質服務 Quality Services



正榮地產總部呼叫中心
Call Center at the Headquarter of Zhenro Properties

全新升級
New Upgrade

400熱線號碼統一升級為400 635 3608
Hotline number 400 being upgraded to 400 635 3608

7*24H全流程問題應答	7*24 full process of Q&A
“2157” 高效響應機制	“2157” efficient response mechanism
6大超時預警觸發系統	6 systems of timeout warning trigger
全業態覆蓋統一服務端口	The unified server covering all-round business
全觸點回訪實時傾聽心聲	The real-time listening to the customer via full contract visit
多頻互動讓溝通更主動	Multi-channel interaction making communication more vivid

「正在線」總部呼叫中心 “On-line” call center at the headquarter

報告期內，我們共收到投訴1,660起，其中986起為服務問題投訴，586起為質量問題投訴。對此，我們及時有效回應客戶需求，努力提供令客戶滿意的解決方案，並在事後對客戶進行回訪，持續跟蹤整改優化效果，將客訴信息歸檔供在後續工作中進行學習，全年投訴關閉率達到97.36%。

During the Reporting Period, we received a total of 1,660 complaints, of which 986 were for service problems and 586 for quality problems. In this regard, we respond to customers' demands in a timely and effective manner, strive to provide satisfactory solutions to customers, and make follow-up visits to customers after the event, constantly track the rectification and optimization effect, file customer complaint information for learning in the follow-up work, therefore, the annual complaint closure rate reaches 97.36%.

品質服務 Quality Services

責任營銷

我們嚴格遵守《中華人民共和國廣告法》、《商品房銷售管理辦法》等法律法規，持續完善責任營銷管理體系。報告期內，我們新增6份、修訂9份營銷管理制度，進一步保障營銷全過程的合法合規。

Responsible marketing

We strictly abide by the Advertising Law of the People's Republic of China, the Administrative Measures on Commercial Housing Sales and other laws and regulations, and continue to improve the responsible marketing management system. During the Reporting Period, we added 6 copies and revised 9 copies of the marketing management system to further ensure the legal compliance of the whole marketing process.

2020年正榮地產營銷管理制度完善清單

A completed list of marketing management systems of Zhenro Properties in 2020

序號 No.	制度名稱 Name of Systems	修訂類型 Category of Revision
1	正榮地產營銷績效考核管理制度 Marketing Performance Appraisal Management System of Zhenro Properties	新增 Addition
2	正榮地產營銷晉升管理制度 Marketing Positions Promotion Management System of Zhenro Properties	新增 Addition
3	正榮地產營銷中心專項研究評審制度 Marketing Center Special Research Appraisal System of Zhenro Properties	新增 Addition
4	正榮地產全民營銷管理制度 Universal Marketing Management System of Zhenro Properties	新增 Addition
5	正榮地產大單包銷管理制度 Large Order Underwriting Management System of Zhenro Properties	新增 Addition
6	正榮地產營銷加推管理規範 Management Standards for Additional Properties Offering in Marketing of Zhenro Properties	新增 Addition
7	正榮地產營銷招採及供應商管理制度(2020版) Management System for Marketing, Procurement, Tendering and Supplier of Zhenro Properties (2020 edition)	修訂 Revision
8	正榮地產營銷節點管控及首開管理規範 Management Standards for Marketing Node Control and First Launch of Properties for Sales of Zhenro Properties	修訂 Revision

品質服務 Quality Services

2020年正榮地產營銷管理制度完善清單

A completed list of marketing management systems of Zhenro Properties in 2020

序號 No.	制度名稱 Name of Systems	修訂類型 Category of Revision
9	正榮地產五星案場評選辦法 Five Star Case Selection Method of Zhenro Properties	修訂 Revision
10	正榮地產市場監測及可研定位工作標準化指引 Standardized Guidelines for Market Monitoring and Researchable Positioning of Zhenro Properties	修訂 Revision
11	正榮地產營銷案場管理制度 (2020 V2版) Marketing Case Management System of Zhenro Properties (2020 V2 edition)	修訂 Revision
12	合作方抵房管理制度及大單包銷管理制度補充規定 Supplementary Provisions for the Management System of Mortgage of Properties by Partners and the Management System of Large Order Underwriting	修訂 Revision
13	營銷類通知：關於加強違約金管理工作規範的通知 Marketing Notice: Notice on Strengthening the Management of Liquidated Damages	修訂 Revision
14	正榮地產合作項目營銷管理辦法 Measures on Cooperative Project Marketing Management of Zhenro Properties	修訂 Revision
15	正榮地產營銷費用管理制度 (2020版) Marketing Cost Management System of Zhenro Properties (2020 edition)	修訂 Revision

為確保銷售方法和產品信息的公開透明，我們對營銷類合同進行起草、審核、監督執行等各個環節的全週期管理，包括制定營銷合同範本，對與範本不一致的條款嚴格審核，並定期檢查合同履行情況。在合規宣傳方面，我們要求銷售人員向消費者真實、全面、準確地傳遞產品信息，嚴禁誇大宣傳、虛假宣傳。此外，我們在營銷過程中要求員工簽署《廉潔倡議書》，於報告期內開展營銷風控系列培訓、季度內控巡檢和營銷自查自糾工作，積極推動陽光誠信營銷環境的建立，堅決維護消費者的各項權益。

We conduct full-cycle management of each aspect of marketing contracts, such as drafting, reviewing, monitoring, and implementation, to ensure open and transparent sales methods and product information, which includes the formulation of marketing contract templates, strict review of clauses that are inconsistent with the templates, and regular inspections of contract performance. In terms of marketing compliance, we require sales staff to deliver product information to consumers in a truthful, comprehensive and accurate manner, and strictly prohibit exaggerated and false marketing. In addition, we also require our employees to sign the “Integrity Initiative” during the marketing process. We carried out a series of marketing risk control trainings, quarterly internal control inspections and marketing self-correction work during the Reporting Period to actively promote the establishment of a sunny and honest marketing environment and resolutely protect the rights and interests of consumers.

環境生態

Environment

正榮地產積極響應建設「生態文明」和「美麗中國」的號召，以精益求精的環境保護作為工作標準，將綠色發展理念融入我們的產品、運營、施工全過程，不斷提升環境管理理念及水平，推動綠色建築的研發及創新，助力地球家園的綠色、和諧發展。

環境管理

環境管理

本集團務求降低業務運營發展所產生的環境影響，我們嚴格遵守《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》、《中華人民共和國環境影響評價法》、《中華人民共和國大氣污染防治法》、《中華人民共和國固體廢物污染環境防治法》、《中華人民共和國水污染防治法》、《建設項目環境保護管理條例》等法律法規，並制定了包括《綠色施工》、《關於加強施工現場環保管控工作的通知》等內部政策文件。報告期內，未有因違反任何環境方面的法律及法規而受到處罰。

綠色辦公

本集團始終秉承綠色辦公的理念，營造低碳環保的綠色辦公氛圍。我們已實現工作事項的全在線審批和記錄，杜絕線下審批流程所帶來紙張的消耗。我們打印機實行刷卡和默認黑白打印機制，鼓勵員工對單面用紙進行重複利用。同時，我們辦公室安裝直飲水機，減少普通飲水機的投放及相關電量消耗，並通過提倡「不塑之約」，會議室不擺放一次性礦泉水，降低塑料瓶的消耗。針對辦公用品，我們堅持「零庫存」採購，推薦員工通過線上採購平台購買日常辦公消耗品，真正將可持續發展理念貫徹到日常辦公生活中。

Zhenro Properties actively responds to the call to build “Civilized Ecology” and “Beautiful China”, adopts the principle of refining environmental protection as the working standard, and integrates the concept of green development into the whole process of our products, operations and construction, and continuously improves the concept and level of environmental management to promote the research, development and innovation of green construction and help the green and harmonious development of the earth.

ENVIRONMENTAL MANAGEMENT

Environmental Management

The Group strives to reduce the environmental impact arising from the development of business operations, complied strictly with the laws and regulations such as the Environmental Protection Law of the People's Republic of China, Law of the PRC on the Prevention and Control of Pollution From Environmental Noise, Environmental Impact Assessment Law of the People's Republic of China, Atmospheric Pollution Prevention Law of the People's Republic of China, Law of the PRC on the Prevention and Control of Environmental Pollution by Solid Waste, Water Pollution Prevention Law of the People's Republic of China and Regulations Governing Environmental Protection in Construction Projects. We have formulated internal policy documents including “Green Construction” and “Notice on Strengthening Environmental Protection Control at Construction Sites”. During the Reporting Period, we were not been penalized for violating any environmental laws and regulations.

Green Office

The Group is always adhering to the concept of green office to create a low-carbon and environmentally friendly green office atmosphere. We have achieved complete online approval and recording of work matters, eliminating the consumption of paper caused by offline approval processes. We have implemented card registration and default black-and-white printing mechanism for printers and encouraged employees to reuse single-sided paper. Meanwhile, we have installed direct water fountains in our office to reduce the use of ordinary water fountains and related electricity consumption, as well as to reduce the consumption of plastic bottles by advocating the “No Plastic” and no disposable mineral water in conference rooms. For office supplies, we insist on “zero inventory” procurement and encourage our employees to purchase daily office consumables through online procurement platforms to truly implement the concept of sustainable development into daily office life.

環境生態 Environment

文明施工

本集團將「四節一環保」貫穿於施工全過程中，堅持營造智能、綠色、安全、節能的施工環境。我們已建立多個安全管理和文明形象施工的標準化建設指引，通過每月組織總分包、監理等管理人員召開會議，不斷落實我們安全文明施工的日常化、精細化管理。此外，我們以合同為約束，督促各供應商提升自我，精進項目品質。我們通過安全文明施工指標和承包商評估成績掛鉤的形式，以期督促施工現場的質量及安全文明水平。

報告期內，我們憑藉高水準的安全文明管理，下屬福州區域嵐灣正榮府項目獲「全國2020年建設工程項目施工安全生產標準化工地」，大明宮項目被評為「2020年上半年安全生產標準化創建先進單位」。

Civilized Construction

The Group has incorporated the “four conservation and one environmental protection” into the whole construction process and insisted on creating an intelligent, green, safe and energy-saving construction environment. For safety management and civilized image construction, we have established several standardized construction guidelines, and have been implementing our daily and refined management of safety and civilized construction by organizing monthly meetings with general subcontractors, supervisors and other management personnel. In addition, we promote the suppliers to improve themselves and refine the quality of the project by contractual constraints. We supervise the quality and safety of the construction site by linking the safety and civilization construction index to the contractor’s performance evaluation.

During the Reporting Period, leveraging on our high level of safety and civilization management, the Lanwan Zhenro Mansion project in Fuzhou was awarded as “National 2020 Construction Production Safety Standardization Site for Construction Projects” and the Daminggong (大明宮) project was awarded as “Advanced Unit for Safety Production Standardization in the First Half of 2020”.



報告期內正榮地產文明施工相關獎項

Awards related to civilized construction of Zhenro Properties during the Reporting Period

環境生態

Environment

綠色建築

綠色建築設計

根據本集團業務發展需求，為指導各項目開展快速高效的綠建設計，我們制定了《正榮地產綠色建築速選配置表設計指引》以及住宅和公建業態項目《正榮地產綠色建築速選配置表》，為綠色建築設計評級和運行評價提供了施工及運營驗收指引。

我們積極探索節能、環保的項目設計方案，通過對節能與節水、節材與材料利用、室內環境質量等方面的標準要求，不斷提升我們的綠色建築發展表現。

GREEN BUILDINGS

Green Construction Design

According to the requirements of the Group's business development, in order to provide guidance for each project to carry out fast and efficient green construction design, we have developed the "Design Guidelines of Quick Selection Configuration List for Green Construction of Zhenro Properties", and the "Quick Selection Configuration List for Green Construction of Zhenro Properties" for residential and public construction projects, and provide guidelines for construction and operation acceptance for green construction design rating and operation evaluation.

We actively explore energy saving and environment friendly project design solutions, and continue to improve our green construction development performance through standard requirements for energy saving, water saving, and material conservation and material utilization, and indoor environmental quality.

節能與節水方面 Energy and Water Saving

- 全面提升系統，採用外遮陽措施、暖通全熱回收、太陽能熱水、智能照明和節能燈具、太陽能光伏發電、選用節水器具及雨水回用系統，有效節能節水
- Comprehensively upgrade the system through adoption of external shading measures, fully recover of the heat in HVAC, solar heating water, intelligent lighting and energy-saving lamps, solar photovoltaic power generation, selection of water-saving appliances and rainwater reuse system, so as to effectively save energy and water

節材與材料利用方面 Material Conservation and Material utilization

- 採用環保的建築物料和可再循環材料，如環保乳膠漆、複合發泡水泥保溫板、複合顆粒板材、纖維強化石膏板、環保瓷磚等
- Adoption of green building materials and recyclable materials, such as green latex paint, composite foam cement insulation board, composite particle boards, fiber-reinforced gypsum board, green tiles, etc.

室內環境質量方面 Indoor Environmental Quality

- 設置空氣質量監控系統、除霾設施和新風裝置，保證空氣質量
- Set up air quality monitoring system, haze removal facilities and ventilation devices to ensure air quality

環境生態

Environment

綠色建築認證

讓建築更綠色是我們履行社會責任的使命，而加快綠色建築認證將不斷引導產業和大眾對建築綠色、健康和可持續發展的關注。截至2020年12月31日，本集團共獲得12個中國綠色建築二星或三星設計標識證書，綠色建築總建築面積達152.4萬平方米，相關認證情況如下：

Green Building Certifications

Greener building is our mission of fulfilling our social responsibility, and speeding up green building certification process will continue to guide the industry and the public to pay attention to the green, healthy and sustainable development of buildings. As of 31 December 2020, the Group obtained a total of 12 Two-Star or Three-Star Green Building Design Label certificates in China, with a gross floor area of green building reaching 1,524,000 square meters. Relevant certifications are as follows:

綠色建築項目 Green Building Project	相關綠建認證及編號 Certification and No. of Relevant Green Building	綠建認證獲取日期 Date of Obtaining Green Building Certification	建築面積 (萬平方米) Gross Floor Area ('0000 sq. m)
上海虹橋正榮中心南區 Southern Area of Hongqiao • Zhenro Center, Shanghai	三星級綠色建築設計標識證書 No. PD30957 Three-Star Certificate of Green Building Design Label No. PD30957	2015/7/14	14.46
上海虹橋正榮中心1-7號樓 Building 1-7, Hongqiao • Zhenro Center, Shanghai	二星級綠色建築設計標識證書 No. PD209121S Two-Star Certificate of Green Building Design Label No. PD209121S	2016/9/26	7.92
上海虹橋正榮中心8號樓 Building 8, Hongqiao • Zhenro Center, Shanghai	三星級綠色建築設計標識證書 No. PD30993X Three-Star Certificate of Green Building Design Label No. PD30993X	2017/6/9	1.03
南京濱江紫閣 Nanjing Riverside Violet Pinnacle	二星級綠色建築設計標識證書 No. RD21018089 Two-Star Certificate of Green Building Design Label No. RD21018089	2018/6/11	16.08

環境生態 Environment

綠色建築項目 Green Building Project	相關綠建認證及編號 Certification and No. of Relevant Green Building	綠建認證獲取日期 Date of Obtaining Green Building Certification	建築面積 (萬平方米) Gross Floor Area ('0000 sq. m)
宜興湖悅天境 Yixing Lake Heavens	二星級綠色建築設計標識證書 No. RD21019876X Two-Star Certificate of Green Building Design Label No. RD21019876X	2019/11/26	20.67
南京正榮中心 (綠建展館) Nanjing Zhenro Center (Exhibition Hall of Green Building)	三星級綠色建築設計標識證書 No. PD31020014 Three-Star Certificate of Green Building Design Label No. PD31020014	2020/1/20	0.22
南京正榮中心 Nanjing Zhenro Center	二星級綠色建築設計標識證書 No. RD21020100 Two-Star Certificate of Green Building Design Label No. RD21020100	2020/1/20	29.37
蘇州常熟紫譽華庭 Suzhou Changshu Asia Mansion	二星級綠色建築設計標識證書 No. RD21020480X Two-Star Certificate of Green Building Design Label No. RD21020480X	2020/7/9	19.67
西安正榮紫闕台 (東區) Xi'an Zhenro Pinnacle (Eastern Area)	二星級綠色建築設計標識證書 No. 20202706RD2832 Two-Star Certificate of Green Building Design Label No. 20202706RD2832	2020/8/20	20.17

環境生態

Environment

綠色建築項目	相關綠建認證及編號	綠建認證獲取日期	建築面積 (萬平方米)
Green Building Project	Certification and No. of Relevant Green Building	Date of Obtaining Green Building Certification	Gross Floor Area ('0000 sq. m)
西安正榮紫闕台 (東學校)	二星級綠色建築設計標識證書 No. 20202706PD2842	2020/8/20	1.08
Xi'an Zhenro Pinnacle (Eastern School)	Two-Star Certificate of Green Building Design Label No. 20202706PD2842		
長沙梅溪正榮府幼兒園	二星級綠色建築設計標識證書 No. 20201801PD0562	2020/9/21	0.26
Kindergarten of Changsha Meixi Zhenro Mansion	Two-Star Certificate of Green Building Design Label No. 20201801PD0562		
長沙梅溪紫闕台	二星級綠色建築設計標識證書 No. 20201801MD0012	2020/12/18	21.44
Changsha Meixi Pinnacle	Two-Star Certificate of Green Building Design Label No. 20201801MD0012		
		合共 Total	152.37

環境生態 Environment

南京·正榮中心 NANJING ZHENRO CENTER

— 搭建城市與理想生活間的生態橋樑 An ecological bridge between city and ideal life

南京·正榮中心項目總商業建築面積約為10萬平方米，所有建築達到國家綠色建築二星或三星標準認證，整個項目憑藉高品質配套和獨創設計理念，獲得「2020年度商業地產城市商業新地標」大獎。

該項目在總體規劃中始終將生態資源引入其中，在項目中心打造了生態綠芯，在這個空間裡我們搭建多重立體綠化，小橋流水系統，將人、生活、城市、世界完美銜接。

All buildings of Nanjing Zhenro Center project reached the standard of the National Two-Star or Three-Star China Green Building Certification, with a gross commercial floor area of approximately 100,000 sq.m. The whole project obtained the award of “2020 New Commercial Landmark in Commercial Property City” with its high-quality supporting facilities and unique design concept.

