

SHINSUN 祥生

祥生控股(集團)有限公司
SHINSUN HOLDINGS (GROUP) CO., LTD.

(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 : 02599

幸福生活運營商

2020

環境、社會及管治報告
Environmental, Social and
Governance Report



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PUBLISHED BY HKEX





關於本報告

ABOUT THIS REPORT

概覽

本報告是祥生控股集團有限公司發佈的首份《環境、社會及管治報告》(以下簡稱「ESG」報告)，面向公司各利益相關方，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。

報告時間範圍

本報告覆蓋的周期為2020年1月1日至2020年12月31日(簡稱「報告期」、「本年度」、「2020年」)，為增強報告完整性，部分內容適當向前追溯或向後延伸。

報告範圍及邊界

本報告覆蓋祥生控股集團有限公司及其子公司(以下簡稱「本集團」、「祥生控股」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(以下簡稱「聯交所」)上市規則附錄二十七《環境、社會及管治報告指引》(「《ESG報告指引》」)進行編製。本報告披露內容符合《ESG報告指引》所載「不遵守就解釋」的披露規定。

本報告按照識別和排列重要的利益相關方，以及ESG相關重要議題、決定ESG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。

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。

OVERVIEW

This is the first “Environmental, Social and Governance Report” (hereinafter referred to as the “ESG” Report) published by Shinsun Holdings (Group) Co., Ltd., reporting to all stakeholders of the Company with focused disclosure on the Company’s management, practice and performance in economic, environmental, social and governance terms.

PERIOD COVERED BY THE REPORT

The Report covers the period from 1 January 2020 to 31 December 2020 (hereinafter referred to as the “Reporting Period”, the “Year” or “2020”). To enhance the integrity of the Report, some of its contents cover period before or after the Reporting Period.

SCOPE AND COVERAGE OF THE REPORT

The Report covers Shinsun Holdings (Group) Co., Ltd. and its subsidiaries (hereinafter referred to as the “Group”, “Shinsun Holdings”, “we” or “us”).

BASIS OF PREPARATION

The Report has been prepared with reference to the Environmental, Social and Governance Report Guide (the “ESG Reporting Guide”) set out in Appendix 27 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (hereinafter referred to as the “Stock Exchange”). The disclosure in this Report complies with the disclosure requirements of the “comply or explain” as set out in the ESG Reporting Guide.

The scope of the ESG 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 importance of stakeholders and the material issues relating to ESG, to ensure the completeness, materiality, truthfulness and balance of the Report.

SOURCES AND WARRANTY OF RELIABILITY

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



報告語言及形式

本報告以中英文編製。本報告以電子版形式供參閱並可於本公司官網及聯交所網站 (www.hkexnews.hk) 下載。如想了解更多關於祥生控股的背景、業務發展和可持續發展理念，歡迎瀏覽祥生控股官方網站 (<http://www.shinsunholdings.com>)。

確認及批准

董事會（「董事會」）已審閱及通過本報告，確認報告內容準確、完整。

LANGUAGES AND FORMATS

The Report is prepared in both Chinese and English. The Report is available in electronic version and can be downloaded from the Company's official website and the Stock Exchange website (www.hkexnews.hk). For more information regarding Shinsun Holdings' background, business development and philosophy of its sustainable development, please refer to the official website of Shinsun Holdings (<http://www.shinsunholdings.com>).

CONFIRMATION AND APPROVAL

The board of directors (the "Board") has reviewed and approved this Report and confirms that the information contained in the Report is accurate and complete.



主席致辭

CHAIRMAN'S STATEMENT

2020，風雨兼程。

這一年，新冠疫情肆虐，祥生控股化困境為動力，以堅定的決心與毅力，對內嚴格防控機制，加強信息報告管理，強化員工的防疫體系，全體一心，達成員工「零感染」的抗疫成果。對外，我們心繫戰「疫」一線，為各區域的醫院、醫護人員持續輸送愛心捐款和抗疫物資，積極履行社會責任，與社會各界共克時艱。

2020，勵精圖治。

這一年，我們堅持質量為本，將創新精神注入品牌血液，在客戶服務上精益求精。我們致力於多樣性、標準化的產品開發路徑，形成了覆蓋全類型客戶的產品體系及配套服務系統；我們不斷完善知識產權體系，珍惜每一份創新成果；我們從客戶利益出發，保障質量，優化溝通，提升營銷水平與素養，為客戶提供專業、高效的服務。

這一年，我們以綠色為優，在管理、設計、施工、營運過程中推動可持續發展。我們以環保法規為紅線，深植綠色建築設計理念，積極應對氣候變化風險，將建築安全性保障與節能環保融合；在施工、營運過程中，我們嚴格把控能源消耗，持續強化污染物管控，以環境友好型工程、綠色辦公環境為目標，與集團上下共同打造節能低碳的「綠色祥生」。

這一年，我們以人為本，以幸福為任，打造溫暖和諧的祥生大家庭。我們以校園招聘計劃及超級伯樂計劃等為載體，持續優化員工管理制度，致力於員工招聘及錄用多元化；我們心繫員工安全，全方位提供職業健康與安全保障；我們打通上下溝通渠道，豐富員工業餘生活，不斷增強祥生人的幸福感與歸屬感。

DIFFICULTIES WE OVERCAME IN 2020.

This year has witnessed the outbreak of COVID-19. With firm determination and perseverance, Shinsun Holdings has turned difficulties into motivation to implement strict internal prevention and control mechanisms, reinforce information reporting management, and strengthen the pandemic prevention system for employees. "Zero infection" among employees was achieved with our united efforts. Externally, we have concerned with the frontline medical workers to fight against the "pandemic" through continuous donations and anti-pandemic supplies to hospitals and medical workers in various regions, actively fulfilled our social responsibilities, and overcame difficulties with the community.

VIGOROUS EFFORTS WE MADE IN 2020.

This year, we adhered to quality priority through injecting the spirit of innovation into the fabric of the brand, and continued to improve customer service. We have been committed to diversified and standardized product development paths, and have formed a product system and supporting service system covering all types of customers. We continued to improve the intellectual property system and valued every innovation achievement. We also guaranteed quality, optimized communication, improved marketing standards and quality from the perspective of customer benefits, so as to provide customers with professional and efficient services.

This year, we attached great importance to green operation through promoting sustainable development in the course of management, design, construction and operation. By sticking to the red line of environmental protection laws and regulations, we integrated the concept of green building design, actively responded to climate change risks, and integrated building safety guarantees with energy conservation and environmental protection. In the course of construction and operation, we strictly controlled energy consumption and continued to strengthen pollutant control. Aiming at environmentally-friendly projects and a green office environment, we have developed an energy-saving and low-carbon "Green Shinsun" through uniting all efforts of the Group.

This year, we adhered to people-oriented principle and took happiness as our responsibility to create a warm and harmonious Shinsun family. With campus recruitment plan and super talent scout plan (超級伯樂計劃) as carriers, we continued to optimize the employee management system, and committed to the diversity of employee recruitment and employment. We cared about employees' safety and provided all-round occupational health and safety protection. We also opened up the communication channels, and enriched the spare time life of employees, so as to continuously enhance the sense of happiness and belonging of Shinsun staff.



這一年，我們以合作為重，與相關方共同打造和諧高效的產業鏈條。我們通過完善的供應商管理體系、嚴格的准入標準和考評制度，保障質量，保證廉潔；我們建立多條供應商溝通渠道，積極尋求戰略合作，持續投身行業協作，推動房地產行業共同發展進步。

這一年，我們以溫暖為心，深度踐行「落其實者思其樹，飲其流者懷其源」的信念，於慈善公益的道路上不懈前行。我們開展「四葉草計劃」，統籌集團內外部優勢資源，持續關注社會需要關愛與幫助的群體，踐行企業公民責任。

未來，祥生控股也將繼續貫徹「為幸福而生」的企業理念，以開放、創新的姿態踐行集團可持續發展戰略，為客戶、員工、供應商等相關方創造更大的價值，在房地產行業的道路上走得更高、更遠。

陳國祥
2021年6月30日

This year, we focused on cooperation and worked with related parties to develop a harmonious and efficient industrial chain. We guaranteed quality and ensured integrity through a comprehensive supplier management system, strict access standards and evaluation systems. We have established a number of supplier communication channels, actively sought strategic cooperation, and continued to engage in industry collaboration, with a view to promote the common development and progress of the real estate industry.

This year, we made our contribution for the community through deep practice of the belief that "The one who eats a fruit thinks about the tree; the one who drinks water thinks about the water source", and made unremitting progress on the road of charity. We launched the "Clover Plan" to coordinate internal and external advantageous resources of the Group, continued to pay attention to groups in need of care and assistance in society, and fulfilled our corporate citizenship responsibility.

In the future, Shinsun Holdings will also continue to implement the corporate philosophy of "Pursuing Happy Life", practice the sustainable development strategy of the Group with an open and innovative attitude, create greater value for customers, employees, suppliers and other related parties, and move higher and further on the road of the real estate industry.

Chen Guoxiang
30 June 2021



祥生，為幸福而生

SHINSUN, PURSUING HAPPY LIFE

祥生控股(集團)有限公司秉持着「幸福生活運營商」的定位與企業獨特的幸福哲學，在逐步展開全國化戰略佈局的同時，也遵循「取之社會、回報社會」的準則，積極推進公益事業，向成為有影響力的、能夠創造價值的幸福生活運營商不斷努力。

Shinsun Holdings (Group) Co., Ltd. adheres to the positioning of a "happy life operator" and its unique happiness philosophy. While gradually expanding its national strategic layout, it also follows the principle of "taking from society and giving back to society", actively promotes public welfare undertakings and make continuous efforts to become an influential happy life operator that can create value.

關於我們

ABOUT US

祥生控股成立於1995年，總部位於上海且深耕於浙江省，是一家快速成長、規模宏大的綜合房地產開發商，專注於優質住宅物業的開發。本集團作為中國地產的先行者，始終致力於成為有溫度、有擔當、健康可持續的品質標桿企業。於2020年11月18日在香港交易所主板掛牌上市(股票代碼2599.HK)。

Established in 1995, headquartered in Shanghai and deeply rooted in Zhejiang Province, Shinsun Holdings is a fast-growing, large-scale, comprehensive real estate developer focusing on the development of quality residential properties. As a forerunner in the real estate industry in China, the Group has always been committed to becoming a warm, responsible, healthy and sustainable quality benchmark enterprise. It was listed on the main board of the Hong Kong Stock Exchange on 18 November 2020 (stock code: 2599.HK).



祥生控股發展歷程
Development History of Shinsun Holdings



戰略發展

祥生控股深耕地產25載，致力於保持區域內規模領先。在「1+1+X」戰略引領下，本集團持續跟蹤行業趨勢，並結合企業自身發展情況，以浙江省為立足重心，以泛長三角區域為核心增長區域，潛力佈局一些核心二線城市，及核心一線城市周邊的二線城市，開展全國戰略化佈局，助力多業務條線快速落地。

截至2020年12月，祥生控股累計在全國已擁有近20萬戶業主，擁有土地儲備2332.77萬方，業務遍及上海、浙江、江蘇、安徽等省市。

Strategic Development

Shinsun Holdings has been deeply rooted in real estate for 25 years and committed to maintaining a leading position in terms of scale in the region. With the guidance of the "1+1+X" strategy, and through constant keeping abreast of the industrial trends and taking into account the development of the enterprise, the Group has potentially deployed some core second-tier cities and the second-tier cities surrounding the core first-tier cities by focusing on Zhejiang Province and taking the Pan-Yangtze River Delta as the core growth area, and developed a national strategic layout to help multiple business lines implemented at a fast pace.

As at December 2020, Shinsun Holdings has a total of nearly 200,000 property owners in the PRC, a land reserve of 23,327,700 square meters, and businesses in Shanghai, Zhejiang, Jiangsu, Anhui and other provinces and cities.

地產佈局：1+1+X 深耕佈局
Real estate layout: deepening layout of 1+1+X



祥生控股戰略佈局
Strategic Layout of Shinsun Holdings



祥生，為幸福而生

SHINSUN, PURSUING HAPPY LIFE

祥生控股亦聚焦於產品與服務的精細打磨，向品質與規模雙優的發展目標不斷努力。本集團順應核心城市客戶需求，以TOP系、雲境系、府系、樾系四大產品系列服務全齡用戶，並不斷進行內部優化，從而打造具有影響力的產品與品牌，為客戶帶來全方位幸福生活體驗。

報告期內，祥生控股進一步完善了品牌的標準化和體系化建設，具體演繹了「幸福無微不至」的品牌主題，並結合每個季度的品牌工作重點，形成了系列感更強、品牌內涵演繹更為豐富的品牌系列活動。

Shinsun Holdings also focuses on the refining and sharpening of products and services, and making continuous efforts towards the development goal of superior quality and scale. In response to the needs of customers in core cities, the Group serves all-age users with four product series, namely Top series (Top系), Cloud series (雲境系), Mansion series (府系) and Arbor series (樾系), and continuously optimizes internally, so as to develop influential products and brands, and bring customers an all-round happy life experience.

During the Reporting Period, Shinsun Holdings further improved the standardization and system construction of the brand, elaborated the brand theme of “personalized happiness in every sense”, and combined with the focus of brand work in each quarter, forming a series of brand activities with stronger sense of series and more rich elaboration of brand connotation.

第一季度

The First Season

- 主題：幸福同行季
- 聚焦各利益相關者，以集團供應商大會、春季人才招聘及奮鬥者基因企業文化等關鍵事件為切入點，關注行業口碑及僱主品牌形象塑造
- Theme: Happy Pursuing Season
- Focusing on various stakeholders and with key events such as the supplier conference, spring talent recruitment, and striver gene corporate culture of the Group as the starting point, the Group focused on industry reputation and employer’s brand image building

第二季度

The Second Season

- 主題：幸福匠心季
- 推出針對府系的「百府中國」、雲境系的「我的作品和我」系列內容策劃及傳播：亮相及交付多個標桿項目示範區，全面開放14個項目的工地
- Theme: Happy Ingenuity Season
- The Group launched the content planning and dissemination of “Shinsun China (百府中國)” targeting Mansion series (府系) and “My Works and me (我的作品和我)” targeting Cloud series (雲境系); launched and delivered a number of benchmark project demonstration areas, and fully opened the construction sites of 14 projects

第三季度

The Third Season

- 主題：幸福公益季
- 響應政府號召，積極抗疫；升級四葉草計劃；開展小飛象公益夏令營等具有特色項目的活動
- Theme: Happy Charity Season
- The Group responded to the government’s call to actively fight the pandemic, upgraded the Clover Plan, and carried out activities with special projects such as Flying Elephant Charity Summer Camp (小飛象公益夏令營)

第四季度

The Fourth Season

- 主題：幸福生活季
- 以「幸福、心滿意足」為核心，開展「幸福生活節」第二屆主題活動
- Theme: Happy Life Season
- Focusing on “happiness and satisfaction (幸福、心滿意足)”, the Group carried out the second theme activity of “Happy Life Festival (幸福生活節)”



企業文化

我們堅信房子是幸福生活的容器，社區是幸福生活的載體，服務則是對幸福生活的加成。本集團秉持「人本、誠信、共生、創新」核心價值觀，以「市場導向、匠心質造、人才為先、合作共贏」作為經營之道，堅持「以人為本、奮鬥為本」文化，為實現「為客戶創造幸福生活、為員工提供成功平台、為夥伴搭建價值生態、為社會構建美好時代」的願景而不斷努力着。

Corporate Culture

We firmly believe that the house is the container of a happy life, the community is the carrier of a happy life, and the service is an addition to a happy life. The Group adheres to the core values of "people-oriented, honesty, coexist and innovation". With the management policy of "market-oriented, quality-made, talent-first and win-win cooperation", the Group adheres to the "people-oriented, hard-working as the way" culture, and is making continuous efforts to achieve the vision of "creating a happy life for customers, providing a success platform for employees, building a value ecology for partners and building a better era for society".

我們的願景 Our vision

成為健康可持續的品質標桿企業
Becoming a healthy and sustainable
quality benchmark enterprise

我們的使命 Our mission

營造幸福生活
Creating a happy life



我們的核心價值 Our core value

人本、誠信、共生、創新
People-oriented, honesty, coexist
and innovation

我們的經營之道 Our management policy

市場導向、匠心質造、
人才為先、合作共贏
Market-oriented,
quality-made, talent-first and
win-win cooperation



祥生，為幸福而生

SHINSUN, PURSUING HAPPY LIFE

社會認可

祥生控股自創立以來，始終堅持以匠心築就幸福生活，同時積極履行社會公民責任，投身公益，獲得了社會廣泛的認可。報告期內，我們榮獲多項大獎，印證了祥生控股的強大品牌增長勢能和發展實力。

Social Recognition

Since its establishment, Shinsun Holdings has always insisted on creating a happy life with ingenuity, and actively fulfills its social citizen responsibilities and devotes itself to public welfare, which has been widely recognized by the society. During the Reporting Period, we won a number of awards, proving the strong brand growth momentum and development strength of Shinsun Holdings.