The project has always incorporated ecological resources into its overall plan, and created an ecological green core in the center of the project, where we built multiple three-dimensional greening spaces, and a system featuring with water flowing beneath a little bridge to perfectly connect people, life, city, and the world.



綠色建築設計標識
二級證書
Two-Star Certificate
of Green Building
Design Label



綠色建築設計標識三級證書
Three-Star Certificate
of Green Building
Design Label



環境生態 Environment

西安正榮·紫闕台 XI'AN ZHENRO PINNACLE

— 雙園簇擁，邂逅詩意 *Enjoying poetic environment with two gardens surrounding*

西安正榮·紫闕台以約2.8容積率，打造優質改善住區，將宅邸融入自然之中，住區內以空間框架、設計願景、規制格局、生活美學四大維度造園，該項目榮獲綠色建築設計標識二級證書、「2020中國百城建築新地標」，並斬獲第六屆CREDAWARD地產設計大獎、中國2020美尚獎等多項殊榮。

為達到綠色建造的目標，該項目在項目選址、土地利用、室外環境、場地設計及場地生態等方面均嚴格按照設計標準進行：

Xa'an Zhenro Pinnacle creates a quality upgraded residential community with a plot ratio of approximately 2.8. It integrates residences into nature, and builds a garden of the residential community through four dimensions, namely spatial framework, design vision, regulatory pattern and life aesthetics. The project was awarded the Two-Star Certificate of Green Building Design Label, "2020 New Landmark of Hundred Cities in China", and also won awards such as the 6th CREDAWARD Real Estate & Design Award and 2020 China Aesthetics Vogue Awards.

In order to achieve the goal of green building, the project is strictly carried out in accordance with the design standards in terms of project site selection, land utilisation, outdoor environment, site design and site ecology:



環境生態 Environment

西安正榮·紫閣台 (續) XI'AN ZHENRO PINNACLE (CONTINUED)

- 項目選址：符合項目所在地城鄉規劃、保護區、文物古蹟保護的建設控制要求；
 - 土地利用：場地內合理設置綠化用地，合理開發利用地下空間；
 - 室外環境：建築及照明設計避免產生光污染，場地環境噪聲符合現行國家標準，場地內風環境有利於室外行走、活動舒適和建築的自然通風；
 - 場地設計和場地生態：合理規劃地表與屋面雨水徑流，對場地雨水實施外排總量控制，合理選擇綠化方式，科學配置綠化植物。
- Project site selection: Comply with the construction control requirements for local urban and rural planning, protected areas and cultural relics protection;
 - Land utilisation: Reasonably set up green land in the site, and rationally develop and utilize underground space;
 - Outdoor environment: Avoid light pollution of the building and lighting design, the environmental noise of the site meets the current national standards, and the internal wind environment of the site is conducive to outdoor walking, comfortable activities and natural ventilation of the building;
 - Site design and site ecology: Reasonably plan surface and roof rainwater runoff, implement total discharge control of site rainwater, rationally choose greening methods, and scientifically allocate green plants.



綠色建築設計標識二級證書
Two-Star Certificate of Green Building Design Label



第六屆CREDAWARD地產設計大獎
The 6th CREDAWARD Real Estate & Design Award

環境生態 Environment

蘇州常熟紫譽華庭 SUZHOU CHANGSHU ASIA MANSION

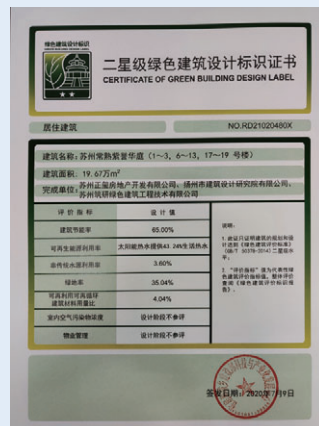
— 專注高品質生態人居典範 A model of human settlements with focus on high-quality ecology

紫譽華庭以「每一位居民居住的地方離公園綠地都應只有咫尺之遙」為驅動，著眼於城市未來發展，打造四季組團公園，希望人們可以沉下心來體驗和經營景觀場地，鄰里公園景觀軸延伸進每一幢建築之中。項目根據地勢及氣候條件，注重整體佈局的合理性，因地制宜，重視自然環境、景觀環境、空間環境的整合，層次搭配、堆坡造景，遵循「春有花、夏有蔭、秋有果、冬有綠」的原則，傾心為項目打造錯落有致、層次分明的立體園林景觀。在此基礎上滿足人居進一步需求，打造綠洲未來社區，實現對居者的「全生命週期關懷」。

項目在選址、土地利用、室外環境、場地設計及場地生態等方面均達到綠色建造的目標：43.24%的太陽能熱水量，實現了可再生能源的利用；整體建築節能率達到65%；可再生循環材料的使用佔總建築材料用量比4.04%。

Driven by “only a few paces away from the place of residence of every resident to the park and greenbelt”, Asia Mansion focuses on the future development of the city and builds a four-season park. It is hoped that people can sink their hearts to experience and manage the landscape site. The landscape axis of neighborhood park extends into each building. In accordance of the topography and climatic conditions, the project puts emphasise on the rationality of the overall layout, adapts measures to local conditions, pays attention to the integration of natural environment, landscape environment, and space. Following the principle of “flowers in spring, green shade in summer, fruits in autumn and green in winter”, we have been devoting ourselves to create a three-dimensional patchy and layered garden landscape. On this basis, we are hoping to create a oasis future community that can meet the further needs of residents and realise a “lifetime care” for residents.

The project has achieved the goal of green building in terms of site selection, land utilisation, outdoor environment, site design and site ecology: 43.24% of solar hot water, achieving the use of renewable energy; the energy saving rate of overall building reaching 65%; the use of renewable recycled materials accounting for 4.04% of the total construction material consumption.



綠色建築設計標識二級證書
Two-Star Certificate of Green Building Design Label

環境生態

Environment

綠色施工

節能環保

我們倡導將綠色融入建築，將綠色施工落實到項目建設。我們通過設計創新、工藝優化和源頭控制等措施，持續降低對能源使用的消耗，不斷提升能源的使用效率。報告期內，我們建立能源使用的常態化日常監測機制，採用空氣能熱水供應設備，優先選擇LED節能照明燈，不斷探索更高層次的能源利用效率，為減緩全球變暖承擔企業的擔當和責任。

水資源管理

在水資源管理方面，本集團嚴格遵守運營當地的相關法律法規，並根據項目具體施工情況建立了合適的水資源使用管理舉措，不斷減少水資源消耗，並提高水資源的重複利用率，避免濕作業和污水的產生。

GREEN CONSTRUCTION

Energy Saving and Environmental Protection

We advocate integrating green into construction, and implementing green construction in project construction. We continue to reduce energy consumption and improve energy efficiency through design innovation, craftsmanship optimisation, source control and other measures. During the Reporting Period, we established a regular daily monitoring mechanism for energy use, implemented air-source heat pump water heater equipment, gave priority to LED energy-saving lights, and constantly explored higher energy efficiency so as to assume its corporate responsibility for alleviating global warming.

Water Resource Management

In respect of water resources management, the Group strictly abides by the relevant laws and regulations of the local community where it operate, and has established appropriate management measures for efficient water resources use according to the specific construction conditions of the project, so as to continuously reduce water consumption, improve the recycling rate of water resources, and avoid wet operations and sewage generation.

水資源管理舉措

Water Resources Management Measures

- 施工現場供水管網根據本工程的用水量進行設計佈置，管徑合理、管路簡捷
- The on-site water supply pipe network shall be designed and arranged according to the water consumption of this project, with reasonable pipe diameter and simple pipeline
- 施工現場盡量減少使用自來水。噴灑路面、綠化澆灌均取自沉澱池中經過沉澱的水資源；攪拌用水、養護用水取自基坑周邊降水井、沉澱池中的水資源；混凝土養護採用覆蓋保水養護，混凝土獨立柱採用包裹塑料布養護，牆體採用噴水養護，節約施工用水
- Minimise the use of tap water on the construction site. Water for spraying the road and watering plants are all from the water resources precipitated in a settling basin; water for agitation and irrigation are from the water resources in the settling basin of the dewatering well around the foundation pit; the concrete maintenance is covered with water conservation, the concrete independent column is maintained by wrapping plastic cloth, and the wall is maintained by spraying water so as to save construction water
- 設置雨水回收池，收集雨水、抽取地下室存水，通過三級沉澱，去除淤泥等雜質，並存儲於蓄水池，按照施工用水計劃，可用於綠化澆水、廁所沖洗，車輛沖洗
- Set up rainwater recycling tank to collect rainwater and extract basement water, which will be treated through three-stage precipitation to remove silt and other impurities, and then store in the cistern, which can be used for greening, flushing toilet and vehicle according to the construction water plan
- 車輛沖洗區域設置排水溝，排水溝與沉澱池相連，水經過沉澱池沉澱後可繼續沖洗
- The vehicle washing area shall be equipped with a drainage ditch, which is connected with the settling basin. After settling by the settling basin, the water could be used to clean vehicles

環境生態 Environment

廢棄物管理

我們注重完善廢棄物管理工作的規範化和精細化，嚴格按照《中華人民共和國固體廢物污染環境防治法》的要求，並針對施工現場產生的廢棄物制定了《建築廢棄物處理方案》，全力保障廢棄物的減量產生、分類收集、安全存放以及高效回收，不斷提升生態環境友好表現。

Waste Management

We focus on improving the regularisation and refinement of waste management, strictly comply with the requirements of the Law of the People's Republic of China on the Prevention and Control of Environmental Pollution by Solid Waste 《中華人民共和國固體廢物污染環境防治法》, and formulated the Construction Waste Treatment Plan 《建築廢棄物處理方案》 for the waste generated at construction sites, endeavor to ensure the reduction of waste generation, separate collection, safe storage and efficient recycling, so as to continuously improve the ecology friendly performance.



設立垃圾桶

Establishing garbage bins



設立封閉垃圾池

Establishing enclosed garbage pool

固體廢棄物的 收集、存放

COLLECTION AND STORAGE OF SOLID WASTES

施工現場在施工作業前，應設置固體廢棄物堆放場地或容器，對有可能因雨水淋濕而造成污染的廢棄物，應搭設防雨設施進行覆蓋

Prior to the commencement of construction on the site, storage sites or containers shall be established for solid wastes, and rainproof facilities shall be set up to cover the wastes and prevent them from being polluted by the rain

現場堆放的固體廢棄物應設置名稱、有無毒害、可否回收等標識，並按標識分類堆放

The solid wastes piled on the site shall be pasted with labels specifying, whether hazardous or recyclable, and shall be piled according to the classification of labels

有毒有害類的廢棄物不與無毒無害的廢棄物混放

Hazardous wastes shall not be mixed with non-hazardous wastes for storage

固體廢棄物按平面佈置規劃位置堆放整齊，與現場文明施工要求相適應，並安排專人負責日常管理

Solid wastes shall be piled neatly according to the floor planning and on-site civilised construction requirements, and placed under the daily management of special personnel

各分包單位的固體廢棄物按要求分類運至堆放場所堆放

The solid wastes of all the subcontractors shall be classified and transported to the piling site as required

固體廢棄物

的處理

TREATMENT OF SOLID WASTES

固體廢棄物的處理由管理負責人根據固體廢棄物存放量以及存放場所的情況安排處理，廢棄物管理負責人通過提交處理報告並由項目經理審核後方可處理，固體廢棄物根據分類進行處理，不得混堆處理

Solid wastes shall be treated by the person in charge of waste management according to the storage quantity and storage site of solid wastes, and shall be treated upon the person in charge of waste management obtaining the approval of the project manager through submitting a treatment report. Solid wastes shall be treated in a classified rather than mixed manner

對於無毒無害有利用價值的廢棄物，可調其它工程項目再次利用，對於不能再次利用的，向有經營許可證的廢品回收部回收；對於無毒無害無利用價值的固體廢棄物，委託環衛垃圾清運單位清運處理

Non-hazardous wastes with value in use may be reutilised by other engineering projects. Those that cannot be reutilised may be recycled by the waste recycling department with the operation license; non-hazardous solid wastes without value in use may be transported and treated by the sanitary garbage treatment unit as entrusted

對於有毒有害的固體廢棄物的處理，無論是否有利用價值，均交由有危害廢棄物處理資質單位進行統一處理

All the hazardous solid wastes, whether or not having value in use, shall be under the unified treatment by the unit qualified for the treatment of hazardous wastes

揚塵控制

本集團嚴格執行揚塵管控責任制的落實，我們通過設置封閉圍擋、加強物料管理、注重降塵作業、建築垃圾清運和加強監測監控等工作環節，不斷加強施工現場的揚塵防範措施。

Dust Control

The Group strictly implements the responsibility system of dust control. We continue to strengthen dust prevention measures at construction sites by setting closed enclosure, strengthening material management, paying attention to dust removal, clearance and disposal of the construction waste as well as strengthening monitoring and other work procedures.

揚塵控制舉措

Dust Control Measures

- 工程開工階段，在圍牆四周設置噴淋系統、施工現場兩個主入口各設置一個霧炮機，每隔半小時進行揚塵控制；常溫施工期間，每天派專人撒水，現場設置灑水車，將沉澱池內的水抽至灑水車內，邊走邊撒，灑水車前設置鑽孔的水管，保證撒水均勻
- At the commencement the project, spray system should be set around the wall and fog cannons should be set at each of the two major entrances of the construction site to control the dust emission every half an hour. During normal temperature construction, special personnel shall be assigned to sprinkle water every day, sprinkler shall be set on site, and the water in the settling basin shall be pumped to the sprinkler and sprinkled while moving. Sprinkler truck should be set up in front of the water pipe with drilled holes to ensure uniform water sprinkling
- 土方開挖時，土建施工員旁站監督，每車控制裝土量不能超過兩側擋板，嚴禁裝載過滿而撒出，運土車輛到達大門口時，由保衛統一對車輛輪胎、車體進行清理，避免帶泥上路
- When earth excavation commences, the construction workers shall carry out close supervision to ensure the volume of soil in each car cannot exceed the baffles on both sides, load too full and spread out would be strictly prohibited. When the truck arrives at the gate, the vehicle tires and bodies would be cleaned by the guards, to avoid taking mud on the road
- 水泥和其他易飛揚、細顆粒散體材料，安排在庫內存放或嚴密遮蓋，運輸時要防止遺灑、飛揚，卸運時採取措施，減少污染
- Cement and other flyable dust, fine granular materials shall be stored in the warehouse or covered closely, and shall be prevented from flying during transportation, and measures shall be taken during unloading to reduce pollution

環境生態

Environment

噪聲控制

在做好施工現場揚塵督查檢查的同時，本集團也嚴格進行噪音管控，我們在設備的選擇上，優先選擇低噪音的設施設備，在產生噪音的生產場所，我們設置噪聲檢測設備，切實杜絕施工過程中發生嚴重擾民情況。

報告期內，本集團環境數據績效如下：

Noise Control

While doing a good job in the supervision and inspection of the dust in construction sites, the Group also strictly carries out noise control. In the selection of equipment, we give priority to the facilities and equipment with low noise. In the production site with noise, we set up noise detection equipment to effectively prevent serious disturbance to the people during the construction process.