智通財經：第五屆金港股
年度「最佳地產公司」

Zhitong Finance: The 5th Golden
HK Stock Annual "Best Real Estate
Company"

樂居財經：「2020中國十大地產年度
CEO」祥生控股集團行政總裁陳弘倪
Leju Finance: "2020 China's Top 10
Property CEOs of the Year" – Chen
Hongni, Chief Executive Officer of
Shinsun Holdings Group

肯耐珂薩 • 星躍獎：2020年
人才發展優秀企業
KNX•X Awards: Excellent Enterprise
for Talent Development

億翰智庫：2020年中國房企
超級產品力TOP23

EH Consulting: Top23 Super Product
Power of Real Estate Enterprises in
China in 2020

華夏時報：「2020年度 年度企業
社會責任先鋒獎」
China Times: "2020 CSR Pioneer
Award for Corporate Social
Responsibility"

博志成 • 第二十屆中國房地產人力資
本峰會：2019年度優秀學習型組織獎
Bonzer • The 20th China Real Estate
Human Capital Summit: 2019
Outstanding Learning Organization Award

《2020 • 第一財經中國房地產榮耀
榜》：2020年「年度成長潛力企業」
2020 • Yi Magazine China Real
Estate Glory List: "Growth Potential
Enterprise of the Year" in 2020

華夏時報：「2020年度影響力
地產品牌」
China Times: "Influential Property
Brand of the 2020 Year"

和訊網：「2020年IPO新銳榜樣」
Hexun.com: "IPO Emerging Role
Models 2020"



責任治理

企業管治架構

本集團嚴格遵照《中華人民共和國公司法》、《聯交所證券上市規則》附錄之十四條內企業管治守則及企業管治報告的原則等相關要求，以公平、獨立、誠實、透明和負責任的態度，追求構建高水平的企業管治架構，以此保護投資人、顧客與其他各方利益相關者的正當權益，確保企業在高效、正確的道路上海規經營、行穩致遠。

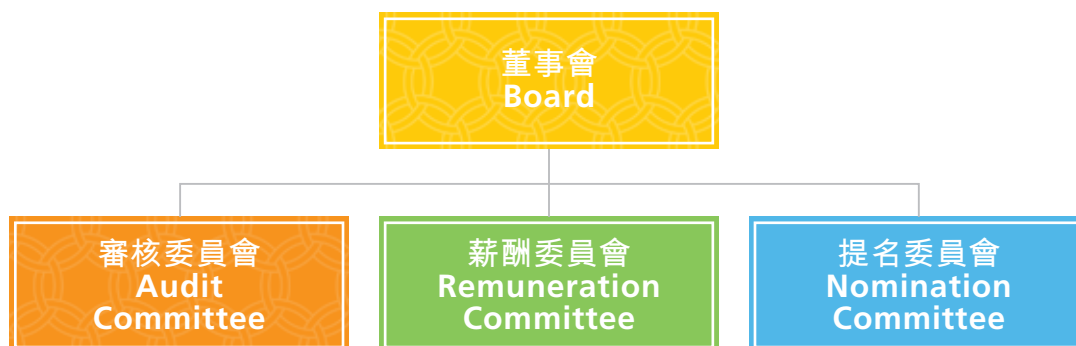
本集團董事會下設審核委員會、薪酬委員會以及提名委員會，委員會權責分明、各司其職，共同協助董事會進行管治監督工作。審核委員會負責審閱及監督本集團財務匯報程序、內部控制系統、風險管理及內部審核，並向董事會提供建議及意見；薪酬委員會負責制定及檢討本集團有關董事及高級管理層薪酬的政策及架構，設立制定有關薪酬政策的程序，釐定各董事及高級管理層成員的特定薪酬待遇條款，對績效薪酬進行檢討及批准；提名委員會負責定期檢討董事會的架構、規模及組成，對董事會變動，以及物色、挑選提名董事人選作出推薦建議，對獨立非執行董事獨立性進行評估，就董事計劃相關事宜作出推薦意見。我們亦十分重視董事會層面的多元化及可持續發展，董事會及高級管理層團隊均由來自不同領域、經驗豐富的高素質人才組成，其中女性董事會成員佔比為14.3%。

RESPONSIBILITY GOVERNANCE

Corporate Governance Structure

The Group strictly complies with the relevant requirements of the Company Law of the People's Republic of China, the Corporate Governance Code contained in Appendix 14 to the Rules Governing the Listing of Securities on The Stock Exchange and the principles of Corporate Governance Report, and pursues the building of a high standards of corporate governance structure with fairness, independence, honesty, transparency and responsible attitude, so as to protect the legitimate rights and interests of investors, customers and other stakeholders, and ensure our compliance operation, stable and sustainable development in an efficient and right way.

The Board of the Group has an Audit Committee, a Remuneration Committee and a Nomination Committee with clearly stipulated powers and responsibilities, properly performed functions to jointly assist the Board in governance and supervision. The Audit Committee is responsible for reviewing and supervising the Group's financial reporting process, internal control system, risk management and internal audit, and providing advice and comments to the Board. The Remuneration Committee is responsible for establishing and reviewing the Group's policy and structure concerning remuneration of the Directors and senior management, establishing the procedure for developing policies concerning such remuneration, determining the terms of the specific remuneration package of each Director and senior management member, and reviewing and approving performance-based remuneration. The Nomination Committee is responsible for reviewing the structure, size and composition of our Board on a regular basis and making recommendations regarding changes to the Board and identifying, selecting individuals nominated for directorship, assessing the independence of the independent non-executive Directors, and making recommendations on relevant matters relating to the planning for the Directors. We also attach great importance to the diversification and sustainable development of the Board. The Board and the senior management team are composed of high-quality talents with extensive experience from different sectors, and 14.3% of the Board members are female.



祥生控股企業管治架構

Corporate Governance Structure of Shinsun Holdings

(更多內容請參考本集團2020年年報中企業管治報告)

(For more information, please refer to the Corporate Governance Report in 2020 Annual Report of the Group)



內部風險管控

企業的可持續發展離不開健全的風險管控體系。我們通過搭建完善的風險管理架構，對公司運營過程中出現的各類風險進行識別及管控，建立有效的風險管控機制，幫助公司取得長遠穩定的經營。

本集團建立了以董事會為核心，以各部門為直接執行終端的內部控制與風險管理機制。執行與落地過程中，由法務風控部和審計合規部牽頭，以相關法律法規和既定的集團戰略、內部政策為指引，通過風險的識別、評估、分析和應對，形成了內部風險控制的管理閉環。同時，我們定期對集團上下各層級人員進行風控相關培訓和宣貫，將合規經營的風控意識植入員工的工作習慣中，形成良性健康的工作氛圍。

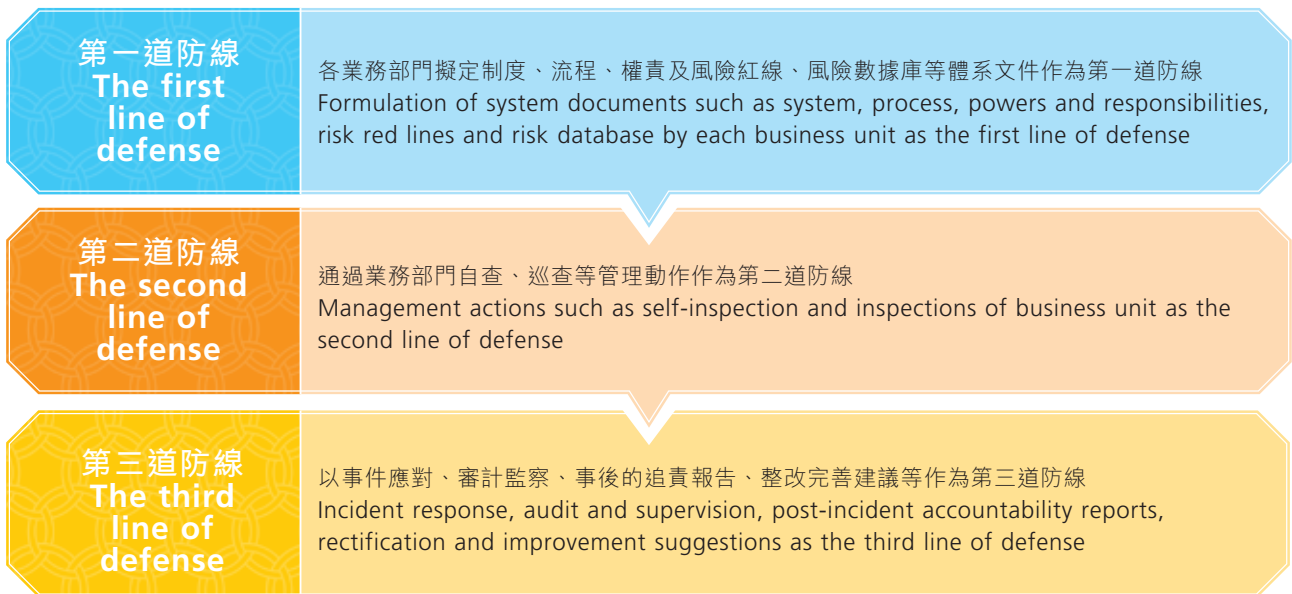
我們構建了以三道防線為主體的風險管控體系，從制定、檢查、追責三個層級規定了風險管控的基本要求，通過完善的體系運行，保障公司的穩定經營。

Internal Risk Control

The sustainable development of an enterprise is inseparable from a sound risk control system. Through building a sound risk management structure, we identify and control various risks that arise in the course of the Company's operations, and establish an effective risk control mechanism to help the Company achieve long-term stable operations.

The Group has established an internal control and risk management mechanism focusing on the Board and with each department as the direct execution terminal. In the course of execution and implementation, led by the Legal Risk Control Department and the Audit and Compliance Department, guided by relevant laws and regulations and established group strategies and internal policies, and through risk identification, assessment, analysis and response, a management closed loop of internal risk control system has been formed. In addition, we carry out risk control-related training and promotion for staff at all levels of the Group on a regular basis, and integrate the risk control awareness of compliance operations into the working habits of employees, so as to form a positive and healthy working atmosphere.

We have built a risk control system focusing on three lines of defense, which stipulated the basic requirements of risk control from the three levels of formulation, inspection and accountability, and guaranteed the stable operation of the Company through the operation of an improved system.



風險管控體系
Risk Control System



報告期內，本集團開展了包括項目經營管理審計、各類專項審計、聯合及專項調查、重要崗位及人員的任期管理審計在內的各項審計內容，並對審計過程中發現的風險點及時制定解決方案，針對經營管理漏洞、業務違規和失職情況，及時進行風險管控和查缺補漏，以保證降低運營過程中的各類風險。

此外，我們針對今年面臨的特殊情況，開展了關於新冠疫情期間房地產調控政策風險識別，並制定了針對各條線的經營風險管控建議，增加全集團面對疫情的風險抵抗能力，保證良好運營。

為了從意識層面樹立全體員工的風險管控意識，從知識層面夯實全體員工的風險管控能力，我們定期開展合規經驗和風險控制相關主題的培訓宣貫活動，推動全員風控與全流程風控模式。

During the Reporting Period, the Group carried out various audits including project operation management audits, various special audits, joint and special investigations, and the term of key positions and personnel management audits, and formulated solutions against the risk points identified in the course of audit in a timely manner. In response to operation management loopholes, non-compliance of business and failure to act, the Group carried out risk control and checked for deficiencies in a timely manner to ensure that various risks in the course of operation are reduced.

In addition, in view of the special circumstances experienced this year, we have carried out the risk identification of real estate control policies during the outbreak of COVID-19, and formulated operational risk control recommendations for each line to increase the risk resistance capacity of the whole group in the face of the pandemic and ensure good operations.

In order to establish the risk control awareness of all employees from the perspective of awareness and consolidate the risk control capabilities of all employees from the perspective of knowledge, we have carried out training and promotion activities on topics related to compliance experience and risk control on a regular basis to promote the risk control of all employees and the whole-process risk control model.

祥生控股浙北區域組織風控培訓

Organization of risk control training in Northern Zhejiang Region of Shinsun Holdings

房地產銷售階段和交付階段是房地產開發中法律風險高發階段，是開發商需要全面、謹慎、妥善處理的重要事宜，也是開發商需要結合廣告、預售、施工、交房、辦證各環節通盤考慮的事宜。為避免在銷售和交付階段的不當承諾與非標動作帶來業主投訴、行政處罰、群訴等法律風險，報告期內，浙北區域法務風控部組織了《法務視角下的銷售與交付風控要點》法律培訓，對房地產策劃推廣、銷售準備、認購簽約、合同履行、集中交付階段的糾紛問題進行整理，梳理了規範的操作流程，不斷加強業務人員在房地產銷售和交付階段法律常識及風控意識。

The sales stage and the delivery stage of real estate are the stages with high legal risks in real estate development, which are important matters that developers need to deal with in a comprehensive, cautious and proper manner, also matters that developers need to consider in all aspects of advertising, pre-sales, construction, house delivery and certification. In order to avoid legal risks such as property owners' complaints, administrative penalties and group complaints caused by improper commitments and non-standard actions in the sales and delivery stages, during the Reporting Period, the Legal Risk Control Department in Northern Zhejiang region organized legal training on Key Points of Sales and Delivery Risks Control from the Perspective of Legal Affairs, sorted disputes in the stages of real estate planning and promotion, sales preparation, subscription and signing of contract, contract fulfillment, and collective delivery, and sorted out the standardized operation process, so as to continuously strengthen the legal knowledge and risk control awareness of business personnel in the sales and delivery stages of real estate.





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祥生控股浙東區域開展經營合規風險管理宣貫
**Promotion and implementation of operation compliance risk management
in the Eastern Zhejiang Region of Shinsun Holdings**

祥生控股浙東區域法務部開展《行政合規風險管理操作指引》培訓。向各條線員工進行經營合規風險管理的宣貫。其中針對經營合規的必要性、合規的管控目標及策略、風險量化評估、風險匯報程序等內容進行了詳細解讀，讓經營合規理念深入每一名祥生員工內心。

The Administrative Compliance Risk Management Operation Guidelines training was carried out by legal department in the Eastern Zhejiang Region of Shinsun Holdings, which promoted the operation compliance risk management to employees of all lines. In particular, the necessity of operation compliance, compliance control goals and strategies, risk quantitative assessment, risk reporting procedures and other contents are explained in detail, realizing the philosophy of operation compliance among every Shinsun staff.





反貪腐

本集團始終堅守商業道德底線，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《審計管理制度》、《責任追究制度》、《責任追究細則》等制度，對員工可能存在的貪腐行為進行防範、識別、追責和處理。

檢舉舉報是反貪腐工作管理的重要一環，我們開闢了多個舉報渠道。與此同時，我們建立了完善的舉報人保護機制，在對外官網「廉潔舉報」窗口和內網系統的「廉潔之窗」窗口都明確了接受舉報的陽光政策。我們承諾對舉報者的個人信息及舉報內容進行嚴格保密，並要求被調查單位和被舉報人不得對舉報人實行打擊報復，一經發現，嚴肅處理。此外，舉報人可以通過郵件、電話、信件等方式進行匿名舉報。

為了積極響應廉潔建設號召，建設「講誠信、講道德」的商業運營環境，培育公正不阿、廉潔自律的企業文化，我們針對高管和員工各自開展了具有針對性的多場反貪培訓與宣貫活動。

Anti-corruption

The Group has always adhered to the bottom line of business ethics, strictly abided by 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 the Prohibition of Commercial Bribery and other laws and regulations, and has formulated the Audit Management System, Accountability System, Accountability Articles and other systems, to prevent, identify, execute accountability and deal with the possible corruption among employees.

Whistle-blowing is an important part of anti-corruption management, and we have opened up a number of whistle-blowing channels. Meanwhile, we have established a sound whistleblower protection mechanism, and clarified the sunshine policy on receiving whistle-blowing on both the "integrity whistle-blowing" window on the external official website and the "integrity window" window on the internal network. We have undertaken to keep the personal information and content of the whistleblower strictly confidential, and required the investigatee and the person being reported not to retaliate against the whistleblower, and if such acts are found out, we will take serious actions thereon. In addition, the whistleblower can make an anonymous report via email, telephone, letter, etc.

In order to actively respond to the call for integrity building, build a business operation environment of "focusing on honesty and ethics", and develop a corporate culture of fairness, integrity and self-discipline, we have launched a number of targeted anti-corruption training and promotion activities for senior management and employees, respectively.



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高管廉潔培訓

Integrity training for senior management

祥生控股每年在高管團建活動中均開展反腐培訓。通過現場講座、團隊討論等形式，對監察審計架構設置、工作程序、腐敗風險點以及案件警示進行宣導。高管反腐培訓每年平均參與人次達50人，有效地將廉潔意識在高管團隊中進行宣貫。

Shinsun Holdings conducts anti-corruption training in team building activities of senior management on an annual basis. Through on-site lectures, team discussions and other forms, we promote the set-up of supervision and audit structure, work procedures, corruption risk points and case warnings. An average of 50 people participate in the anti-corruption training for senior management each year, effectively promoting the awareness of integrity among the senior management team.



報告期內，祥生控股組織的員工合規培訓包括：

During the Reporting Period, the employee compliance training organized by Shinsun Holdings included:

針對新進員工開展反貪腐培訓，約有120人次參加培訓。

We conducted anti-corruption training for new employees, with approximately 120 people participated in the training.

在節目前夕，通過OA系統下發廉潔自律的工作提醒，如《關於加強春節期間廉潔自律工作的通知》、《關於加強中秋節期間廉潔自律工作的通知》等。

On the eve of the festival, we issued reminders of integrity and self-discipline through the OA system, such as Notice on Strengthening Integrity and Self-discipline Work during the Spring Festival, Notice on Strengthening Integrity and Self-discipline Work during the Mid-Autumn Festival, etc.

在OA系統中設置「廉潔之窗」，以「七大紅線」為主題，倡導誠實守信，廉潔自律，反對以權謀私，弄虛作假，定期推送廉潔建設動態、警示教育案例等，提升全員反貪腐意識。

Through setting up an "Integrity Window" in the OA system, with the theme of "Seven Red Lines", we advocated honesty and trustworthiness, integrity and self-discipline, against employees seeking personal gains by abusing their powers, falsification, and published updates on integrity construction and warning education cases on a regular basis, so as to enhance the anti-corruption awareness of all employees.

巡查工作期間，與基層員工開展廉潔從業座談會。

During the inspection work, we conducted a seminar on operation with integrity with grassroots employees.

此外，我們加入了「企業反舞弊聯盟」和「閩西在滬房企審計監察聯盟」，加強行業間反貪腐的專業力量與信息共享的能力。我們通過積極參與聯盟活動，主動與同行溝通交流，共同打造廉潔文化。

In addition, we have joined the Enterprise Anti-Fraud Alliance and the Western Fujian Real Estate Enterprises Audit and Supervision Alliance in Shanghai to strengthen the professional anti-corruption capabilities and information sharing ability among industries. Through actively participating in alliance activities, we proactively communicated with peers to jointly create a culture of integrity.