During the Reporting Period, the Group's environmental performance was as follows:

指標 Index	單位 Unit	辦公運營 Office Operation	工程建設 Engineering construction
直接能源消耗 Direct Energy Consumption			
汽油 Gasoline	噸 tonne	/	33
柴油 Diesel	噸 tonne	/	6
液化石油氣 Liquified petroleum gas	噸 tonne	/	661
天然氣 Natural gas	標準立方米 standard cubic meter	60,867	/

環境生態

Environment

指標 Index	單位 Unit	辦公運營 Office Operation	工程建設 Engineering construction
間接能源消耗 Indirect Energy Consumption			
外購電力 Outsourced electricity	千瓦時 kWh	450,506	66,674,637
綜合能耗 Comprehensive Energy Consumption			
綜合能源消耗 Comprehensive energy consumption	噸標煤 tonne of standard coal		9,542
百萬元收益綜合能耗 Comprehensive energy consumption for every million revenue	噸標煤／百萬元人民幣 tonne of standard coal/ RMB1,000,000 of revenue		0.26
溫室氣體排放 Greenhouse Gas Emissions			
範疇1： 直接溫室氣體排放量 Scope 1: Direct greenhouse gas emissions	噸二氧化碳當量 tonne CO2 equivalent	132	2,072
範疇2： 間接溫室氣體排放量 Scope 2: Indirect greenhouse gas emissions	噸二氧化碳當量 tonne CO2 equivalent	237	45,685
溫室氣體排放總量 (範疇1+範疇2) Total greenhouse gas emissions (scope 1+ scope 2)	噸二氧化碳當量 tonne CO2 equivalent	369	47,757
萬元收益溫室氣體排放密度 Greenhouse gas emissions density for every ten thousand revenue	噸二氧化碳當量／ 萬元人民幣 tonne CO2 equivalent/ RMB10,000 of revenue		0.01

環境生態

Environment

指標 Index	單位 Unit	辦公運營 Office Operation	工程建設 Engineering construction
水資源 Water Resource			
辦公運營用水量 Office operation water consumption	噸 tonne		3,929
工程建設用水量 Engineering construction water consumption	噸 tonne		3,657,843
總用水量 Total water consumption	噸 tonne		3,661,772
廢水排放量 Waste water discharge	噸 tonne		2,929,418
廢棄物 Waste			
工程建設 Engineering construction			
建築垃圾 Construction waste	噸 tonne		135,086
廚餘垃圾 Kitchen waste	噸 tonne		2,363

環境生態

Environment

指標 Index	單位 Unit	辦公運營 Office Operation	工程建設 Engineering construction
辦公運營 Office operation			
辦公無害廢棄物 Office non-hazardous waste	噸 tonne		70
辦公廢棄物 Office waste	噸 tonne		0
廢棄物總量 Total waste			
無害廢棄物總量 Total non-hazardous waste	噸 tonne		137,519
有害廢棄物總量 Total hazardous waste	噸 tonne		0

(截至2020年12月31日)
(As of 31 December 2020)

註：

1. 本集團能耗指標數據統計涵蓋正榮地產總部、地區公司辦公區、在建項目的數據。
2. 綜合能耗消耗量計算參照《綜合能耗計算通則》(2018年7月徵求意見稿)。
3. 溫室氣體排放量計算參照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)》。

Note:

1. The energy consumption indicators database of the Group has contained the data of Zhenro Properties's headquarters, regional company offices and ongoing projects.
2. Comprehensive energy consumption was calculated based on the General Rules for Calculation of the Comprehensive Energy Consumption 《綜合能耗計算通則》(the Consultation Draft on July 2018).
3. Greenhouse gas emissions was calculated based on the Guidelines for Accounting Methods and Reporting of Greenhouse Gas Emissions in Enterprises in Other Industries (Trial) 《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)》 of the National Development and Reform Commission of the People's Republic of China.

人才價值

Talent Value

人才是企業可持續發展的核心力量，本集團以發展吸引人、以事業凝聚人、以工作培養人、以績效考核人，通過為員工打造平等的發展路徑、提供豐富的福利待遇，促進和員工之間的溝通交流，使員工與企業協同發展，共創繁榮。

合規僱傭

本集團圍繞「幸福奮鬥事業家」的核心理念，提出「四高」的價值主張。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》、《香港僱傭條例》等相關法律法規，不斷完善員工管理相關流程及制度。我們遵照《中華人民共和國未成年人保護法》、《禁止使用童工規定》等法律法規要求，恪守公平公正，人人平等，杜絕僱傭童工，拒絕強制性勞工的非歧視性用工政策。我們將「年齡滿18周歲」設為招聘錄用紅線，並通過背景調查程序確保候選人信息準確。報告期內，我們修訂《正榮地產招聘管理制度》，進一步規範招聘流程、達成招聘目標、匹配業務發展並支持公司人才戰略。我們設立「向榮生」計劃、「榮耀生」等校園招聘項目，聚焦優秀人才，打造精英團隊，為集團儲備專業優秀人才動力，促進集團創新力發展。

Talents are the core force for sustainable development of an enterprise. The Group attracts talents through development, builds our team through a common cause, trains talents through their works and evaluates talents through their performance. The Group promotes communication with employees through creating equal development paths and providing competitive welfare and benefits for them, so that they can develop together with and create prosperity for the enterprise.

EMPLOYMENT COMPLIANCE

The Group has put forward the value proposition of “Four Highs” focusing on the core concept of “Being an Entrepreneur Striving for Happiness” (幸福奮鬥事業家). The Group continuously improves the processes and systems related to employee management in strict compliance with the Labor Law of the People’s Republic of China, the Labor Contract Law of the People’s Republic of China, Employment Ordinance of Hong Kong and other relevant laws and regulations. We comply with the Law of the People’s Republic of China on the Protection of Minors, the Regulations on the Prohibition of Child Labor and the related laws and regulations by adhering to the non-discriminatory employment policies of fairness and impartiality, equality for all, elimination of child Labor and rejection of forced Labor. We set “age of 18” as our employment and engagement red line and ensure the accuracy of candidates information through background checks. During the Reporting Period, we have revised the Recruitment Management System of Zhenro Properties to further standardize the recruitment process, achieve recruitment goals, match the business development and support the Company’s talent strategy. We have set up campus recruitment programmes such as the “Potential Students” programme and “Honorary Graduates” programme with a focus on recruiting outstanding talents and building an elite team, so as to build up a professional and excellent talent force for the Group and facilitate the development of innovation strength.

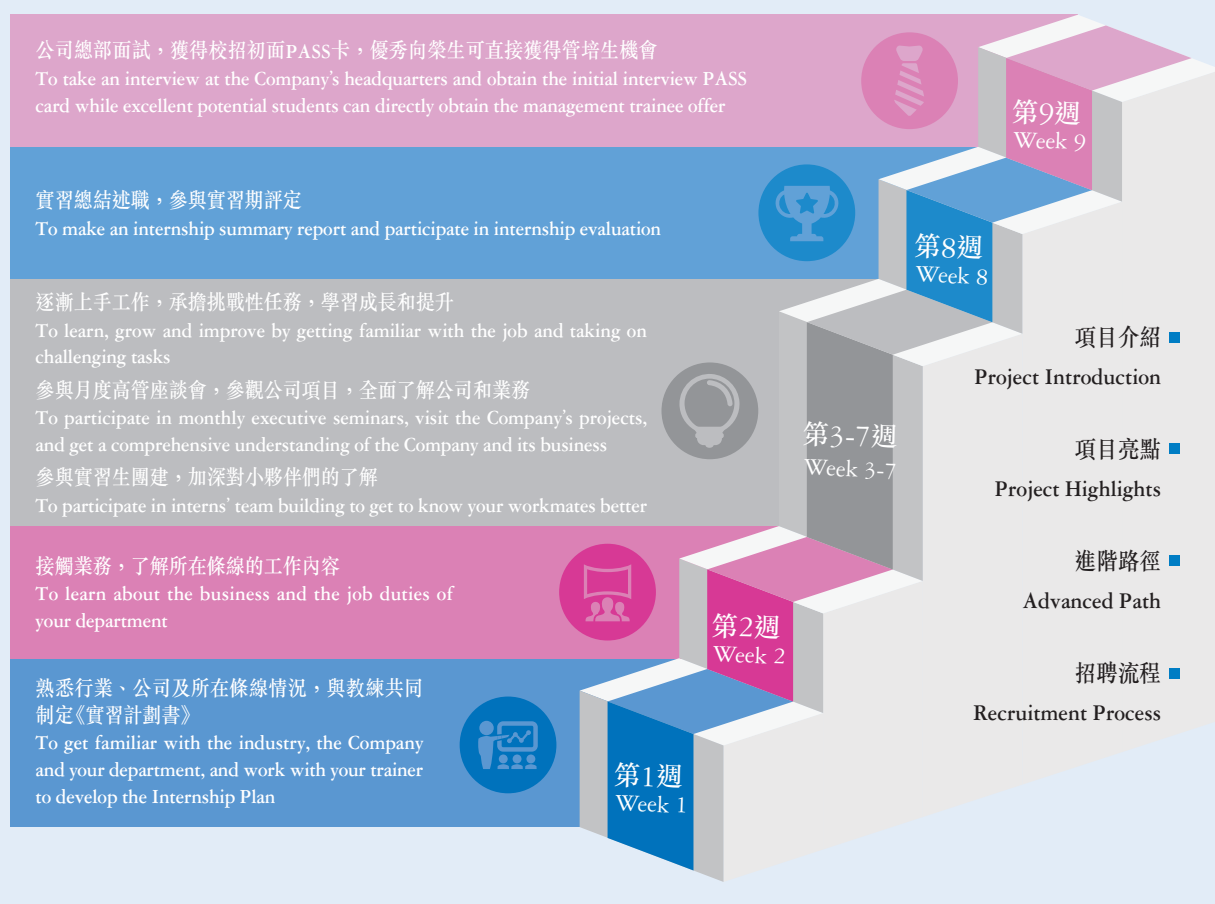
人才價值 Talent Value

「向榮生」計劃

“POTENTIAL STUDENTS” PROGRAMME

「向榮生」計劃是本集團面向在校大學生所展開的暑期實習項目。我們為學子們提供了解地產行業和體驗職場的機會以及豐富的培養資源。優秀向榮生可直接獲得校招管培機會，成為「榮耀生」一員。「向榮生」計劃包含教練帶教、業務實戰以及高管座談等豐富內容，通過8週的工作學習，讓學子們承擔挑戰性任務，實現快速成長、成功轉型職場人。

The “Potential Students” programme is a summer internship programme for university students. We provide students with the opportunity to learn about the real estate industry and to experience the workplace, as well as an abundance of training resources. Outstanding potential students will directly receive the management trainee offer at campus recruitment to become a member of the “Honorary Graduates”. The “Potential Students” programme includes training, business practice, executive seminars and other activities. The 8 weeks of work based learning will enable students to achieve rapid growth and successful transformation by taking on challenging tasks.



人才價值 Talent Value

「榮耀生」招聘

RECRUITMENT OF “HONORARY GRADUATES”

正榮地產面向應屆生所開展的管理生培訓項目，致力於為「榮耀生」創造最佳的個人價值實現平台，並提供長期的事業發展機會，力求培養一批高潛力、高素質、高能力的行業複合型人才。

The management training programme of Zhenro Properties for fresh graduates is dedicated to creating the best platform for the realization of personal values and providing long-term career development opportunities for the “honorary graduates”, aiming to cultivate a group of high-potential, high-quality, and highly capable versatile talents of the industry.

高標準 High Standards

正榮地產期望榮耀生正直坦誠、具有進取精神、樂於溝通，遵循「一正三高」標準，尋找具有正榮氣質的高素質、高潛力和高能力的優秀學生，不斷挖掘個人潛力，本著「高標準、多輔導、重實踐」的理念培養高質量人才。

Zhenro Properties expects our honorary graduates to be upright and honest, enterprising, and willing to communicate as well as meet the standard of “one spirit, three highs”, i.e. high quality, high potential and high capability and matching Zhenro spirit. We then will constantly explore their personal potential to help them grow into high quality talents according to the philosophy of “high standard, more guidance and more practice”.

強關注 Emphasis on Attention

榮耀生第一年在上海總部集中入職，由總部統籌培養。設立五位一體帶導機制，由導師、教練、人資、條線組織委員和榮耀夥伴共同關注你的成長和發展。首年3次集中培訓，並設立定制化課程和集中述職，在全公司關注下與夥伴們一同進步。

In the first year of employment, the honorary graduates are trained at the headquarters in Shanghai. A five-in-one mentoring mechanism has been set up, in which mentors, trainers, HRs, line organization members and honorary partners will jointly pay attention to your growth and development. In the first year, you will attend 3 centralized training sessions with customized courses and a centralized reporting session, so that you can make progress together with your partners under the attention of the whole Company.

真管培 Real Management Training

多元化 Diversity

「1+1+1」輪崗機制，拒做螺絲釘，培養全局觀，成為複合型人才；正榮、為榮耀生量身打造專業培訓，解決不同時期的成長需求；定期榮耀生座談，與夥伴們互相交流、學習成長；制定榮耀生專屬線上學習地圖，利用線上學習平台充實自我。

The “1+1+1” rotation mechanism requires you to refuse to be a screw, but to become a versatile talent with big-picture thinking. Zhenro Properties offers honorary graduates with tailored professional training to meet their needs at different phases of growth. Regular seminars are held to facilitate communication between honorary graduates and their learning and growth. A special online learning map is developed for honorary graduates, so that they can use the online learning platform to enrich themselves.

快成長 Rapid Growth

正榮地產為榮耀生設立完善的培養和保護機制，打通成長快車道，助力快速發展。榮耀生2年內不佔編制（保障輪崗機制可落地）、3年內績效考核不強排（無須和社招人員強制比較評估）、晉升比例不設限制（只要足夠優秀就可晉升）。

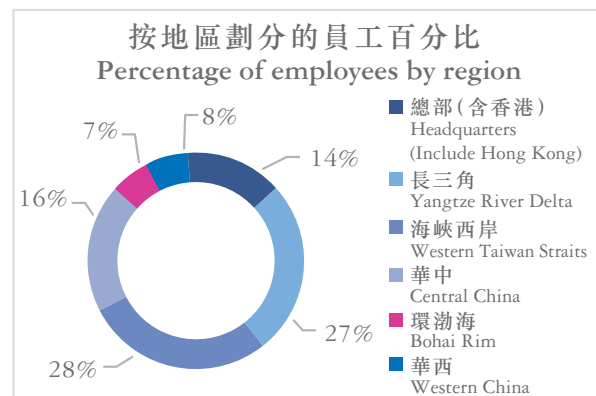
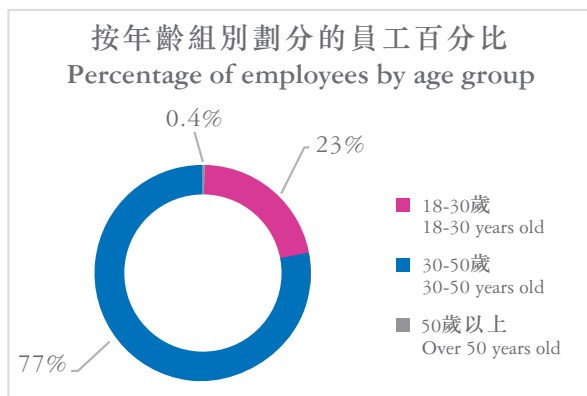
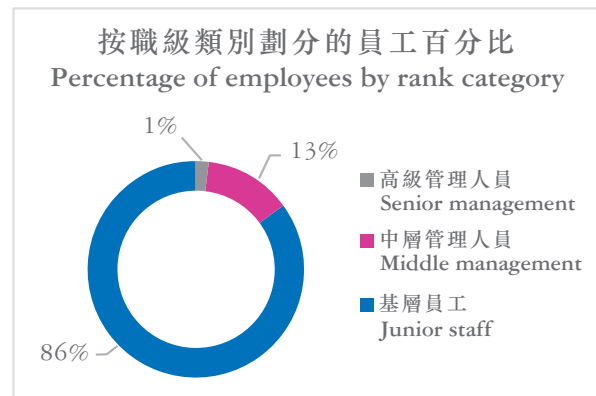
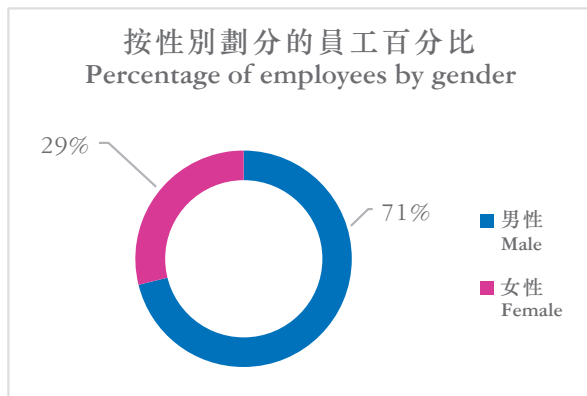
Zhenro Properties has set up a well-established training and protection mechanism for the honorary graduates which serves as a fast lane for your rapid development. The honorary graduates will not be fixed with job positions within the first 2 years to ensure that the rotation mechanism can be implemented; the performance assessment will not be forced to arrange within 3 years, thus no mandatory comparative evaluation with social recruiters; and the promotion ratio will not be limited, so can be promoted as long as excellent enough.

培養體系 Training System

人才價值 Talent Value

截至2020年12月31日，本集團共有員工總數1,902人。按照性別、職級、年齡和地區劃分的情況如下圖所示：

As of 31 December 2020, the Group had a total of 1,902 employees. The breakdown by gender, rank, age and geographical area is shown in the charts below:



人才價值 Talent Value

薪酬福利

為滿足未來的發展，正榮地產落地匹配「高質量發展期」的人才戰略，通過完善薪酬制度與福利管理體系，打造高標準精英團隊。我們發佈《薪酬管理實施細則》、《異地工作福利制度》等制度，為員工提供有競爭力的薪酬和完善的福利，吸引和留住優秀人才。我們對異地招聘／派遣、跨區域借調／輪崗的員工發放異地補貼及探親假，努力為員工提供更多的優質福利。

REMUNERATION AND BENEFITS

In order to meet the future development needs, Zhenro Properties has implemented a talent strategy that matches the “high quality development period” and built a high-standard elite team by improving the remuneration system and benefit management system. We have issued the Implementation Rules for Remuneration Management and the Benefits System for Dispatched Employees to provide competitive remuneration and comprehensive benefits for employees to attract and retain outstanding talents. We provide expat allowance and home leave to employees who are recruited/dispatched from other regions and seconded/rotated from other regions, and strive to provide more quality benefits to our employees.