報告期內，本集團未發生已審結的訴訟案件。

During the Reporting Period, there was no concluded litigation cases in the Group.



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ESG管理

本集團始終堅守可持續發展的核心價值理念，以實現穩健的可持續發展為目標，依靠相關制度推進ESG工作，做到商業機制與社會價值共生，力求科學化、規範化地，將ESG管治要素滲透到企業經營的各個領域。

本集團初步建立了自上而下的ESG工作機制，由董事會牽頭，聯合公司高級管理層及各相關部門組成了ESG工作小組，在日常生產生活中對企業管治、環境保護及社會責任履行相關決策進行落實和跟蹤，並定期向董事會匯報，為實現企業可持續發展目標保駕護航。

利益相關方溝通

本集團的發展離不開各類利益相關方的支持。祥生控股一直秉承以人為本思想，用心打造優質的產品及服務，堅持用高於行業的標準來要求自己。同時，在完善的可持續發展管理體系下，本集團主動與利益相關方溝通，充分了解利益相關方的期望與訴求，識別與自身息息相關的可持續發展議題，聽取各方聲音，致力於實現多方共贏的可持續發展目標。

報告期內，我們調查並篩選出投資者／股東，員工，客戶，供應商／合作夥伴，社區，公益組織，政府機構幾大主要利益相關方。

ESG MANAGEMENT

The Group has always adhered to the core value concept of sustainable development, aimed to achieve stable and sustainable development, and relied on relevant systems to promote ESG work, achieving the coexist of business mechanisms and social values, and striving to integrate the elements of ESG governance into all areas of business operations in a scientific and standardized manner.

The Group has initially established a top-down ESG working mechanism, and formed an ESG working group leading by the Board, collaborating with the senior management of the Company and various relevant departments, which implemented and tracked decisions related to corporate governance, environmental protection and social responsibility fulfillment in daily production and life, and regularly reported to the Board to safeguard the realization of our sustainable development objectives.

Communication with Stakeholders

The development of the Group is inseparable from the support of various stakeholders. Shinsun Holdings has always been adhering to the people-oriented philosophy, devoting to developing high-quality products and services, and insisting on requiring itself with standards higher than the industry. Besides, with a sound sustainable development management system, the Group takes the initiative to communicate with stakeholders to fully understand their expectations and concerns, identifies sustainability issues that are closely related to it and collect feedback from all parties with the objective of achieving sustainable development and a multi-win outcome.

During the Reporting Period, we investigated and selected several major stakeholders of investors/shareholders, employees, customers, suppliers/partners, communities, non-profit organizations and government bodies.



利益相關方 STAKEHOLDER	關注議題 ISSUE OF CONCERN	溝通方式 WAYS OF COMMUNICATION
投資者／股東	合法合規經營 產品質量與安全	股東大會 業績發佈會 路演活動 投資研討會 港交所及公司網站 電郵及微信公眾號
Investors/shareholders	Operation in compliance with laws and regulations Product quality and safety	General meetings Conferences for disseminating business results Road show Investment seminar Websites of Hong Kong Stock Exchange and the Company Email and WeChat official account
員工	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	員工信箱 工會 員工滿意度調研 各類員工活動
Employees	Labour rights protection Staff training and development opportunities Remuneration and welfare Occupational health and safety	Employees mailbox labour union Employee satisfaction survey Various employee activities
客戶	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	市場調研 客戶滿意度調查 微信交流平台 主題活動
Customers	Product quality and safety Customer service and satisfaction Protecting customer privacy and information security Responsible marketing	Market research Customer satisfaction survey WeChat communication platform Theme activities
供應商／合作夥伴	職業健康與安全 產品質量與安全 供應鏈管理	日常交流 招採平台 現場考察 供應商大會
Suppliers/partners	Occupational health and safety Product quality and safety Supply chain management	Daily communication Bidding and procurement platform Site inspection Supplier conference



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利益相關方 STAKEHOLDER	關注議題 ISSUE OF CONCERN	溝通方式 WAYS OF COMMUNICATION
社區 Communities	促進本地經濟發展 社區關愛 生物多樣性 Promoting the development of local economy Community care Biodiversity	公益活動 社區活動 Philanthropic activities Community activities
公益組織 Non-profit organizations	社區關愛 公益慈善 Community care Charity and philanthropy	公益活動 合作活動 Philanthropic activities Cooperation activities
政府及監管機構 Government and regulatory bodies	合法合規經營 反腐敗 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 節能減排 Operation in compliance with laws and regulations Anti-corruption Promoting the development of local economy Waste management and pollution prevention Saving water resources Response to climate change Energy conservation and emissions reduction	電話溝通 規範制定與執行交流 政府合作 Telephone communication Establishment of rules and exchanges on implementation Government cooperation

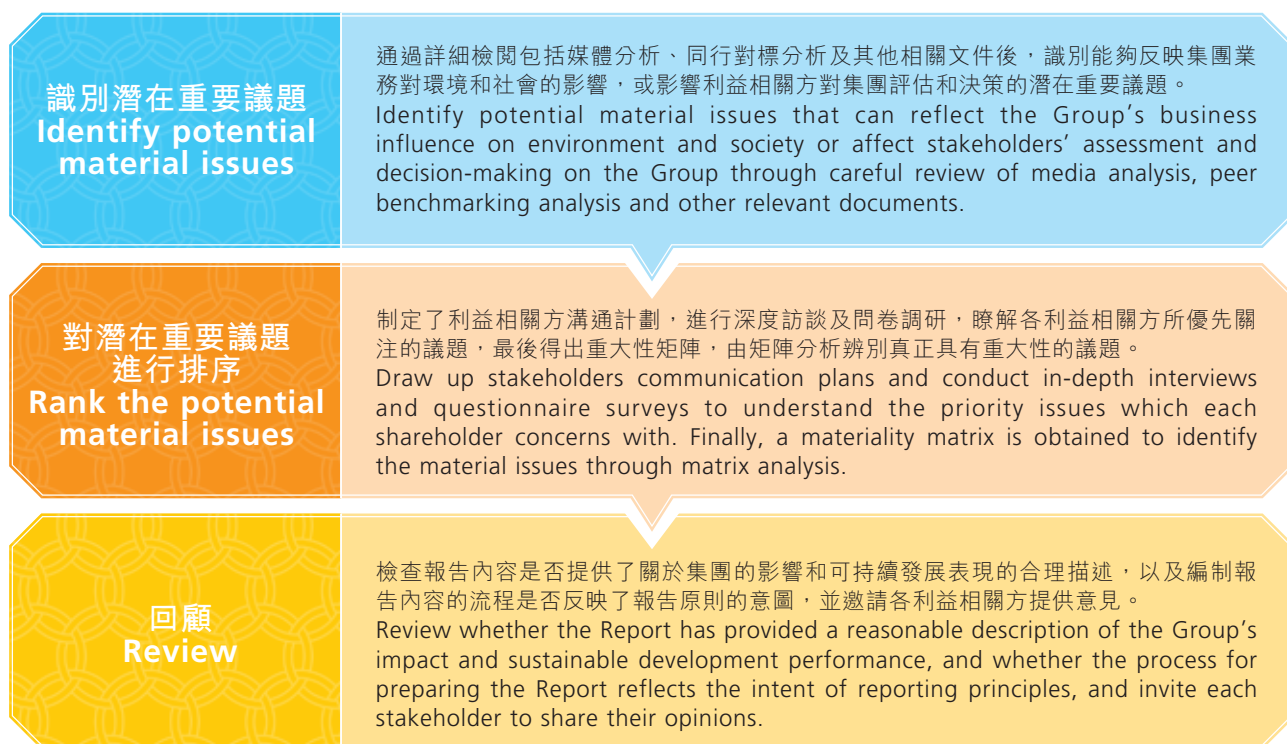


ESG重大性議題

報告期內，為更好回應各利益相關方的期望，本集團開展了重大性議題的識別工作。我們開展了媒體分析、行業對標以及10餘場深度訪談，同時發放並收集了245份利益相關方調查問卷，以此收集、整理、分析及歸納主要利益相關方關切的議題。報告期內，本集團通過以下方法對重大性議題進行評估及分析：

ESG Material Issues

During the Reporting Period, the Group identified the material issues in order to better respond to the demands and expectations of stakeholders. We also conducted media analysis, industry benchmarking and over 10 in-depth interviews. Meanwhile, we distributed 245 stakeholder's questionnaires, which were collected for gathering, collating, analysing and summarizing what key stakeholders concern. During the Reporting Period, the Group assessed and analysed the material issues through the following approaches:



重大性評估過程
Materiality Assessment Processes

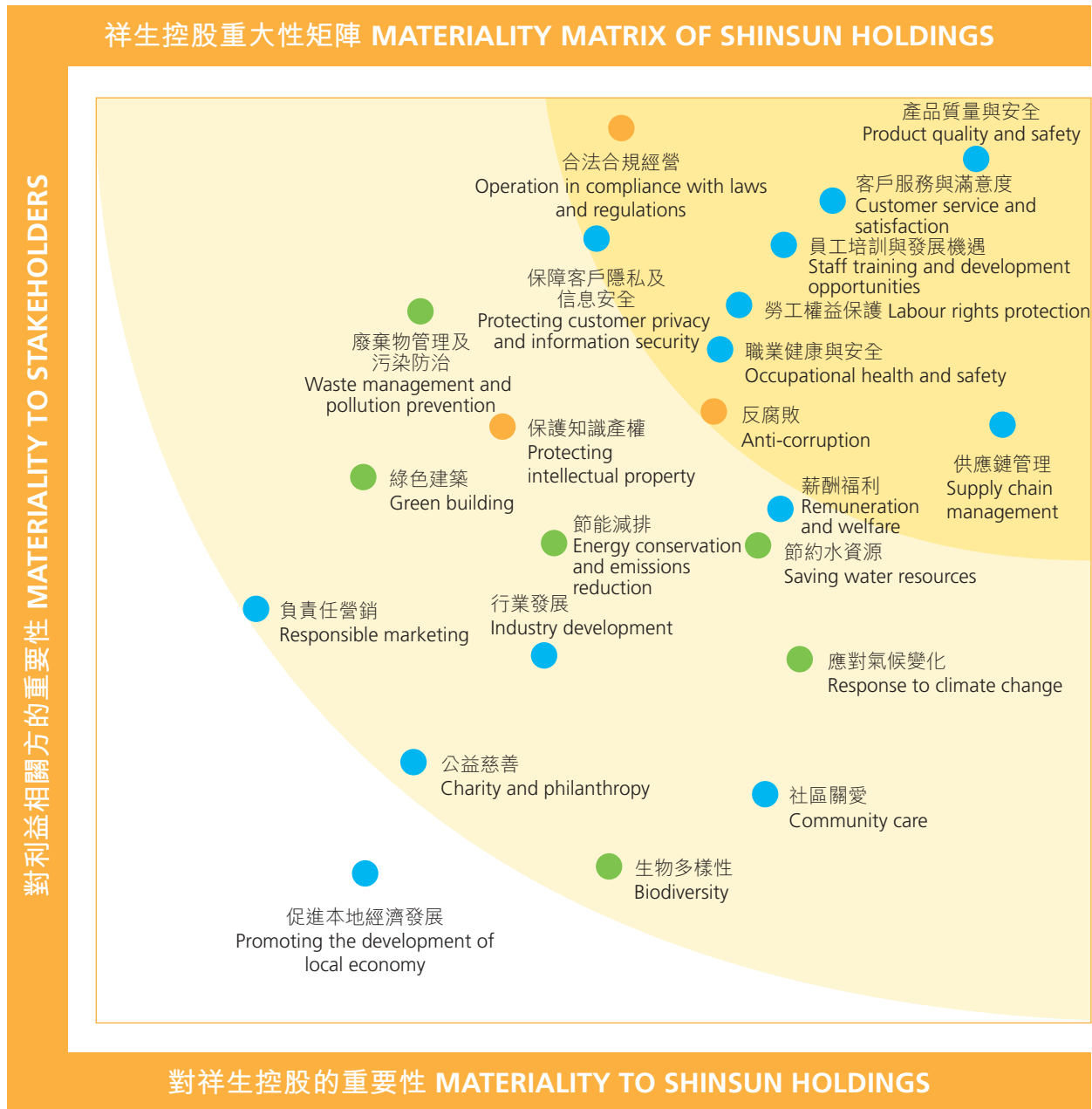


祥生，為幸福而生

SHINSUN, PURSUING HAPPY LIFE

我們通過以上評估過程識別出在環境、社會和管治層面的共計22項議題，為集團制定長遠的ESG戰略提供有力依據。其中9項高度重要的議題，12項中度重要的議題以及1項低度重要的議題。高度重要議題構成本報告內容的重點部分我們將會在本報告內詳細闡述有關內容。

Through the aforesaid evaluation process, we have identified a total of 22 issues at the environmental, social and governance levels, providing a strong basis for the Group to formulate a long-term ESG strategy. In particular, 9 are highly material issues, 12 are moderately material issues and 1 is lowly material issue. Those highly material issues constitute the key parts of the contents of the Report, which are disclosed in details in the Report.



創造，以質量為本

CREATION, PRIORITIZING QUALITY



「產品的極致是人」，從產品研發到交付落地，祥生控股始終堅持一切從客戶的需求出發。我們肩負「營造幸福生活」的企業使命，通過不斷提升的產品質量和優質服務，致力於成為有溫度、有擔當、為全體客戶打造健康可持續幸福生活的企業。

“We always uphold the people-oriented principal for products”, from research and development of products to delivery, Shinsun Holdings has always insisted on focusing on the needs of customers. We shoulder the corporate mission of “creating a happy life”, and through continuous improvement of product quality and high-quality services, we are committed to becoming a warm and responsible enterprise that creates a healthy, sustainable and happy life for all customers.

產品研發

RESEARCH AND DEVELOPMENT OF PRODUCTS

祥生控股將「創新」寫入企業價值觀，將創新精神注入品牌血液，通過不斷開發項目，提升產品多樣性，加強產業佈局，不斷迭代優化產品及服務，為客戶帶來全新體驗。

Shinsun Holdings has incorporate “innovation” into its corporate values, and injected the spirit of innovation into the fabric of the brand. Through continuous development of projects, we have enhanced the diversity of products, and strengthened our industrial layout to iterate and optimize products and services, bringing customers a new experience.

在產品研發方面，我們始終推動標準化產品庫的建設工作，通過標準化產品的研發、標化及投產，實現項目設計效率提升。報告期內，我們修訂了21項集團級標準化制度，涵蓋研發管理及項目設計管理兩大類。同時鼓勵各地區結合自身實際情況，以集團制度為基準，建立健全區域層面的區域層級制度。祥生控股目前已在產品設計研發全過程中達成明確權責、標準統一、動作規範、風險管控、評估返檢的良性循環生態。

In terms of research and development of products, we have always promoted the construction of a standardized product library, and improved project design efficiency through the development, standardization and production of standardized products. During the Reporting Period, we revised 21 standardized systems at group level, covering two major categories, namely R&D management and project design management. In addition, we also encouraged all regions to establish and improve regional-level systems at regional level according to their own actual conditions and based on the system of the Group. Shinsun Holdings has reached a virtuous circle ecology of stipulated powers and responsibilities, unified standards, standard operations, risk control, and evaluation and re-inspection in the entire process of product design and development.



研發標準化制度體系
R&D Standardization System



創造，以質量為本

CREATION, PRIORITIZING QUALITY

創新產品

祥生控股的產品核心以豐盛、健康、自由、快樂四大基因，貫穿於規劃、建築、園林、室內四大空間系統，打造當代都市生活的新坐標。我們關注舒適性與功能性兩大屬性，傳承生活、精緻工藝、精湛細節。

報告期內，我們進一步完善產品線，經過對產品的新一輪精研、沉澱和更迭，兩條產品線府系、雲境系煥新而來，建立了以地域、市場、客群、客戶需求為基礎，形成覆蓋全類型客戶的「SHINSUN-PRO」產品體系，並完成成果封裝，形成「產品線&分檔+建築+景觀+精裝」全系成果。我們通過指導區域完成屬地標準化工作，為產品落地、規模化推廣助力。

Innovation of Products

The core of Shinsun Holdings' products is based on the four genes of abundance, health, freedom and happiness, which were integrated into the four spatial systems of planning, architecture, gardens and interiors, creating new coordinates for contemporary urban life. We pay attention to the two attributes of comfortableness and functionality, inheriting life, refined craftsmanship and exquisite details.

During the Reporting Period, we further improved the product line. After a new round of product improvement, precipitation and change, the two product lines, namely Mansion series (府系) and Cloud series (雲境系), were renewed, and established "SHINSUN-PRO" product system covering all types of customers based on the region, market, customer base and customer needs, and completed the determination of results, forming a full range of "product line & grading + architecture + landscape + fine finishing" results. We guide the region to complete territorial standardization work, assisting in product launching and large-scale promotion.



符合欠發達地區客戶接受度的
主打經濟適用的「AO系」產品線
The lead affordable "AO" series
product line in line with the
acceptance of customers in
underdeveloped regions



針對剛需客戶的「樾系」(A檔)
"Arbor series (樾系)" (Grade A)
targeting customers with a rigid
demand



針對改善型客戶的
「府系」(B檔) 產品線
"Mansion series (府系)" (Grade B)
product line targeting customers
with a need for improving



針對多改及品質型客戶的
「雲境」(C檔) 系產品線
"Cloud" series (雲境系) (Grade C) product line targeting
customers with multiple housing needs and focusing on
quality



針對財富人群的「TOP」系產品線
"TOP" series (TOP系) product line targeting wealthy
people

祥生控股產品線
Product Line of Shinsun Holdings



本集團持續迭代產品配套體系，以打造更完美的產品居住體驗。報告期內，我們的創新研發形成「聚能」景觀系統，涵蓋「禮儀系統」、「修心系統」、「活力系統」、「智能系統」、「生態系統」。目前升級後的五大系統中的四個系統已在多個項目進行落地，未來「智能系統」也將逐步落地，應用於更多的項目中。

The Group continues to iterate the product supporting system to create a more perfect product living experience. During the Reporting Period, our innovative research and development formed a “energy-gathering” landscape system, covering the “ritual system”, “self-cultivation system”, “vitality system”, “intelligent system” and “ecosystem”. Currently, four of the five upgraded systems have been implemented in multiple projects. In the future, the “intelligent system” will gradually be implemented and applied to more projects.