福利保障 Benefits

法定福利 Statutory benefits	<ul style="list-style-type: none">• 社會保險、強制性公積金 Social insurance and mandatory provident fund	<ul style="list-style-type: none">• 住房公積金 Housing provident fund	<ul style="list-style-type: none">• 帶薪休假 Paid leave
額外福利 Fringe benefits	<ul style="list-style-type: none">• 商業意外險、健康體檢、醫療保險 Business accident insurance, physical examination and medical insurance• 補充公積金 Supplementary provident fund	<ul style="list-style-type: none">• 高溫補貼、取暖補貼、交通補貼、用餐補貼 High-temperature allowance, heating allowance, transportation allowance and meal allowance	<ul style="list-style-type: none">• 購房福利 House-purchasing welfare• 節日、生日、結婚禮金 Festival, birthday and wedding gifts

人才價值 Talent Value

舒適的小家，成就幸福的大家

A COZY HOME MAKES HAPPINESS FOR EVERYONE

我們的匠心不止於產品，對員工的關懷也是精細到每一寸。攜手自如租房為員工定制優享安家計劃，提供人才公寓特別優惠，還有商務攜程、異地住房補貼，為正榮人在幸福奮鬥的路上掃除一切後顧之憂。

Our craftsmanship is not only about our products, but also about the care for our employees. We have joined hands with Ziroom, a rental platform, to provide our employees with a customized home plan, special apartment discounts for talents, and allowance for business trips and expat housing allowance, eliminating all worries for the Zhenro's employees on their way to happiness.



關心每一位幸福奮鬥者的出行方式

CARING FOR WAY OF TRAVELING OF EVERY FIGHTER FOR HAPPINESS

正榮地產為員工提供「企業版滴滴」，從實物福利轉向服務類軟性福利，讓員工的日常商務出行更便捷，加班後快速打車回到家；同時讓報銷過程化繁為簡，減少員工報銷時的流程，讓員工可以輕鬆上路，確保正榮人幸福奮鬥路上的每一程都要有裡、有面、有溫度。

Zhenro Properties provides employees with “corporate version of Didi” as service-based soft benefits in addition to benefits in kind, which makes their daily business trips more convenient and helps them get a taxi home quickly after working overtime. Meanwhile, it simplifies the reimbursement process by reducing reimbursement procedure, which allows employees to travel with ease and ensures that every journey on the way to happiness for the Zhenro's employees is organized, dignified and comfortable.



人才價值 Talent Value

人才發展

人才是企業發展的基石，本集團在「正直構築繁榮」的價值觀指導下，依託公司理念聚合人才，凝練共贏的價值理念。

職業發展

本集團秉持公平公正、鼓勵人才多元化的發展理念，持續完善考核晉升機制，基於績效、人才盤點、360度評估結果等維度，為優秀人才提供晉升機會。

本集團為進一步完善績效的全週期管理，促進集團員工績效提升，於報告期內制定了《正榮地產績效管理制度》，並根據戰略導向原則、目標共識原則、過程管控原則以及結果閉環原則制定了組織績效和個人績效的考核內容。組織績效於每年12月，由總部績效領導小組和工作小組，牽頭運營、財務、人資、審計和其他責任部門，根據本集團戰略和年度經營計劃制定的集團責任狀開展考評。個人績效則是通過重要目標、目標權重、行動規劃和成功標尺四個維度進行綜合考核。

此外，本集團十分注重員工的職業發展規劃。依據《職位職級體系管理制度（2020版）》，我們建立了清晰、多樣的職業發展路徑，充分考慮不同職級員工的不同發展需求，在協助員工提升綜合素質及專業技能的同時，為員工打通專業類、管理類等不同維度的晉升發展通道。

TALENT DEVELOPMENT

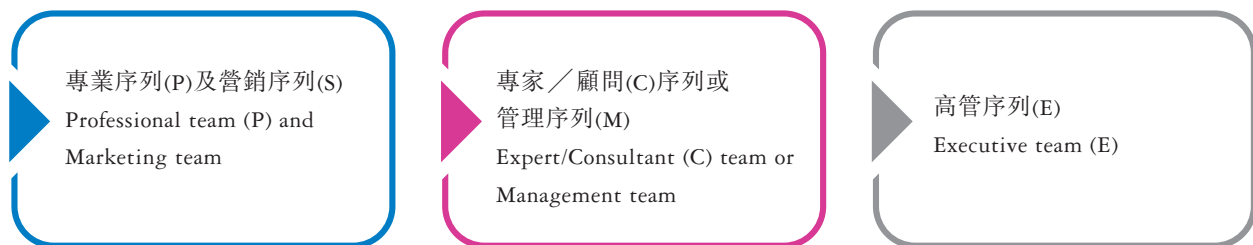
Talents are the cornerstone of corporate development. Guided by the value of “prosperity from integrity”, the Group relies on its corporate philosophy to gather talents and refine the win-win value concept.

Career Development

The Group upholds the development concept of fairness and impartiality and encouraging the diversification of talents, and continues to improve the assessment and promotion mechanism to provide promotion opportunities for outstanding talents based on performance, talent review and 360-degree evaluation results.

In order to further improve the whole cycle of performance management and promote the performance of the Group's employees, the Group has formulated the Zhenro Properties Performance Management System during the reporting period, setting out the assessment contents of organizational performance and individual performance in accordance with the principles of strategic orientation, goal consensus, process control and closed loop of results. Organizational performance is evaluated in December each year by the operation, finance, human resources, audit and other responsible departments, which are led by the headquarters performance leadership team and working group, based on the Group's responsibility statement formulated according to the Group's strategy and annual business plan. Individual performance is evaluated comprehensively in four dimensions – major goals, goal weighting, action planning and success criteria.

In addition, the Group attaches great importance to the career development planning of our employees. In accordance with the Job Ranking Structure Management System (2020 edition), we have established clear and diversified career development paths, which giving full consideration to the different development needs of employees of different ranks, to assist employees to improve their overall quality and professional skills and provide promotion paths for them in different aspects, such as profession and management.



員工晉升發展通道

Promotion and Development Paths of Employees

人才價值 Talent Value

人才培訓

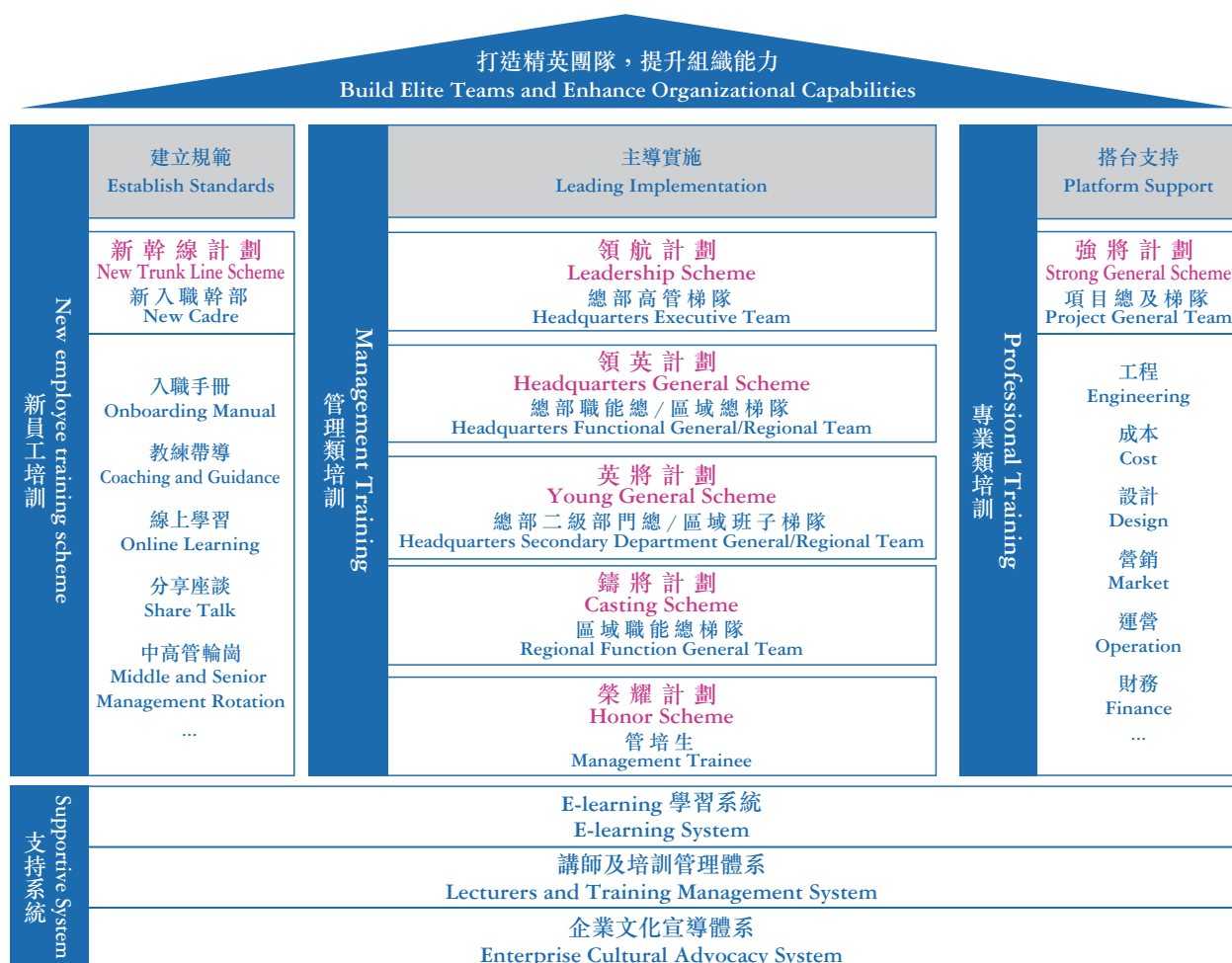
本集團持續完善人才模型，關注員工領導力、戰略力、內驅力、協作力和執行力的培養，在此基礎上我們於報告期內發佈了《正榮地產培訓管理制度(2020版)》，進一步規範了總部、各區域、各部門的培訓管理流程，通過梯隊人員輪崗制度，挖掘高潛力人才，持續推進人才梯隊的體系化建設。

本集團為支持員工成長與發展，對現有的培訓體系進行升級，以管理－專業－新人融入三大類培訓為抓手；以講師及培訓管理－文化宣導－線上學習三大系統為支撐，全面識別、培養、儲備、輸送高質量管理人才。

Talent Training

The Group continues to improve the talent model, focusing on the training of employees' abilities in leadership, strategy, internal drive, collaboration and execution. On this basis, we released Zhenro Properties Training Management System (2020 edition) (正榮地產培訓管理制度(2020版)) during the Reporting Period, further standardizing the training management process of the headquarters, each region and department and excavating high-potential talents and continuing to promote the systematic construction of the talent echelon through the echelon personnel rotation system.

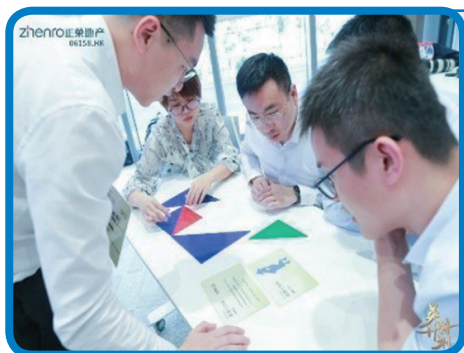
In order to support the growth and development of employees, the Group has upgraded the existing training system, focusing on three levels of training namely: management cultivation, professional development and employee orientation. We fully utilise the lecturers and training management systems, cultural advocacy systems and online learning systems to comprehensively identify, cultivate, reserve and transport high-quality management talents.



人才價值 Talent Value

在人才培養方面，正榮地產倡導「注重盤活，人才內生」，針對不同特點的人才使用不同的培養政策，為不同角色人才制定分層分類的培養計劃，為人才的後備梯隊建設提供了強有力的支撐。

In terms of talent training, Zhenro Properties advocates “focusing on revitalization and endogenous talent”. It adopts different training policies for talents with different characteristics and formulates hierarchical and classified training plans for talents with different roles, providing strong support for the construction of reserve echelon of talents.



英將計劃：該計劃聚焦新晉經理人群體，通過專家授課、沙盤模擬、管理課程等方式，助力20餘位新晉經理人成功轉身。

Young General Scheme: This scheme focused on the group of new managers and successfully trained over 20 new managers through experts' lectures, ERP simulation model and management courses.



強將計劃：聚焦經營思維與項目運營能力的提升，2020年，已開展至第四期，通過經營沙盤、專家授課、高管分享等方式，培養近50位項目總經理。

Strong General Scheme: This scheme highlighted training in business thinking and project operation capabilities. In 2020, we have put in place four training cycles, which successfully trained about 50 project general managers through utilising ERP simulation model, experts lectures, and sharing of senior management.

人才價值 Talent Value



榮耀計劃：聚焦文化融入與職業素養，面向新入職及在職的管培生開展了4次集訓，覆蓋百餘位管培生，30位榮耀生的教練，開展賦能培訓，提升帶教能力。

Honor Scheme: Focused on cultural integration and professionalism. We conducted 4 training sessions for newly recruited and in-service management trainees covering more than 100 management trainees and 30 coaches of outstanding students to carry out empowering training and improve their teaching ability.



鑄將計劃：聚焦專業技能提升與管理角色轉變，2020年各區域已開展近70場集訓，覆蓋300餘名專業骨幹。

Casting Scheme: Highlighted training on professional skills and acting management roles. In 2020, nearly 70 training sessions have been carried out in various regions, which trained more than 300 professionals.



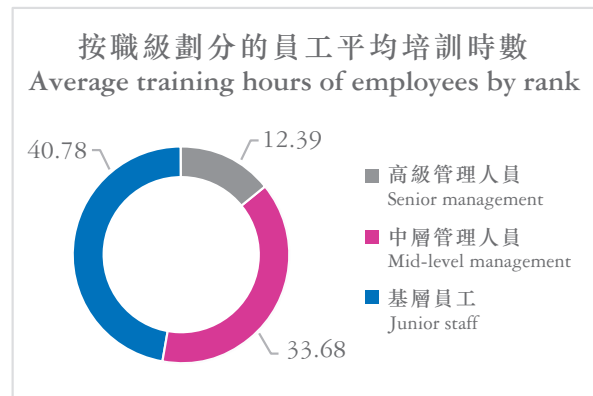
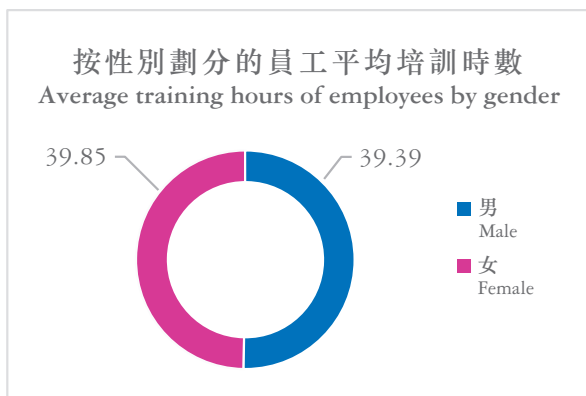
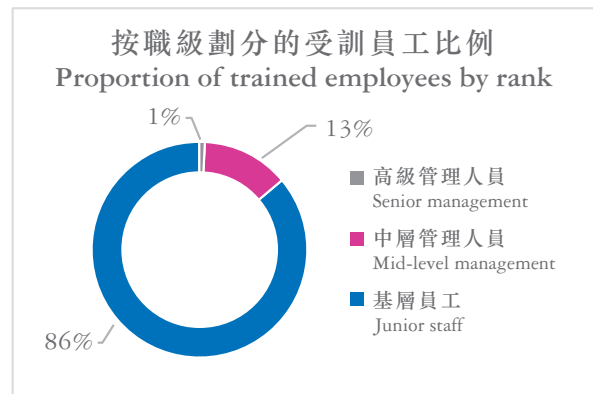
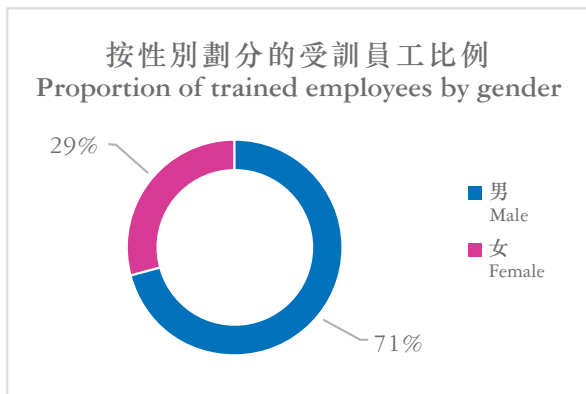
新幹線計劃：聚焦文化宣導及融入適崗，2020年，面向總部及區域新入職幹部開展了2場集訓，覆蓋40餘位新幹部。

New Trunk Line Scheme: Highlighted on promotion and integration. In 2020, 2 training sessions have been carried out for new cadres of the headquarters and regions, which trained more than 40 new cadres.

人才價值 Talent Value

截至2020年12月31日，本集團員工受訓人達1,902人，培訓總時長達75,182小時，每位員工平均受訓時數為39.53小時。

As of 31 December 2020, 1,902 employees of the Group have been trained for a total of 75,182 hours, with an average of 39.53 hours for each employee.



人才價值 Talent Value

健康安全

工作場所的健康與安全是業務運營不可或缺的一部份。本集團高度重視員工的健康與安全，始終要求員工遵循標準操作及相關規範，不斷改進並提升內部管控，保障項目施工安全及員工人身安全。

安全管理

我們嚴格遵守《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》、《工傷保險條例》等法律法規，制定了《正榮地產建設工程管理制度及實施細則》，持續強化地產建設工程管理，促進項目建設工程管理的標準化、規範化，進而提高工程質量，保障安全生產、文明施工。我們對工程項目進行全週期安全管理，嚴格實行供應商安全評審、培訓、管控機制，加強員工安全施工宣傳教育，多措並行，切實保障施工安全，用心守護員工平安。此外，我們每年還會定期組織員工進行安全培訓和健康體檢。報告期內，本集團員工均沒有發生任何與工作有關的致命事故。

HEALTH AND SAFETY

The health and safety of workplace is an integral part of business operations. The Group attaches great importance to the health and safety of employees, and always requires employees to comply with standard operation and relevant specifications, constantly improve and enhance internal control, and ensure the safety of project construction and employees' personal safety.

Safety Management

We are strictly following the Production Safety Law of the People's Republic of China, the Law of the People's Republic of China on Prevention and Control of Occupational Diseases and the Regulation on Work-Related Injury Insurance, and have formulated the Zhenro Properties Construction Project Management System and Implementation Rules (正榮地產建設工程管理制度及實施細則). We continue to strengthen the management of real estate construction projects, promote the standardization of project construction management, so as to improve the quality of projects, ensure safe production and civilized construction. We carry out full-cycle safety management on engineering projects, strictly implement the safety review, training and control mechanism for suppliers, strengthen safety construction publicity and education of the employees, and take multiple measures to effectively guarantee construction safety and carefully protect the safety of employees. In addition, we also organize regular safety training and medical examination for employees every year. During the Reporting Period, none of the employees of the Group had any work-related fatal accidents.



人才價值 Talent Value

疫情保障

由於新冠疫情在各地相繼出現，病毒傳播風險增加，本集團快速響應在全國進駐城市緊急落地一系列防控工作，覆蓋總部、各區域分公司、社區及案場等，致力於為客戶、業主和員工提供安全的環境。

我們在全國的各項目迅速部署工作方案，成立總部衛生防疫綜管中心，下發《關於進一步做好2020年春節期間衛生防範工作有關事項的通知》，並啟用應急預案。我們對案場進行全面消毒，保持大堂等公共區域門窗敞開通風；我們為員工提供口罩、免洗消毒液、體溫計等相關防護物品，全員佩戴口罩上崗，定期進行體溫測量，早晚增加疫情進展通報環節，做好信息報送與預測預警，安全有序的推進項目復工復產。

Pandemic Protection

Due to the emergence of COVID-19 in various places and the increased risk of the spread of the virus, the Group quickly responded to a series of emergency prevention and control work in the established cities across the country, covering the headquarters, regional branches, communities and case sites, etc., committed to providing a safe environment for customers, property owners and employees.

We quickly deployed work plans in various projects across the country, established the headquarters health and pandemic prevention integrated management center, issued Notice on Further Improving the Health and Prevention Work During the 2020 Spring Festival(關於進一步做好2020年春節期間衛生防範工作有關事項的通知) and launched the emergency response plan. We carried out a comprehensive elimination of the showrooms, and kept the doors and windows in the lobby and other public areas open and ventilated. We also provided masks, disinfectant, thermometer and other protective items for employees. All employees need to wear masks on work and take regular temperature measurement. We will report the progress of the pandemic in the morning and evening, do a good job in information reporting, prediction and early warning, and promote the resumption of work and production of projects in a safe and orderly manner.

對內防控措施

Internal prevention and control measures

多渠道採購醫用外科口罩，停止春節期間營業，取消全部節日期間慰問活動，減少人員聚集。
Purchase medical surgical masks through multiple channels, suspend business during the Spring Festival and cancel all condolence activities during the festival to avoid people gathering.

對外防控舉措

External prevention and control measures

作為疫情嚴重的武漢地區，確保員工能足額準時收到工資，武漢區域薪資由總部統一發，全集團薪資在疫情期間，工資福利足額發放，確保員工的薪酬福利得到保障。
Due to the serious pandemic in Wuhan, the salary in Wuhan region is uniformly distributed by the headquarter in order to ensure that employees can receive the salary in full and on time. During the pandemic period, the salaries and benefits of the Group were paid in full to ensure that the salaries and benefits of employees were guaranteed.

升級監控力度

Upgrade monitoring

重點跟進發現敏感症狀的員工，每日通報進展，實時溝通。
Focus on employees with sensitive symptoms, report progress daily and communicate in real time

防護措施

Protective measures

疫情期間，採取居家辦公模式，針對在抗疫一線的員工家屬進行電話慰問並發放慰問金，同時安排員工進行有序有批次的復工，並定時發放防疫物資。
During the pandemic period, we adopted the home-based office mode and made phone calls and issued condolences to the families of employees on the front line of fighting the pandemic. At the same time, we arranged employees to return to work orderly, and regularly distributed pandemic prevention materials.

人才價值 Talent Value

員工關懷

本集團積極創造尊重、平等、關懷員工的企業文化氛圍，不斷充實員工業餘生活，實現工作與生活的平衡，致力於為員工提供更加高效、舒適的工作環境。

員工溝通

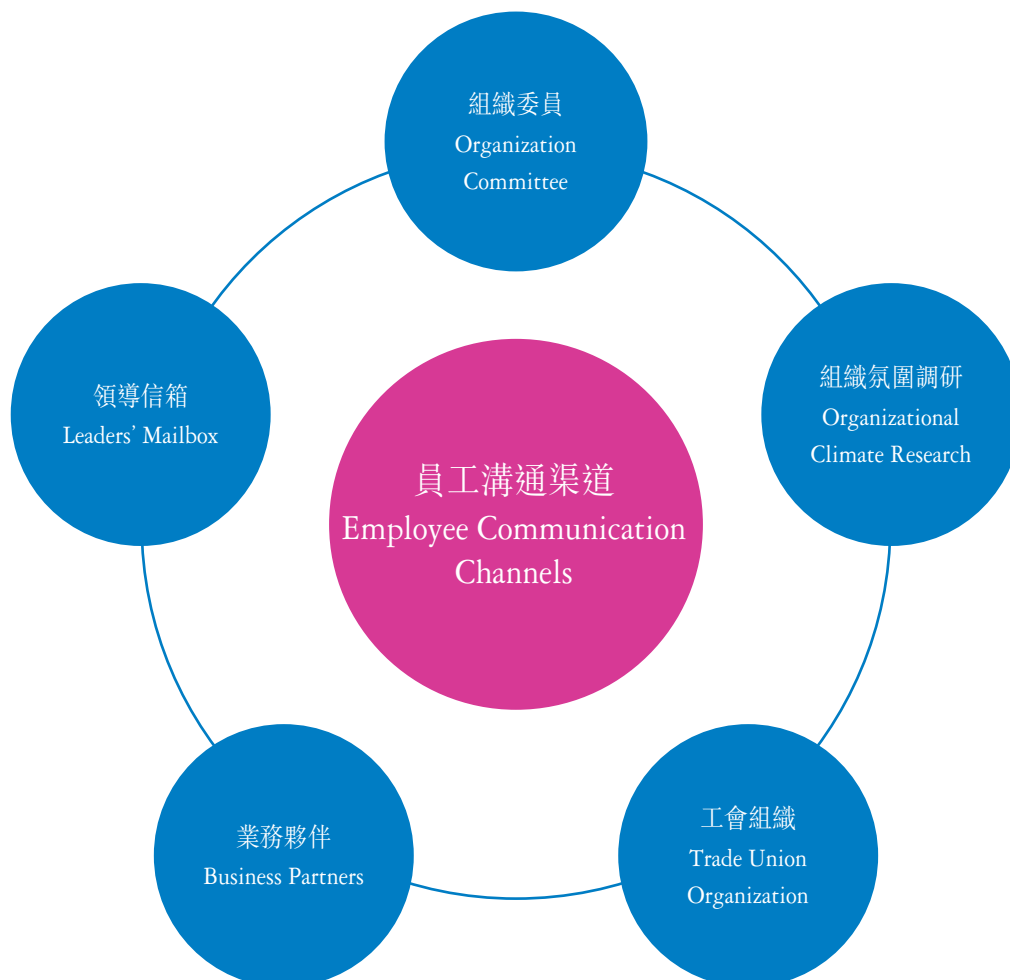
暢通的交流機制是員工平等參與的重要保障。本集團通過搭建完善的溝通體系，確保員工溝通有窗口，信息傳遞有渠道，問題能得到及時反饋解決。我們關心員工生活，聆聽員工的訴求和建議，通過打通層級之間的交流屏障，讓員工和管理層在溝通反思之中不斷成長。

CARE FOR EMPLOYEES

The Group actively creates a corporate culture of respect, equality and care for employees, constantly enriches employees' spare time life, achieves a balance between work and life, and is committed to providing employees with a more efficient and comfortable working environment.

Employee Communications

An unimpeded communication mechanism is an important guarantee for equal participation of employees. The Group ensures that there are channels for staff communication and information transmission, and problems can be timely fed back and solved through building a sound communication system. We care about employees' lives and listen to their demands and suggestions. Through breaking down the communication barrier between different levels, we enable employees and management to continue to grow through communication and reflection.



人才價值 Talent Value

員工活動

我們倡導員工互愛互助，共建幸福企業，關注員工的「食、樂、健、住、行」，支持員工組建各類文娛俱樂部，開展豐富的文體娛樂活動，打造幸福企業文化，提升員工的歸屬感。

Employee Activities

We advocate that employees love each other and help each other and build a happy enterprise together. We pay attention to “food, happiness, health, housing, transportation” of employees, support employees to set up all kinds of recreational clubs, carry out a variety of sports and entertainment activities to create a happy corporate culture and enhance the sense of belonging of employees.

正榮的幸福，從「胃」開始

HAPPINESS OF ZHENRO STARTS FROM “STOMACH”

疫情期間，我們的員工食堂—「榮味坊」為員工悉心準備健康的一日三餐，包括早餐4元吃到飽，午餐25元親民價格打卡各地美食以及豐富的下午茶。此外，還專門貼心的為加班人士準備「深夜食堂」美味便當。

During the pandemic period, our staff canteen- “Rong Wei Fang”(榮味坊) carefully prepares three healthy meals a day for our employees, which include all-you-can-eat breakfast charged at RMB4 and lunch for all kinds of food charged at RMB25 and abundant afternoon tea. In addition, the “Midnight Diner”(深夜食堂) is specially prepared for employees who work overtime.



榮廚駕到
Zhenro Chef



豐富下午茶
Abundant Afternoon Tea

人才價值 Talent Value

每一個節慶，正榮都陪你幸福走過

SPEND EVERY FESTIVAL HAPPILY WITH ZHENRO

本集團為調動員工工作積極性，在每一個重要的日子都為正榮人送上一份溫暖陪伴，積極舉辦了員工生日會，中秋晚會和尾牙春晚等各種活動。

The Group provides its employees with warmth on every important day, and actively holds various activities such as employee birthday parties, Mid-Autumn Festival Party and Weiya Spring Festival Gala to improve their enthusiasm for work.



聖誕派對
Christmas Party



員工生日會
Employee Birthday Parties

關愛員工健康，我們是認真的

CARE FOR THE HEALTH OF EMPLOYEES SERIOUSLY

我們關注員工的身心健康，開設了近40個文娛俱樂部，為每位員工提供了豐富多樣的體育健身活動。此外，每年還有專業體檢機構，為正榮人打造專屬體檢方案。疫情期間，更是積極開展了雲上醫生、名醫大講堂等活動，為員工的健康保駕護航。

We care about the physical and mental health of our employees and have been set up nearly 40 cultural and entertainment clubs to provide each of them with various sports and fitness activities. In addition, there are professional medical examination institutions to create special medical examination programs for our employees every year. During the pandemic, we also actively carried out the activities such as online doctor and lectures given by famous doctors to protect our employees' health.



榮行者跑團
“Walkathon of Zhenro” Running Team



籃球比賽
Basketball Match

攜手合作

Collaboration

正榮地產以開放的姿態擁抱外部合作，在多元化發展中不斷拓展合作領域，加強供應商的管理與交流，與同行、政府等夥伴加強合作，通過行業互助以及互利共贏戰略協同的合作關係，攜手為房地產行業創造更大的價值。

供應商管理

高質量的供應鏈體系是本集團提供優質產品和服務的重要前提。我們嚴格遵守《中華人民共和國招標投標法》、《工程建設項目招標範圍和規模標準規定》等法律法規，於報告期內組織各相關部門修訂完善《正榮地產招標採購及供應商管理制度》以進一步提升供應商管理水平。

供應商准入

我們建立有嚴格的供應商准入及評價標準與流程。我們的供應商類型主要分A、B、C三類，新增供應商可通過自主註冊、內部推薦、本集團主動聯繫三種渠道成為潛在供應商，需經歷資料評審和現場考察，在評判其滿足質量、資質、成本、交付、服務等要求後方可成為合格供應商。

Zhenro Properties embraces external cooperation with an open attitude, continuously expands cooperation areas in diversified development, improves the management and communication with suppliers, and strengthens cooperation with peers, governments and other partners to jointly create greater value for the real estate industry through the partnership featured with industry mutual assistance and mutual benefit and win-win strategy.

SUPPLIER MANAGEMENT

A high-quality supply chain system is an important prerequisite for the Group to provide quality products and services. We strictly abide by laws and regulations such as the Law of the People's Republic of China on Tendering and Bidding, and the Rules on the Tender Scope and Criteria for Construction Projects. During the Reporting Period, we organized relevant departments to revise and improve the Management System of Tendering, Procurement and Supplier of Zhenro Properties to further improve the management of suppliers.

Supplier Admission

We have established strict supplier admission and evaluation standards and procedures. Our suppliers are mainly divided into three categories: A, B and C. A new supplier may become potential suppliers through three channels: self-registration, internal referral, and being initiatively contacted by the Group. The supplier is admitted as a qualified supplier only after it meets the requirements of quality, qualification, cost, delivery and service through information review and on-site inspection.

攜手合作 Collaboration

A類：大型直營央企、上市直營民企

B類：地方性國企、大型直營民營企業
(年產值50億以上)

C類：中型民企(年產值不足50億)、與
標桿企業長期合作的優質聯營模式企業

Category A: large-scale directly-operated central enterprises, listed directly-operated private enterprises

Category B: local state-owned enterprises, large-scale directly-operated private enterprises (with annual output value above RMB5 billion)

Category C: medium-scale private enterprises (with annual output value less than RMB5 billion), enterprises with high quality joint venture model that have long-term cooperation with benchmark enterprises

新增供應商 New Suppliers

自主註冊：

- 「正榮地產招採平台」招募
- 自行與正榮地產聯繫

Self-registration:

- Recruitment on “Zhenro Properties Tendering and Procurement Platform”
- Contact Zhenro Properties on their own

內部推薦：

- 相關部門推薦提供
- 本集團員工推薦(需迴避相關業務決策)

Internal Referral:

- Recommended by relevant departments
- Recommended by employees of the Group (subject to avoidance of relevant business decisions)

正榮地產主動聯繫：

- 本集團主動聯繫的行業知名企業

Being Initiatively Contacted by Zhenro Properties:

- Famous companies in the industry that the Group initiatively contacted

潛在供應商 Potential Suppliers

資料評審：

- 供應商資質預審文件：《供應商資格預審一覽表》、《供應商資格預審資料》，總承包單位還應提供《商務徵詢函》
- 考察原則：產品質量、資質等級、合作意願、產品品牌、服務承諾、良好合作記錄

Information review:

- Supplier pre-qualification documents: List of Supplier Pre-qualification, Supplier Pre-qualification Information, and in case of a general contractor, the Business Inquiry Letter
- Inspection principles: product quality, qualification level, cooperation intention, product brand, service commitment, good cooperation track record

現場考察：

- 考察原則：判斷材料設備、提供的工程服務在質量、價格、施工配合、交貨日期、售後服務等方面都能達到項目發展的要求，同時作為供應商能否入圍參加投標的依據
- 考察文件：《供應商考察評分表》、《供應商考察報告》

On-site inspection:

- Inspection principles: evaluate whether the materials and equipment, and the engineering services provided can meet the requirements of the project development in terms of quality, price, construction, delivery date and after-sales service, and such factors will serve as the basis for whether the suppliers can be shortlisted to participate in the tendering
- Inspection documents: Form of Supplier Inspection Score, Supplier Inspection Report