01 禮儀系統

01 Ritual System

儀式感的景觀 – 生活的儀式感

Landscape with ritual sense – ritual sense of life

02 修心系統

02 Self-cultivation System

靜態活動區 – 心靈的昇華
Static activity area – sublimation of the soul

03 活力系統

03 Vitality System

動態活動區 – 體能的飛躍
Dynamic activity area – a leap in physical fitness

05 生態系統

05 Ecosystem

生態社區景觀 – 舒適自然的環境
Ecological community landscape – comfortable and natural environment

04 智能系統

04 Intelligent System

智慧化景觀 – 便捷安全生活
Intelligent landscape – convenient and safe life





創造，以質量為本

CREATION, PRIORITIZING QUALITY



山東鄒城未來城入口禮儀系統
Entrance Ritual System in Zoucheng Future City,
Shandong (山東鄒城未來城)



浙北區域杭州下沙項目活力系統
Vitality System of Hangzhou Xiasha Project in Northern
Zhejiang Region



杭州崇賢b8項目修心系統
Self-cultivation System of Chongxian b8 Project in
Hangzhou



寧波姜山項目生態系統
Ecosystem of Jiangshan Project in Ningbo



室外健身BOX智慧化景觀系統
Outdoor Fitness BOX Intelligent Landscape System

五大系統
Five Systems



我們在進行產品研發過程中，不斷推進新的技術應用。我們將BIM技術列為設計管理中的重點內容，通過其在設計過程中的良好應用，提高產品設計效率。我們通過編製BIM設計模板，來統一區域、事業部層面設計標準，指導項目推進BIM設計。通過設計標準化合同的制定及更新，從制度上規範管理動作、降低風險。

祥生控股自2017年起即進行了BIM設計試點，主要用於住宅、辦公業態的地下車庫及商業綜合體項目等。通過BIM技術應用，可有效實現項目在成本、進度、質量三方面的科學化和精細化控制，減少在設計和施工過程中不必要的浪費，保證項目質量。同時，項目信息管理系統可協助管理項目信息和後期的運營管理。目前我們已在圖紙三維化審核、管線綜合及深化、輔助銷售、輔助資源庫整理等方面取得了良好的效益。

In the course of research and development of products, we continue to promote the application of new technology. We list BIM technology as a key content of design management, and improve product design efficiency through its good application in the design process. Through compiling BIM design samples, we unify design standards at the regional and business unit level, and guide the project to promote BIM design. Through the formulation and renewal of the design standardization contract, we have regulated the management actions and reduced the risks in terms of the system.

Shinsun Holdings has been carrying out pilot BIM design since 2017, which is mainly used in underground garages and commercial complex projects in residential and office buildings. Through the application of BIM technology, we can effectively realize the scientific and refined control of the project in terms of cost, schedule and quality, reduce unnecessary waste in the design and construction process, and ensure the quality of the project. Besides, the information management system of the project can assist in the management of project information and subsequent operation management. Currently, we have achieved good benefits in the aspects of three-dimensional review of drawings, pipeline integration and deepening, auxiliary sales, and auxiliary resource library arrangement.



創造，以質量為本

CREATION, PRIORITIZING QUALITY

報告期內，通過優秀的設計能力和出色的產品展現，本集團旗下多個項目受到了來自業內外各個機構的認可。本集團產品力排名（億翰）上升至第23名，較2019年上升33個位次；2條產品線雙雙獲得億翰及克而瑞年度前十獎項及其他業內知名獎項10餘個。此外，報告期內，我們在產品設計方面獲得了多個來自國內外的知名獎項：

During the Reporting Period, through excellent design capabilities and outstanding product display, a number of projects of the Group have been recognized by various institutions within and beyond the industry. The ranking of the Group's product strength (EH) rose to 23rd place, representing an increase of 33 places as compared to that of 2019. Both of the two product lines won the top ten awards of EH and CRIC and more than 10 other well-known awards in the industry. In addition, during the Reporting Period, we won a number of well-known awards from home and abroad in terms of product design:

祥生京杭府－售樓處
2020年意大利A'DESIGN AWARDS－銀獎
Shinsun • Beijing – Hangzhou Mansion – Sales Office
2020 A'DESIGN AWARDS in Italy – Silver Award

祥生京杭府－售樓處
2020年德國設計大獎－winner
Shinsun • Beijing – Hangzhou Mansion – Sales Office
2020 German Design Award – Winner

祥生京杭府－售樓處
2020年金堂獎－年度傑出樣板房／售樓處空間設計
Shinsun • Beijing – Hangzhou Mansion – Sales Office
2020 Jintang Prize – Outstanding Space Design of the Year for Show Flat & Sales Office

杭州富陽宸光悅項目－精裝樣板房
2020年第五屆REARD地產設計大獎－居住類室內銀獎
Hangzhou Fuyang Chenguangyue Project – Show flat with Exquisite Decoration
2020 The 5th REARD Global Design Award – Interior Silver Award for Residential Property



祥生諸暨江南里
2020年第五屆REARD地產設計大獎
城市更新設計推薦榜－居住類室內
Shinsun Zhuji Jiangnanli (祥生諸暨江南里)
2020 The 5th REARD Global Design Award – Urban Renewal
Design Recommend List – Residential Property • Interior

祥生•藍光白馬郡－售樓處
國際室內設計大獎
Shinsun • Languang Baima County (藍光白馬郡) – Sales Office
2020 APR International Interior Design Awards

祥生諸暨雲境花園－樣板間
2020年金盤獎浙江上海區域－年度最佳豪宅空間
Zhuji Shinsun Cloud Garden (諸暨祥生雲境花園) – Show Flat
2020 Kinpan Award in Zhejiang and Shanghai Region
-Best Luxury Residential Space of the Year

祥生南通雲境－示範區
2020年PRO普羅獎－室內設計銀獎
Nantong Shinsun Yunjing – Demonstration Area
2020 PRO+ Award – Silver Award for Interior Design

上海祥生中心
2020年第五屆REARD地產設計大獎－居住類銅獎
Shanghai Shinsun Center
2020 The 5th REARD Global Design Award –
Bronze Award for Residential Property

祥生天長金麟府－示範區
2020年PRO普羅獎－公共建築、室內設計銀獎
Shinsun Tianchang Jinlin Mansion (祥生天長金麟府) –
Demonstration Area
2020 PRO+ Award – Silver Award for Public Buildings
and Interior Design



創造，以質量為本

CREATION, PRIORITIZING QUALITY

知識產權

在積極推進產品創新的同時，我們也不斷提升對於創新成果的保護。本集團嚴格遵守《中國人民共和國知識產權法》，成立了商標管理小組。報告期內，我們進一步健全商標管理標準和流程，並配套制定了《擬申請註冊商標申請表》、《擬申請註冊商標審批要點》模板，在確保自己知識產權成果不受侵犯的同時，不侵犯他人知識產權，完善知識產權管理體系。

Intellectual Property

While actively promoting product innovation, we also continue to improve the protection of innovation results. The Group strictly abides by the Intellectual Property Law of the People's Republic of China and has established a trademark management team. During the Reporting Period, we further improved the trademark management standards and procedures, and formulated the ancillary samples of Application Form for the Proposed Application for Registration of Trademark and Key Points for Approval of the Proposed Application for Registration of Trademark to ensure that our intellectual property results are not infringed while not infringing on the intellectual property of others, and improve the intellectual property management system.



知識產權申請流程
Intellectual Property Application Process

祥生控股十分注重優秀設計作品的知識產權保護。報告期內，我們申請註冊了天長金麟府售樓處外觀專利，並取得了外觀專利證書。同時，於2020年在香港申請了「祥生」商標並申請註冊了域名。截至目前，本集團共擁有14個商標、2項專利和1個域名。通過知識產權與業務的緊密結合，企業價值得到了不斷提升。

Shinsun Holdings attaches great importance to the protection of intellectual property of excellent design works. During the Reporting Period, we applied for the registration of exterior design patent of the sales office of Tianchang Jinlin Mansion and obtained the exterior design patent certificate. Besides, we applied for the "Shinsun" trademark in Hong Kong and applied for the registration of the domain name in 2020. Up to now, the Group has a total of 14 trademarks, 2 patents and 1 domain name. Through the close integration of intellectual property and business, our enterprise value has been continuously improved.