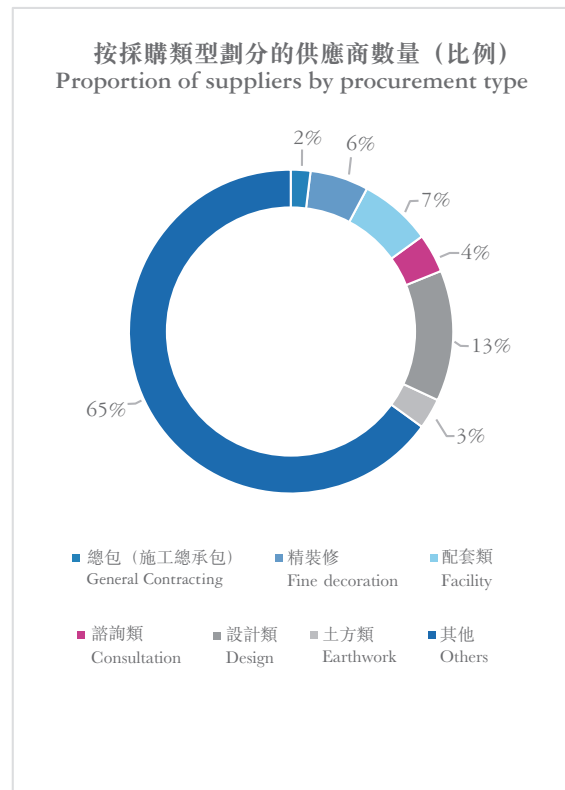
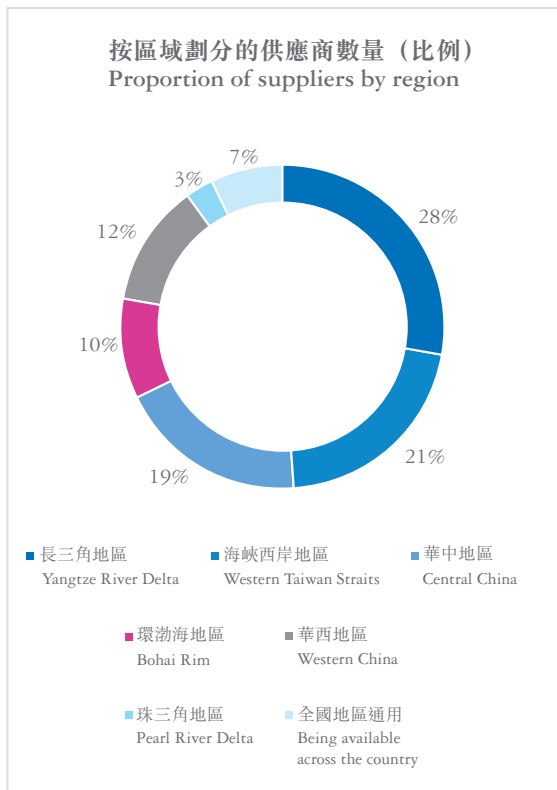
合格供應商入庫 Listed Qualified Suppliers

供應商准入流程 Supplier Admission Process

攜手合作 Collaboration

截至2020年12月31日，本集團已與7,549家供應商建立合作關係。

As of 31 December 2020, the Group has established partnerships with 7,549 suppliers.



攜手合作 Collaboration

供應商評價

為確保供應質量，我們構建並持續完善全過程的供應商評價體系，通過區域公司履約評估、集團工程評估、商務合作評估以及集團分管領導修正等維度，綜合評價供應商與本集團的合作能力，要求表現欠佳的供應商提交績效改進計劃，並審核、跟蹤供應商的績效改進情況，同時及時凍結淘汰不合格供應商，實現動態管理。此外，我們基於評估結果對供應商進行分類管理，對不同級別供應商分別制定合作關係發展計劃。

Supplier Evaluation

In order to ensure the quality of supply, we establish and continuously improve the entire process of supplier evaluation system. We comprehensively evaluate the ability of suppliers to cooperate with the Group through performance evaluation by regional companies, engineering assessment by the Group, business cooperation assessment, amendment by the leaders of the Group and other dimensions. We require suppliers with poor performance to submit performance improvement plans, review and follow up suppliers' performance improvement, and freeze and eliminate disqualified suppliers in a timely manner to achieve dynamic management. In addition, we categorize suppliers based on the evaluation results, and formulate partnership development plans for suppliers at different levels.

區域公司供應商履約評估

Supplier performance evaluation by regional companies

- 過程評估：在合同簽署之後履約完成之前，分階段對供應商合作過程中的表現進行評估
- 後評估：履約完成之後，對供應商在保修期內的表現進行評估
- Process evaluation: evaluate the performance of the supplier in the cooperation process in stages after contract signing and prior to completion of performance
- Post-evaluation: evaluate the performance of the supplier in the warranty period upon completion of performance

總部工程評估 Engineering assessment by the headquarter

- 由本集團總部工程成本中心通過第三方評價、工程過程管理配合等維度對施工單位進行評估
- The construction unit is evaluated by the engineering cost center of the headquarters of the Group through third-party evaluation, process management cooperation and other dimensions

總部商務合作評估 Business cooperation assessment by the headquarter

- 由本集團總部工程成本中心對施工單位合同履約、簽證變更、結算等商務工作進行評估
- The engineering cost center of the headquarters of the Group will evaluate the contract performance, visa change, settlement and other commercial work of the construction unit

總部分管領導修正 Amendment by the leaders of the headquarter

- 由本集團總部生產板塊分管領導對施工單位的合作理念、戰略佈局等方面進行評估
- The leaders in charge of the construction section of the Group's headquarter will evaluate the cooperation concept, strategic layout and other aspects of the construction unit

供應商評價體系 Supplier Evaluation System

攜手合作 Collaboration

戰略級供應商 (S級) Strategic suppliers (Level S)

- 指與本集團形成戰略共識，有較強金融和資源整合能力，能夠為本集團提供戰略層面的資源支持、技術支持和資金支持的供應商。
- 本集團可直接委託戰略級供應商採購或施工。
- The suppliers that have formed a strategic consensus with the Group, have strong financial and resource integration ability and can provide strategic resource support, technical support and financial support for the Group.
- The Group can directly entrust strategic suppliers to purchase or construct.

集團優秀級供應商 (A級) Excellent suppliers of the Group (Level A)

- 指與多區域合作，且各區域供應商評價均為優秀的供應商。
- 在同等條件下，優秀供應商較合格供應商在入圍新項目的招投標機會上有享有優先權，優質項目工程優先考慮優秀供應商入圍和承接。
- The suppliers that cooperate with multiple regions and are rated as excellent in supplier evaluation in each region.
- Under the same conditions, excellent suppliers are given priority over qualified suppliers on bidding for new shortlisted projects. For high-quality projects, priority is given to excellent suppliers for shortlisting and undertaking.

地區優秀級供應商 (B級) Excellent regional suppliers (Level B)

- 指與單區域合作，且該區域供應商評價為優秀的供應商。
- 在同等條件下，優秀供應商較合格供應商在入圍新項目的招投標機會上有享有優先權，優質項目工程優先考慮優秀供應商入圍和承接。
- The suppliers that cooperate with a single region and are rated as excellent in supplier evaluation in such region.
- Under the same conditions, excellent suppliers are given priority over qualified suppliers on bidding for new shortlisted projects. For high-quality projects, priority is given to excellent suppliers for shortlisting and undertaking.

不合格供應商 Disqualified suppliers

- 指年度分級結果為「不合格」的供應商。
- 不合格供應商需凍結一年，該期限內該單位不得再與正榮地產不合格評價所在區域項目進行任何形式的合作。一年後如果再次合作，需重新考察入庫。
- The suppliers that have annual evaluation results are "disqualified".
- A disqualified supplier will be suspended from cooperation for one year. During such period, such unit shall not cooperate with the projects of Zhenro Properties in any form in the region where the unqualified evaluation is given. If we cooperate with such unit again one year later, we need to review whether it is a qualified supplier.

黑名單供應商 Blacklisted suppliers

- 有下列行為之一的供應商：1) 提供虛假材料、隱瞞真實情況，騙取供應商入圍資格的；2) 存在圍標、串標、欺詐、假冒偽劣、以次充好等行為的；3) 中標後無正當理由不簽訂合同的；
- 黑名單供應商暫停合作期為三年，該期限內該單位不得再與正榮地產所有項目進行任何形式的合作。三年後需啟動合作的，必須經補充考察入庫，且報總部工程成本中心審批確認後方可。
- The suppliers that have one of the following behaviors: 1) providing false materials and concealing the actual situation to attain the qualification of shortlisted suppliers; 2) the existence of bid rigging, collusion, fraud, counterfeits and inferior, substandard goods being passed off as high-quality ones; 3) refusing to enter into a contract without justified reasons after winning the bid;
- A Blacklisted supplier will be suspended from cooperation for three years. During such period, such unit shall not cooperate with all of the projects of Zhenro Properties in any form. If we need to resume cooperation with such unit after three years, we must review whether it is a qualified supplier and report to the engineering cost center of the headquarter for approval.

供應商分級管理

Supplier Categorization Management

報告期內，本集團對1,591家供應商開展審核評價工作。

During the Reporting Period, the Group conducted review and evaluation work on 1,591 suppliers.

攜手合作 Collaboration

供應商廉潔

我們致力於建設公開透明的採購體系，我們在招標時向所有供應商發佈《致供應商和合作單位的廉潔倡議書》，並要求合作供應商簽署《廉潔合作協議－公平競爭承諾書》和《廉潔協議書》。此外，我們重視信息化技術在供應商廉潔管理中的應用，上線供應商協同平台，覆蓋供應商履約評估、供應商管理、招採管理等功能，實現供應鏈全生命週期高效、可追溯的集中化動態管控。報告期內，我們就供應商管理相關制度的更新情況、供應商協同管理平台的應用等主題開展宣貫培訓，促進雙方遵守行業規範和商業道德。

供應商溝通

我們深知企業的穩健發展離不開與供應商的良好合作關係。對此，我們積極與供應商對話，保持與重要戰略供應商每年兩次的高層會晤，並舉辦供應商大會等交流活動。報告期內，我們與中核二二、中核華興、中建二二、龍元建設、東方雨虹、蒙娜麗莎集團等供應商共同探索互惠互利的共贏之道，並發佈《2020年度優秀供應商名錄》，以感謝與本集團共同成長、攜手共進的供應商們。

Integrity of Suppliers

We are committed to building an open and transparent procurement system. We will issue an “Integrity Initiative to Suppliers and Partners” to all suppliers at the time of tendering, and require our partner suppliers to sign the “Integrity Undertaking – Letter of Commitment on Fair Competition” and “Agreement of Integrity”. In addition, we emphasize the application of information technology in the integrity management of suppliers, and have launched a supplier collaboration platform covering supplier performance assessment, supplier management and procurement management to realize efficient, traceable and centralized dynamic management of supply chain in full life circle. During the Reporting Period, we conducted publicizing trainings on the update of the supplier management system and the application of the supplier collaboration management platform to promote compliance with industry regulations and business ethics by both parties.

Communications with Suppliers

We deeply understand that the steady development of the Company depends on the good relationship with suppliers. To this end, we actively communicate with suppliers, maintain senior management meetings with important strategic suppliers twice a year, and organize supplier conferences and other communication events. During the Reporting Period, we cooperated with suppliers such as CNI22, CNI Huaxing, CSCEC, Longyuan Construction, Oriental Yuhong and Monalisa Group to achieve mutual benefit and win-win model. We also issued the “List of Excellent Suppliers in 2020” to express our sincere appreciation to all the suppliers who supported and worked with the Group.

攜手合作 Collaboration

中核二二訪問交流 AN EXCHANGE VISIT TO CNI22

2020年9月24日，本集團管理層前往中核二二總部與相關領導、單位負責人就雙方合作事宜進行了深入友好的交流。本次交流回顧了2020年的合作情況，並探討未來的合作模式，包括集中資源，加強優勢區域的戰略合作，建立品牌效應，在此基礎上，拓寬合作領域，深化合作關係；建立溝通協調機制，梳理解決好項目建設過程中的各類問題；加強工程安全、質量管理，以高標準推動高質量建造水平，共同打造精品工程。

On 24 September 2020, the management of the Group visited the headquarters of CNI22 and had an in-depth and friendly exchange with relevant leaders and persons in charge in respect of the bilateral cooperation. During such exchange, both parties reviewed the cooperation in 2020 and discussed the future cooperation model, including centralizing resources, strengthening strategic cooperation in advantageous regions and creating brand superiorities, and further broadening cooperation scopes and deepening cooperation relationship on aforementioned basis; established coordination mechanism to sort out and solve various problems during project construction; strengthened project safety and quality management to set up high standard, thereby promoting high-quality construction and jointly creating high-quality projects.



中核二二訪問交流
An exchange visit to CNI22

攜手合作 Collaboration

助推行業發展

本集團致力於通過多元化的合作模式，助推房地產行業可持續發展。我們積極加入中城聯盟聯合採購、在滬閩商聯合採購等行業聯盟，與區域內的標桿開發商建立良好的互動學習關係；同時，我們亦加入中國反舞弊聯盟、閩系在滬房企審計監察聯盟，致力與同行共享信息，加強反舞弊的專業力量。

報告期內，我們與政府、企業等不同類型的夥伴建立戰略合作關係，充分整合雙方資源優勢，共同推動行業的進步與發展。

CONTRIBUTING TO INDUSTRY DEVELOPMENT

The Group is committed to promoting the sustainable development of the real estate industry through diversified cooperation models. We actively join industry alliances such as the Zhongcheng Joint Procurement Alliance and the Shanghai-based Fujian merchants Joint Procurement to establish good interactive learning relationships with leading developers in the region. We also join the China Enterprise Anti-Fraud Alliance and the Shanghai-based Fujian Real Estate Enterprises Audit and Supervision Alliance, striving to share information with our peers and strengthen our anti-fraud expertise.

During the Reporting Period, we established strategic partnerships with different partners, such as governments and enterprises, to fully integrate their resources and jointly promote the progress and development of the industry.

政企合作 GOVERNMENT-ENTERPRISE COOPERATION

報告期內，正榮地產與莆田市政府合作推進莆田荔城區核心地段綏溪公園片區規劃方案的落地。該公園片區總規劃1,400畝，包括商品住宅、安置房、商業、公建、學校等業態。作為業內一流的大型綜合性房地產開發商，正榮地產在本次合作中為其整體開發方案提供專業意見。截至2020年12月31日，綏溪公園首期用地已成功推向市場，後續開發建設正有序推進。

During the Reporting Period, Zhenro Properties cooperated with the Putian Municipal Government to facilitate the implementation of Shouxi Park Area Planning, the core land of Licheng District, Putian City. This area covers a total planning area of 1,400 mu, including commercial residences, resettlement housing, commercial, public buildings, schools and other types of buildings. As a leading large-scale integrated real estate developer in the industry, Zhenro Properties provides professional advice on the overall development plan in this cooperation. As of 31 December 2020, the Shouxi Park Phase I has been available to the market and the subsequent development and construction is progressing in an orderly way.

企企合作 ENTERPRISE -ENTERPRISE COOPERATION

正榮地產相信通過合作開發土地資源，最大化地利用合作方間的優勢，將會成為推動房地產市場發展的主流。因此，我們與80餘家企業攜手，共享資源，助力產業升級。報告期內，我們與路勁聯合開發鄭州正榮路徑悅東園項目、與石榴集團聯合開發南京江悅潤府項目、與弘陽聯合開發南京望江悅府項目、與旭輝聯合開發合肥正榮旭輝政務未來項目等，持續推動創新力和生產力再造。

Zhenro Properties believes that cooperation in developing land resources would maximize the advantages between the partners, which will become the main measure in driving the development of the real estate market. Therefore, we have cooperated with over 80 companies to share resources and help upgrade the industry. During the Reporting Period, we continued to promote innovation and productivity re-engineering by jointly developing property projects, such as the Zhengzhou Zhenro Joy East Garden with RK Properties, the Nanjing Riverside Mansion with the Anar Group, the Nanjing Riverside Joy Mansion with Rsum and the Hefei Zhenro Cifi Government Project with Cifi, etc..

溫暖社會

Care for Society

正榮地產不斷挖掘企業社會價值，勇擔企業責任，積極回饋社會。我們致力於發揮企業資源優勢，以飽滿的熱情投身到各類公益事業活動當中。我們廣泛參與美好社區、慈善捐助和抗擊疫情等各項社會公益事業，追求並創造經濟、社會、環境等綜合價值，用溫暖、愛心、責任，共建美好生活，共享繁榮發展。

美好社區

我們與政府合作，資助民間組織，開展相關社區工作服務。在持續完善並推行全週期客戶服務體系、打造溫度社區的基礎上，我們通過「你好，社區」和「禾平台」等公益活動，搭建社區公益項目平台，引導社區居民和社區組織共同參與探索多元的社區文化，建設溫馨健康的綠色城市社區新生活。

多元文化社區

報告期內，我們通過「你好，社區」城市社區營造項目，開展了兒童手工課、居民中秋舞台等多元文化的公益活動，推動社區公共空間發展，創新公益服務，讓公益多一點想象。

Zhenro Properties is continuously exploring its corporate social value, taking up its corporate responsibility and actively giving back to the society. We are committed to leveraging our corporate resources and are enthusiastic about participating in various public welfare activities. We participate in a wide range of social welfare projects, such as Good Community, Charity activities and Anti-Pandemic, pursuing and creating economic, social and environmental values, building a better life and sharing prosperity with warmth, love and responsibility.

GOOD COMMUNITY

We work with the government and fund private organisations to deliver community services. In addition to continuing to improve and implement a full cycle of customer service system and building a warm community, we have established a platform for community welfare projects through “Hello, Community” and “Harmony Platform” activities, so as to lead residents of the community and community organizations to collectively explore a diverse and lively community culture, hence creating a new urban community life with warmth, health and green.

Diversified Community

During the Reporting Period, through the “Hello, Community” urban community development project, we organised multi-cultural social welfare activities such as handicraft classes and Mid-Autumn Festival Stage Performance to promote the development of community public area and innovative public service.

溫暖社會 Care for Society

一起繪更好 | 這個社區，就屬你「繪」玩！

LET'S PAINT A BETTER FUTURE | THE COMMUNITY'S LOOKING FORWARD TO YOUR PAINTINGS!

報告期內，正榮地產福州區域線上彩繪活動正式啟動，讓藝術走進社區，開展「一起繪更好」社區公益彩繪活動，整合資源、公益賦能，對老舊社區的井蓋、牆面等進行彩繪創作，並邀請福州市民、業主共同參與。

During the Reporting Period, Zhenro Properties officially launched the online colored painting activity in Fuzhou to bring art into the communities. The community colored painting charitable activity themed by “Let’s paint a better future” was designed to integrate resources and pass positive energy through this charitable activity. During the activity, Fuzhou citizens and property owners were invited to paint on the well lids and walls in those old communities.



你好社區 | 月圓悅歡喜—社區居民中秋舞台

HELLO, COMMUNITY | HAPPY WITH FULL MOON – MID-AUTUMN FESTIVAL STAGE JOINED BY COMMUNITY RESIDENTS

2020年9月初，中秋佳節之時，虹橋正榮府社區裡上演了一場別樣的「團圓」，社區居民歡聚一堂，正榮地產聯合正榮專項基金會、社區內居民和社區組織幾股力量自編自導自演一場「月圓悅歡喜」盛大的節日派對，共話佳節美好。

In early September of 2020, on the occasion of the Mid-Autumn Festival, an unconventional “reunion” was held in Hongqiao Zhenro Mansion Community where the residents of the community enjoyed a happy get-together. Zhenro Properties designed and organized the grand festival party with the theme of “Happy with Full Moon” jointly with Zhenro Special Foundation, the residents of the community and the community organizations, and they all had a happy festival during the party.



溫暖社會 Care for Society

溫馨健康社區

社區基金會是社區議題的推動者。本集團以「科學、透明、有效、創新」的運作理念，通過開展「禾平台」項目，推動社區公益發展，建設具有溫馨健康文化的社區環境。

A Warm and Healthy Community

Community Foundation is the driving force of community issues. Operating under the philosophy of “Science, Transparency, Effectiveness and Innovation”, the Group established the “Harmony Platform” project in a bid to promote the development of community public welfare and build a warm and healthy community environment.

老友記×愛聚重陽 | 與愛同行，合肥正榮臻情暖長者！

OLD FRIENDS × LOVE GATHERING ON DOUBLE NINTH FESTIVAL | ACTING WITH LOVE, HEFEI ZHENRO WARMED THE SENIOR WITH EARNEST LOVE !

報告期內，合肥正榮地產聯合正榮物業特別開展「朝夕陪伴 愛聚重陽」重陽關懷活動，通過入戶測量血壓、贈送養生花茶等活動，獻禮老年業主，關愛長者健康。

During the Reporting Period, Hefei Zhenro Properties specially carried out a Double Ninth Festival caring activity jointly with Zhenro Properties with the theme of “Accompanying Day and Night, Love Gathering on Double Ninth Festival”. It was intended to present gifts to the senior property owners and care for their health by entering their home to measure blood pressure, giving away health-preserving scented tea and other activities.



你好，社區 | 正榮公益走進福州鼓樓中山社區

HELLO, COMMUNITY | ZHENRO PUBLIC WELFARE IN ZHONGSHAN COMMUNITY OF GULOU DISTRICT, FUZHOU

老吾老以及人之老，對於每個社區來說，老人無疑是最需要關懷的一個群體。尤其是寒冬臘月時節，老人更需要他人的溫暖和關懷。2020年12月16日，正榮地產聯合「你好社區」項目組與正榮服務一起走進福州市鼓樓區中山社區，邀請了30位來自中山社區的老人代表參加「你好，社區」互動沙龍。本次活動通過調研工作坊+手工製作的形式了解中山社區老人的服務需求，為後續策劃社區服務內容做前期準備。

As the old adage goes “love other’s elder as yours”, the elderly are undoubtedly the group most in need of care for every community and they need the warmth and care from others especially in severe winter days. On 16 December 2020, Zhenro Properties, together with the “Hello, Community” project team, headed into the Zhongshan Community of Gulou District, Fuzhou with Zhenro Services and invited 30 elderly people from the Zhongshan Community to participate in the “Hello, Community” interactive salon. The activity tried to understand the needs toward services of the elderly from the Zhongshan Community in the form of research workshop + hand making, thus better preparing for the follow-up planning of the content of community services.



溫暖社會 Care for Society

維護綠色社區

環境保護是保證企業經濟長期穩定增長和實現可持續發展的基本目標之一。本集團通過支持和推動中國社區基金會發展，以專業有效的方法引導社區居民參與社區環境保護，讓保護環境融入到居民的自覺意識和行動中來，為實現綠色社區的美好生活一起努力。

Maintaining Green Community

Environmental protection is one of the fundamental goals to ensure the long-term steady economic growth of enterprises and to realize sustainable development. By supporting and promoting the development of community foundations in the PRC, the Group guides community residents to participate in community environmental protection with professional and effective methods, so that environmental protection is integrated into residents' consciousness and actions, and everyone works together to build a better life in a green community.

你好社區 | 媒體關注：環保公益進社區，讓孩子感受「新時尚」

HELLO, COMMUNITY | MEDIA SPOTLIGHT: CHARITY ACTIVITY FOR ENVIRONMENTAL PROTECTION IN COMMUNITY AND LET CHILDREN FEEL THE "NEW FASHION"

為響應蘇城垃圾分類「新時尚」的號召，讓「環保」走進社區深入居民心中。報告期內，在蘇州獨墅湖畔的吳中區郭巷街道正榮國領小區，由正榮地產蘇滬區域公司主辦、正榮公益基金會承辦的一場別開生面的「變廢為寶、益起行動」環保公益活動火熱開展。繽紛多彩的繪本賞析、落葉貼畫、變廢為寶及手織捕夢網等有趣的體驗，讓參與活動的小朋友們深刻感受到保護環境的重要意義。

In response to the call of "New Fashion" of garbage sorting in Suzhou, and making the concept of "Environmental Protection" deeply rooted in the mind of residents in the community, a spectacular charity activity for environmental protection, namely "Turning Trash into Treasures and Taking Actions Together", which was sponsored by the regional companies of Zhenro Properties in Jiangsu and Shanghai and undertaken by Zhenro Foundation, was in full swing at the Zhenro Guoling Community along the lakeside of Dushu Lake in Guoxiang Street, Wuzhong District, Suzhou during the Reporting Period. Through interesting experiences, such as appreciation for colorful picture books, posting fallen leaves on a piece of paper as a picture, activities like turning trash into treasures and knitting dream catchers, the children participating in this activity deeply recognized the importance of environmental protection.



溫暖社會 Care for Society

天津 • 不塑之約

TIANJIN • NO PLASTIC

正榮地產環渤海區域公司攜手正榮公益基金會踐行「不塑之約」，邀10組愛心家庭和志願者，前往東疆灣景區清理河灘垃圾。讓孩子們在榮享親子時光的同時，提升環保意識，呵護我們的藍色星球。

The regional companies of Zhenro Properties in Bohai Rim Region joined hand in hand with Zhenro Foundation to practice the “No Plastic” campaign by inviting 10 groups of caring families and volunteers to clean up trash on the river beach of Dongjiang Bay scenic area. This activity let children enjoy family time, while enhancing their awareness of protecting environment and taking care of our blue planet.



公益慈善

本集團自成立之初便積極投身公益慈善事業，先後加入正榮公益基金會、永泰縣鄉村復興基金會等慈善機構，逐步從「傳統慈善」向「戰略慈善」轉型，助力精準扶貧、教育促進、社區發展等領域，追求社會價值、經濟價值、環境價值的共贏。

PUBLIC WELFARE AND CHARITY

The Group has been dedicated itself into public welfare and charity since its inception, and has joined Zhenro Foundation, Yongtai County Rural Revival Foundation and other charity organizations. Gradually transforming from “traditional charity” to “strategic charity”, the Group has contributed to targeted poverty alleviation, education promotion, community development and other areas, and pursued the win-win results of social, economic and environmental value.

溫暖社會 Care for Society

精準扶貧

2019-2020年，是國家扶貧攻堅戰最關鍵的兩年，隨著大量扶貧縣的摘帽，扶貧的重點已從「助力建檔立卡戶脫貧」向「後扶貧時代」轉變，正榮地產通過正榮集團公益基金會發起鄉村發展項目，旨在探索鞏固扶貧成果的有效模式，展現「新」扶貧模式，助力鄉村扶貧公益事業的可持續發展。

Targeted Poverty Alleviation

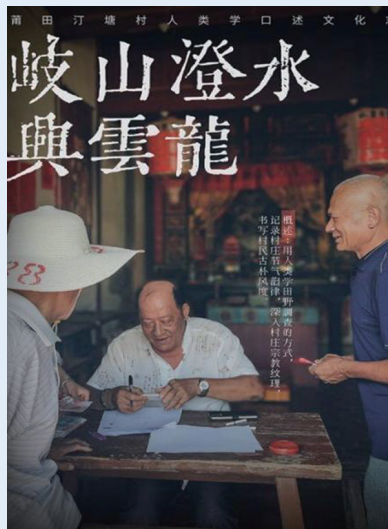
2019 to 2020 were the most critical two years for the country's battle against poverty. The priority of poverty alleviation has shifted from "helping registered households get rid of poverty" to "post-poverty alleviation era" as a large number of impoverished counties were lifted out of poverty. Zhenro Properties has initiated rural development projects through Zhenro Foundation, aiming at exploring an effective model to consolidate the achievements of poverty alleviation, demonstrate a "new" poverty alleviation model and facilitate the sustainable development of rural poverty alleviation public welfare undertakings.

汀塘鄉村發展項目 | 莆田市鄉村發展公益項目

TINGTANG VILLAGE DEVELOPMENT PROJECT | PUTIAN CITY RURAL DEVELOPMENT PUBLIC WELFARE PROJECT

汀塘村高齡老人較多，截止2020年6月，70歲以上老人共285位，其中80-100歲老人達107位，且村子空心化較嚴重，許多老人的子女無法在身邊照料。正榮地產通過正榮集團捐資設立福壽金，為村裡70歲以上的老人提供每月400元-1,000元不等的養老金，2014-2019年福壽金補助老人共達到17,589人次，讓村中老人老有所養，生活質量得到提升。

There are many elderly people in Tingtang Village. As of June 2020, there are a total of 285 people over 70 years old in the village, of which 107 people are between 80 and 100 years old. Besides, the hollowing-out problem of the village is relatively serious, due to the fact that many elderly people's children cannot take care of them by their side. Zhenro Properties has donated funds to establish old-age allowance through Zhenro Group, and provided pensions ranging from RMB400 to RMB1,000 per month for the elderly over 70 years old in the village. From 2014 to 2019, a total of 17,589 person times were subsidized by the old-age allowance, with the elderly in the village being supported and their living quality being improved.



永泰鄉村復興基金會組織的「振興鄉村•2020」

“REVITALIZING THE COUNTRYSIDE • 2020” ORGANIZED BY YONGTAI RURAL REVIVAL FOUNDATION

報告期內，正榮地產聯合永泰鄉村復興基金會發起，以工作坊(WORKSHOP)的形式匯聚了永泰縣鄉村復興基金會、永泰縣委宣傳部、福建省正榮公益基金會等18家單位，以及福州工商學院、閩江學院、福建商學院參與創新創業與鄉村建設實踐、教育的8位學者等聯合參加。通過推進思政課程和鄉村振興實踐課程建設，發揮旅遊管理省一級專業的優勢，挖掘永泰鄉村元素，與各界人士協調共助永泰鄉村振興。

During the Reporting Period, Zhenro Properties in conjunction with Yongtai Rural Revival Foundation brought together 18 units such as Yongtai County Rural Revival Foundation, Publicity Department of Yongtai County Party Committee and Fujian Zhenro Foundation; colleges and universities including Fuzhou Technology and Business University, Minjiang University and Fujian Business University as well as 8 scholars in education, in the form of WORKSHOP, to jointly participate in the practice of innovation and entrepreneurship and rural construction. By promoting the construction of ideological and political courses and rural revitalization practice courses, and giving full play to the advantages of the provincial-level specialty of tourism management, they aimed to explore the rural elements of Yongtai and coordinate with people from all walks of life to help the rural revitalization of Yongtai.



教育促進

正榮地產積極投身公益教育發展，匯聚愛的微光營造鄉村教育發展的良好氛圍，關愛鄉村教師和學生群體。我們與正榮公益基金會聯合發起「榮光計劃」公益特別行動，積極倡導正榮地產各區域公司向鄉村小學捐獻愛心。此次活動以「益起六一」為主題，通過物資捐贈、線上互動、體驗課堂等形式，為鄉村孩子們送上節日禮物，傳遞關愛，用心守護鄉村孩子們的夢想。

Education Promotion

Zhenro Properties actively involved in the development of public welfare education, gathering the glimmer of love to create a good atmosphere for the development of rural education, and caring for rural teachers and students. We jointly launched the “Zhenro Glory Project”, a special public welfare initiative, with Zhenro Foundation, and encouraged all regional companies of Zhenro Properties to donate for rural primary schools. With the theme of “Celebrating Together on 1 June”, the initiative sent holiday gifts to rural children through material donations, online interaction and experience classrooms, conveying love and care, and guarding the dreams of rural children with heart.

溫暖社會 Care for Society

榮光計劃 • 益起六一 | 正榮，讓每一個孩子都有禮物

ZHENRO GLORY PROJECT – CELEBRATING TOGETHER ON JUNE 1 | ZHENRO, LET EVERY CHILD HAVE A GIFT

2020年5月27日—6月1日，志願者們走進湖南獨坡、湖北華家河、福建汀塘建連城、江西塘南、四川佛星、陝西九峰、安徽孫崗、山東孝里、江蘇六合、江蘇桃源，為11個地區11所鄉村小學的孩子們帶去了專屬的兒童節禮物，讓鄉村兒童感受到溫暖的關愛與陪伴。

From 27 May to 1 June 2020, the volunteers went to Dupo, Hunan; Huajiahe, Hubei; Jianliancheng, Tingtang, Fujian; Tangnan, Jiangxi; Foxing, Sichuan; Jiufeng, Shaanxi; Sungang, Anhui; Xiaoli, Shandong; Liuhe, Jiangsu and Taoyuan, Jiangsu, to bring special Children's Day gifts to children from 11 rural primary schools in 11 regions, letting rural children feel the warm care and companionship.



共建 | 姚坊村光彩圖書館正式落成開館

BUILDING TOGETHER | YAOFANG VILLAGE GUANGCAI LIBRARY WAS OFFICIALLY COMPLETED AND OPENED

我們攜手正榮公益基金會開展「桃李天教育項目」，通過系統性的公益項目和服務，助力鄉村教育。2020年8月21日，姚坊村光彩圖書館開館儀式在光彩圖書館室內大廳拉開序幕，共捐贈圖書500冊。

We joined hands with Zhenro Foundation to launch the “Taolitian Education Project” to support rural education through systematic public welfare projects and services. On 21 August 2020, the opening ceremony of Yaofang Village Guangcai Library was held in the indoor hall of the library, with a total of 500 books being donated.



溫暖社會 Care for Society

社會援助

民生是社會建設之本，社會援助是民生發展的重要組成部份。正榮地產聯合正榮公益基金會，響應國家號召，為社會的安全、穩定發展積極貢獻自己的力量。

Social Assistance

People's livelihood is the foundation of social construction, and social assistance is an important part of people's livelihood development. In respond to the call of the country, Zhenro Properties in conjunction with Zhenro Foundation actively contributed to the safe and stable development of society.

「2020年夏洪澇災害救援」綠色通道

GREEN CHANNEL FOR “2020 SUMMER FLOOD DISASTER RELIEF”

面對嚴峻汛情，正榮地產透過正榮專項救災基金會開通了支援「2020年夏洪澇災害救援」綠色通道，重點支持屬地救援隊伍的行動成本，主要用於項目人員的交通食宿保險等成本，支持方式為小額資助（3萬元以內）。我們在江西省、安徽省支持包括安徽省廣善公益服務中心、寧國市義工聯合會、餘干綠舟、徐州市獵鷹應急救援隊等多個救援隊伍開展救災行動。

In the face of severe floods, Zhenro Properties opened a green channel to support the “2020 Summer Flood Disaster Relief” through Zhenro Special Disaster Relief Fund, and focused on subsidizing the operational costs of local rescue teams in the form of small grants (less than RMB30,000), which were mainly used for transportation, accommodation, insurance and other costs of project personnel. In Jiangxi and Anhui provinces, we have supported a number of rescue teams, including Anhui Guangshan Public Welfare Service Centre, Ningguo Volunteer Federation, Yugan Green Boat and Xuzhou Falcon Emergency Rescue Team, to carry out disaster relief operations.



抗擊疫情

2020年初，一場由新型冠狀病毒肺炎引發的疫情，牽動著全國上下所有人的心，正榮地產積極響應國家「人民至上、生命至上」的號召，整合社會資源，支援一線隊伍，通過建立各項救災基金會，彰顯企業的擔當。

報告期內，本集團通過正榮公益基金會，設立1,200萬元的新冠疫情防專項基金，通過捐贈資金、設立綠色通道、捐贈物資等方式，竭力配合和支援一線抗擊疫情工作。

ANTI-PANDEMIC

In early 2020, an pandemic caused by the new coronavirus pneumonia (COVID-19) affected the heart of everyone in the country. Zhenro Properties actively responded to the national call of “People First, Life First”, integrated social resources to support front-line teams and demonstrated corporate commitment by establishing various disaster relief foundations.

During the Reporting Period, the Group established a special fund for COVID-19 pandemic prevention and control through Zhenro Foundation with an amount of RMB12 million, and did its best to coordinate and support the front-line fight against the pandemic through fund donation, setting-up of green channel and material donation.

資金捐贈 Fund Donation

- 向湖北省武漢市紅十字會捐贈300萬元，專項用於武漢疫區前線抗擊及防治工作，包括急需醫用物資的採購，以及對一線醫護人員的支持和保障；向莆田市紅十字會捐贈200萬元，向上海市閔行區政府捐贈200萬元，專項用於支持當地開展疫情防控工作。
- Donated RMB3 million to the Red Cross Society of Wuhan, Hubei, specifically for the front-line fight against pandemic and the prevention work in pandemic area of Wuhan, including the purchase of urgently needed medical supplies and the support and protection for front-line medical staff; donated RMB2 million to the Red Cross Society of Putian City and RMB2 million to Minhang District Government of Shanghai, specifically for supporting the local prevention and control of pandemic.

綠色通道 Green Channel

- 開通綠色支援通道，以小額資助的方式，面向全國各區域，支持專業公益組織開展補充性疫情防控，發動更多社會力量理性參與抗疫行動。目前，已先開通兩期綠色通道，累計資助全國範圍內社會組織抗擊疫情項目37個，覆蓋湖北、陝西、安徽、福建等10個省份，以及包含1個全國性普及項目。
- Opened a green channel to finance the complementary pandemic prevention work carried out by professional public welfare organisations in all regions across the country in the form of small grants, and advocated more social forces to rationally participate in anti-pandemic actions. At present, two phases of green channel have been opened, with a total of 37 projects of social organisations to fight against the pandemic being funded nationwide, covering 10 provinces such as Hubei, Shaanxi, Anhui and Fujian, and including 1 nationwide popularisation project.

溫暖社會 Care for Society

物資捐贈 Materials Donation

- 讓愛動起來，「醫」路有你—關愛醫護人員公益在行動，向寶雞市兩所定點醫院寶雞市中心醫院和寶雞市人民醫院的捐贈必要醫療防護物資。
- Let Love Move, Fortunate to Have You—Public Welfare Caring for Medical Staff in Action, donated necessary medical protective materials to two designated hospitals in Baoji City, namely Baoji Central Hospital and Baoji People's Hospital.

在一起，共向榮 | 福州疫情公益捐助活動

TOGETHER FOR COMMON PROSPERITY | FUZHOU PANDEMIC PUBLIC WELFARE DONATION ACTIVITY

2020年2月20日，我們在福州區域啟動#在一起，共向榮#的活動，與福州日報一同，向福州主城區以及平潭、福清長樂、南平、羅源的城市運管、市公交、政府、醫院等在疫情一線的近700位工作人員表達敬意和關懷，並捐贈口罩+牛奶等抗疫物資逾7,200份。

On 20 February 2020, we launched the activity of #Together for Common Prosperity # with Fuzhou Daily to show respect and care to nearly 700 staff on the frontline of the pandemic such as city transport management, city buses, government and hospitals in the main city of Fuzhou as well as in Pingtan, Fuqing, Changle, Nanping and Luoyuan, and donated more than 7,200 pieces of anti-pandemic supplies such as masks and milk.



附錄一：法律法規及內部政策清單

Appendix I: Lists of Laws and Regulations and Internal Policies

法律法規：

《中華人民共和國產品質量法》	Product Quality Law of the People's Republic of China
《中華人民共和國城市房地產管理法》	Urban Real Estate Administration Law of the People's Republic of China
《中華人民共和國消費者權益保護法》	Law of the People's Republic of China on Protection of Consumer Rights and Interests
《中華人民共和國廣告法》	Advertising Law of the People's Republic of China
《商品房銷售管理辦法》	Regulations for the Administration of Sale of Commodity Building
《中華人民共和國環境保護法》	Environmental Protection Law of the People's Republic of China
《中華人民共和國環境噪聲污染防治法》	Law of the People's Republic of China on the Prevention and Control of Pollution from Environmental Noise
《中華人民共和國環境影響評價法》	Environmental Impact Evaluation Law of the People's Republic of China
《中華人民共和國大氣污染防治法》	Law of the People's Republic of China on the Prevention and Control of Atmospheric Pollution
《中華人民共和國固體廢物污染環境防治法》	Law of the People's Republic of China on the Prevention and Control of Environmental Pollution by Solid Waste
《中華人民共和國水污染防治法》	Law of the People's Republic of China on the Prevention and Control of Water Pollution
《建設項目環境保護管理條例》	Regulation on the Environmental Protection of Construction Projects
《中華人民共和國招標投標法》	Tender and Bidding Law of the People's Republic of China
《工程建設項目招標範圍和規模標準規定》	Provisions on the Scope and Threshold of Construction Projects for Bid Invitation
《中國人民共和國公司法》	Company Law of the People's Republic of China
《聯交所證券上市規則》	Rules Governing the Listing of Securities on the Stock Exchange
《中華人民共和國勞動法》	Labor Law of the People's Republic of China
《中華人民共和國勞動合同法》	Labor Contract Law of the People's Republic of China

LAWS AND REGULATIONS:

附錄一：法律法規及內部政策清單

Appendix I: Lists of Laws and Regulations and Internal Policies

《女職工勞動保護規定》	Regulations Concerning the Labor Protection of Female Staff and Workers
《中華人民共和國社會保險法》	Social Insurance Law of the People's Republic of China
《中華人民共和國未成年人保護法》	Law of the People's Republic of China on the Protection of Minors
《禁止使用童工規定》	Provisions on the Prohibition of Using Child Labor
《中華人民共和國安全生產法》	Production Safety Law of the People's Republic of China
《中華人民共和國職業病防治法》	Law of the People's Republic of China on Prevention and Control of Occupational Diseases
《工傷保險條例》	Regulation on Work-Related Injury Insurance
《中華人民共和國民法通則》	General Principles of the Civil Law of China
《中華人民共和國反不正當競爭法》	Law of the People's Republic of China on Anti-Unfair Competition
《中華人民共和國反洗錢法》	Law of the People's Republic of China on Anti-money Laundering
《關於禁止商業賄賂行為的暫行規定》	Interim Provisions on Prohibiting Commercial Bribery
主要內部政策：	MAJOR INTERNAL POLICIES:
《正榮地產工程季度自檢管理辦法》	Management Measures on Quarterly Project Self-inspection of Zhenro Properties
《正榮地產工程管理行為檢查管理制度2.0》	Inspection and Management System 2.0 for Project Management Behavior of Zhenro Properties
《正榮地產產品、服務品質全週期測量指標體系指引》	Guidelines for Full Cycle Evaluation Indicator System of Product and Service Quality of Zhenro Properties
《正榮地產檔案管理制度》	Records Management System of Zhenro Properties
《客戶事件管理辦法》	Management Measures on Customer Events
《投訴處理及預警機制》	Complaint Handling and Warning Mechanism
《維修工單處理及升級機制》	Maintenance Order Processing and Upgrade Mechanism
《工單管理升級辦法》	Measures on Order Management and Upgrade

附錄一：法律法規及內部政策清單

Appendix I: Lists of Laws and Regulations and Internal Policies

《綠色施工》	Green Construction
《建築廢棄物處理方案》	Construction Waste Disposal Scheme
《輿情風控管理制度》	Public Opinion Risk Control and Management System
《正榮地產信息系統安全管理規範》	Information System Security Management Standards of Zhenro Properties
《正榮地產招聘管理制度》	Recruitment Management System of Zhenro Properties
《薪酬管理實施細則》	Implementation Measures of Remuneration Management
《異地工作福利制度》	Off-site Work Welfare System
《正榮地產建設工程管理制度及實施細則》	Management System and Implementing Regulations for Construction Projects of Zhenro Properties
《關於進一步做好2020年春節期間衛生防範工作有關事項的通知》	Notice on Matters Relating to Improving Health Protection during the 2020 Spring Festival
《員工行為準則》	Employee Code of Conduct
《正榮地產績效管理制度》	Performance Management System of Zhenro Properties
《職位職級體系管理制度（2020版）》	Management System for Position Ranking Regime (2020)
《正榮地產培訓管理制度（2020版）》	Training Management System of Zhenro Properties (2020)
《廉政管理規定》	Provisions on Integrity Administration
《員工行為準則》	Employee Code of Conduct
《範圍反舞弊監察管理指引》	Guidelines for Specified Anti-Fraud Supervision and Management
《案件督辦事宜》	Matters on Case Supervision
《僱員黑名單管理規定》	Provisions on Management of Employee Blacklist

附錄二：香港聯交所《環境、社會及管治報告指引》內容索引

Appendix II: Content Index of the Environmental, Social and Governance Reporting Guide Published by the Hong Kong Stock Exchange

主要範疇、層面、一般披露及關鍵績效指標 Subjects Areas, Aspects, General Disclosures and Key Performance Indicators (KPIs)		披露段落 Disclosed in
A. 環境 A. Environmental		
層面A1 Aspect A1	排放物 Emissions	
一般披露 General Disclosure	<p>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：</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>註： 廢氣排放包括氮氧化物、硫氧化物及其他受國家法律及規例規管的污染物。</p> <p>溫室氣體包括二氧化碳、甲烷、氧化亞氮、氫氟碳化合物、全氟化碳及六氟化硫。</p> <p>有害廢棄物指國家規例所界定者。</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</p> <p>relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.</p> <p>Note: Air emissions include NO_x, SO_x, and other pollutants regulated under national laws and regulations.</p> <p>Greenhouse gases include carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, perfluorocarbons and sulphur hexafluoride.</p> <p>Hazardous wastes are those defined by national regulations.</p>	綠色施工 Green Construction

附錄二：香港聯交所《環境、社會及管治報告指引》內容索引

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A. 環境 A. Environmental		
層面 A1 Aspect A1	排放物 Emissions	
關鍵績效指標 A1.1 KPI A1.1	排放物種類及相關排放數據。 The types of emissions and respective emissions data.	綠色施工 Green Construction
關鍵績效指標 A1.2 KPI A1.2	溫室氣體總排放量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算）。 Greenhouse gas emissions in total (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	綠色施工 Green Construction
關鍵績效指標 A1.3 KPI A1.3	所產生有害廢棄物總量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算）。 Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	綠色施工 Green Construction
關鍵績效指標 A1.4 KPI A1.4	所產生無害廢棄物總量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算）。 Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	綠色施工 Green Construction
關鍵績效指標 A1.5 KPI 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.	綠色施工 Green Construction
關鍵績效指標 A1.6 KPI 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.	綠色施工 Green Construction

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A. 環境 A. Environmental		
層面 A2 Aspect A2	資源使用 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。 資源可用於生產、儲存、運輸、樓宇、電子設備等。 Policies on the efficient use of resources, including energy, water and other raw materials. Resources can be used for production, storage, transportation, buildings, electronic equipment.	綠色施工 Green Construction
關鍵績效指標 A2.1 KPI A2.1	按類型劃分的直接及／或間接能源（如電、氣或油）總耗量（以千個千瓦時計算）及密度（如以每產量單位、每項設施計算）。 Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility).	綠色施工 Green Construction
關鍵績效指標 A2.2 KPI A2.2	總耗水量及密度（如以每產量單位、每項設施計算）。 Water consumption in total and intensity (e.g. per unit of production volume, per facility)	綠色施工 Green Construction
關鍵績效指標 A2.3 KPI 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.	綠色建築 綠色施工 Green Buildings Green Construction
關鍵績效指標 A2.4 KPI 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 the purpose, water efficiency initiatives and results achieved.	綠色建築 綠色施工 Green Buildings Green Construction
關鍵績效指標 A2.5 KPI A2.5	製成品所用包裝材料的總量（以噸計算）及（如適用）每生產單位估量。 Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	本集團業務不涉及包裝材料的使用 The Group's business does not involve the use of packaging materials

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A. 環境 A. Environmental		
層面 A3 Aspect A3	環境及天然資源 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.	綠色施工 Green Construction
關鍵績效指標 A3.1 KPI 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.	綠色施工 Green Construction

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B. 社會 B. Social		
層面B1 Aspect B1	僱傭 Employment	
一般披露 General Disclosure	有關薪酬及解僱、招聘及晉升、工作時數、假期、平等機會、多元化、反歧視以及其他待遇及福利的： (a) 政策；及 (b) 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) 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.	合規僱傭 薪酬福利 人才發展 Employment Compliance Remuneration and Benefits Talent Development
關鍵績效指標B1.1 KPI 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.	合規僱傭 Employment Compliance
關鍵績效指標B1.2 KPI 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.	本集團計劃在未來披露 The Group plans to disclose in the future

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B. 社會 B. Social		
層面B2 Aspect B2	健康與安全 Health and Safety	
一般披露 General Disclosure	有關提供安全工作環境及保障僱員避免職業性危害的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料。 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards.	健康安全 Health and Safety
關鍵績效指標B2.1 KPI B2.1	因工作關係而死亡的人數及比率。 Number and rate of work-related fatalities occurred.	健康安全 Health and Safety
關鍵績效指標B2.2 KPI B2.2	因工傷損失工作日數。 Lost days due to work-related injuries.	本集團計劃在未來披露 The Group plan to disclose in the future
關鍵績效指標B2.3 KPI 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, and how they are implemented and monitored.	健康安全 Health and Safety

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B. 社會 B. Social		
層面B3 Aspect B3	發展及培訓 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。 註： 培訓指職業培訓，可包括由僱主付費的內外部課程。 Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities. Note: Training refers to vocational training. It may include internal and external courses paid by the employer.	人才發展 Talent Development
關鍵績效指標B3.1 KPI 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).	人才發展 Talent Development
關鍵績效指標B3.2 KPI 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.	人才發展 Talent Development

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B. 社會 B. Social		
層面B4 Aspect B4	勞工準則 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.	合規僱傭 Employment Compliance
關鍵績效指標B4.1 KPI 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.	合規僱傭 Employment Compliance
關鍵績效指標B4.2 KPI 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.	本集團杜絕童工和強制勞工的情況，報告期內未發生違規情況 The Group has eradicated child and forced Labor and no violation has occurred during the Reporting Period

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B. 社會 B. Social		
層面B5 Aspect B5	供應鏈管理 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.	供應商管理 Supplier Management
關鍵績效指標B5.1 KPI B5.1	按地區劃分的供應商數目。 Number of suppliers by geographical region.	供應商管理 Supplier Management
關鍵績效指標B5.2 KPI 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.	供應商管理 Supplier Management

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B. 社會 B. Social		
層面B6 Aspect B6	產品責任 Product Responsibility	
一般披露 General Disclosure	<p>有關所提供產品和服務的健康與安全、廣告、標籤、私隱事宜以及補救方法的：</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</p> <p>relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.</p>	品質服務 Quality Services
關鍵績效指標B6.1 KPI B6.1	<p>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。</p> <p>Percentage of total products sold or shipped subject to recalls for safety and health reasons.</p>	<p>本集團業務不涉及產品回收</p> <p>The recall of products is not applicable to the Group's business</p>
關鍵績效指標B6.2 KPI B6.2	<p>接獲關於產品及服務的投訴數目以及應對方法。</p> <p>Number of products and services-related complaints received and how they are dealt with.</p>	<p>客戶權益</p> <p>Rights and Interests of Customers</p>
關鍵績效指標B6.3 KPI B6.3	<p>描述與維護及保障知識產權有關的慣例。</p> <p>Description of practices relating to observing and protecting intellectual property rights.</p>	<p>產品研發</p> <p>Product Development</p>

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B. 社會 B. Social		
層面B6 Aspect B6	產品責任 Product Responsibility	
關鍵績效指標B6.4 KPI 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.	質量保障 本集團業務不涉及 產品回收 Quality Assurance The recovery of products is not involved in the Group's business operation
關鍵績效指標B6.5 KPI B6.5	描述消費者數據保障及私隱政策，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.	客戶權益 Rights and Interests of Customers

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B. 社會 B. Social		
層面B7 Aspect B7	反貪污 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.	責任治理 Responsible Governance
關鍵績效指標B7.1 KPI B7.1	於報告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.	責任治理 Responsible Governance
關鍵績效指標 B7.2 KPI 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, and how they are implemented and monitored.	責任治理 Responsible Governance

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層面 B8 Aspect B8	社區投資 Community Investment	
一般披露 General Disclosure	有關以參與來了解營運所在社區需要和確保其業務活動會考慮社區利益的政策。 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.	溫暖社會 Care for Society
關鍵績效指標 B8.1 KPI 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).	溫暖社會 Care for Society
關鍵績效指標 B8.2 KPI B8.2	在專注範疇所動用資源（如金錢或時間）。 Resources contributed (e.g. money and time) to the focus area.	溫暖社會 Care for Society

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