精益質量

精益的質量是祥生控股始終追求的目標。通過聚焦產品與服務的精細打磨，我們正向着品質與規模雙優的發展目標執着向前，通過優質的產品和服務，為客戶打造全方位幸福生活體驗。

LEAN QUALITY

Lean quality is always the goal of Shinsun Holdings. Through focusing on the refining and sharpening of products and services, we are making continuous efforts towards the development goal of superior quality and scale. Through high-quality products and services, we will bring customers an all-round happy life experience.



項目質量

祥生控股在項目建設質量管理方面嚴格遵循《中華人民共和國建築法》、《建設工程質量管理條例》、《建設工程施工現場管理規定》、《住宅建築規範》、《建築工程施工質量驗收統一標準》等國家及地方法律法規、標準規範。為保證各項目能夠嚴格落實國家相關法律法規的要求，保證項目建設質量，本集團制訂了《工程巡檢管理辦法》、《第三方飛行巡檢管理辦法4.0版》以及各施工工藝的標準作業指引，搭建了完善的質量管理制度體系，涉及項目建設的全過程，涵蓋內容全面、指導性強。並且，我們在工藝和區域適應性等方面對制度進行不斷更新，以時刻統一施工標準及質量，對質量進行全面把控。

在項目立項及設計階段，我們積極按照相關要求開展重大地質風險評估和第三方審圖工作，並且對設計工藝提出了嚴格要求，堅決杜絕節省材料開支而精簡重要設計結構做法，確保項目設計過程的質量管控。

Project Quality

In terms of quality management of project construction, Shinsun Holdings strictly follows the Construction Law of the People's Republic of China, the Regulations on the Quality Management of Construction Projects, the Construction Site Management Regulations for Construction Projects, the Construction Code for Residential Buildings, the Unified Standard for Construction Quality Acceptance of Building Engineering and other national and local laws and regulations, standards and norms. In order to ensure that stringent implementation of the requirements of relevant national laws and regulations by each project and ensure the quality of project construction, the Group has formulated the Management Measures of Engineering Inspection, the Third Party Flight Inspection Management Measures Version 4.0 and standard operation guidelines for various construction processes, and established a complete quality management system, involving the entire process of project construction, covering comprehensive content and with strong guidance. In addition, we constantly update the system in terms of technology and regional adaptability, so as to unify construction standards and quality at all times, and comprehensively control the quality.

In the project approval and design stage, we actively carried out major geological risk assessment and third-party drawing review work in accordance with relevant requirements, and put forward stringent requirements on the design process, resolutely prevented the simplification of important design structures due to savings material costs, so as to ensure the quality control of the project design process.

重大地質風險評估 Major geological risk assessment

建立投前階段的重大地質風險評估制度，對場地內可能存在崩塌、滑坡、泥石流、地面沉降塌陷、地震裂隙帶等特殊的地質災害進行初步判斷，以保障工程安全，並避免因地質隱患造成的工程質量問題。

We have established a major geological risk assessment system in the pre-investment stage to make preliminary judgments on special geological disasters such as collapses, landslides, mudslides, ground subsidence and collapse, and seismic fractured zones in the site, so as to ensure project safety and avoid project quality problems caused by hidden geological hazards.

禁止使用無樑樓蓋 Prohibition of the use of beamless floor

無樑樓蓋是一種造價比樑板式結構更低的技術，但實際工程實踐中，往往因多種因素易造成各類工程事故。我們將為保障產品工程安全作為基本訴求，並不單純追求成本極致優化，並在2020年度設計制度優化時，明確規定不允許在地下室頂板採用無樑樓蓋。

Beamless floor is a technology with lower cost than beam-slab structure. However, in actual engineering practice, various engineering accidents are often caused by various factors. We will take ensuring of the safety of product engineering as the basic requirement, and do not purely pursue the ultimate cost optimization, and when it comes to system optimization in 2020, we have clearly stipulated that it is not allowed to use beamless floors on the ceiling of the basement.

投前及設計階段質量風險管控
Quality Risk Control in Pre-investment and Design Stage



在施工過程的質量管理中，我們建立了質量管理網絡，通過集團、區域、事業部三級管控，明確職責，將質量管理活動做到標準化、規範化、科學化。此外，通過制定覆蓋事前、事中、事後的質量管理流程，來對項目建設過程中的質量進行全過程的把控。

In the quality management of the construction process, we have established a quality management network. Through the control on three-level of the Group, region and business unit, we have stipulated powers and responsibilities, and standardized, normalized and scientized quality management activities. In addition, a quality management process covering before, during and after the process has been developed to control the quality in the whole process of project construction.

<p>事前</p> <p>Before the process</p>	<p>事中</p> <p>During the process</p>	<p>事後</p> <p>After the process</p>
<ul style="list-style-type: none"> • 以啟動會目標分解為原則編制工程合約策劃書； • 以交付日期倒排12個月為關鍵控制節點進行項目計劃； • 分別設定目標達成的管控動作和措施。 • Preparation of the project contract plan based on the principle of decomposing the goals of the kick-off meeting; • Implementation of project planning with 12 months back from the delivery date as the key control point; • Setting the control actions and measures to achieve the goals respectively. 	<ul style="list-style-type: none"> • 標準化執行落地返檢； • 第三方過程品質管控； • 進度計劃梳理； • 交付風險識別與預警等。 • Standardized implementation of lunching and re-inspection; • Third-party process quality control; • Sorting out the progress plan; • Delivery of risk identification and early warning. 	<ul style="list-style-type: none"> • 通過工程後評估、工程合約案例庫、第三方交付評估等管控方式，總結管控過程的缺陷，返檢管理體系不足，修訂標準和工藝，提升管控效率。 • Through post-project evaluation, project contract case library, third-party delivery evaluation and other control methods, we have summarized the defects in the control process, re-inspected the insufficiency of management system, and revised standards and processes to improve the control efficiency.

施工過程質量風險管控
Quality Risk Control in Construction Process

同時我們引進第三方專項飛檢制度，加強過程質量監督，多線程交叉管理，確保工程質量。我們每季度開展針對「實測實量、質量風險、安全文明、管理行為、鋁合金專項、紅線管理」等內容的飛行檢查。報告期內，我們增加了地下工程第三方專項飛檢制度。對於檢查中出現的問題，我們要求各地區公司10天內整改完畢並通過線上數字工程平台回覆。報告期內，工程第三方飛檢綜合分86.34分，較2019年的86.03分實現了穩步提升。

Besides, we have introduced a third-party special unannounced inspection system, strengthened process quality supervision, and multi-threaded cross-management to ensure project quality. We carry out unannounced inspections on “quality inspection, quality risk, safety and civilization, management behavior, special events for aluminum alloy, red line management” and other contents on a quarterly basis. During the Reporting Period, we added a third-party special unannounced inspection system for underground projects. For the problems found in the inspection, we have required all regional companies to complete the rectification within 10 days and reply through the online digital project platform. During the Reporting Period, the comprehensive score of the third-party unannounced inspection of the project was 86.34 points, realizing a steady increase from 86.03 points in 2019.



此外，我們還細化了承接查驗制度，確定了物業、營銷、運營等部門參與項目的交付前的聯合檢查，明確了相關管理動作及管理流程。我們通過實施工地開放日等形式向業主展示施工過程及交付階段的效果呈現，聯動業主與工程質量管控，減少交付問題。

In addition, we have also refined the acceptance inspection system, determined the joint inspection before the property, marketing and operation departments participated in the delivery of the project, and clarified the relevant management actions and management processes. Through the implementation of the construction site open day and other forms, we show the effect of the construction process and the delivery stage to the property owner and connect the property owners with the project quality control, so as to reduce delivery problems.

我們也對施工過程中的第三方提出了質量管理的要求，在合同中對各供應商及參加單位的項目質量要求進行了明確。

We also put forward quality management requirements against third parties in the construction process, and clarified the project quality requirements against each supplier and participated units in the contract.



第三方質量管控文件
Third-party Quality Control Documents

在施工過程中，為嚴格把控原材料質量，我們嚴格按照合同約定品牌對施工方進行進場驗收，並要求提供產品合格資料。重要材料執行集團集採，從源頭控制質量。

In the course of construction, in order to strictly control the quality of raw materials, we carry out acceptance inspection on construction party in strict accordance with the brand agreed in the contract, and require to provide product qualification information. Centralized purchase of important materials is implemented by the Group to control the quality from the source.



創造，以質量為本

CREATION, PRIORITIZING QUALITY

質量培訓

為了提高項目建設質量，更好地適應行業發展趨勢，我們在集團、區域以及各項目都進行了不同層級的質量培訓及宣貫，內容涉及公司的制度標準以及專業要求。

Quality Training

In order to improve the quality of project construction and better adapt to the development trend of the industry, we have carried out quality training and promotion at different levels in the Group, region and each project, which involves the system standards and professional requirements of the Company.

集團

- 制度：定期通過線上人本學堂對全集團的各項制度、指引以及辦法進行詳細的宣貫，切實保證貫徹落實新的制度標準。
- 專業：每月至少舉行2場以上的其他相關部門的針對性培訓活動，一方面強化不同專業的協作與互動，另一方面強調不同專業的共享。

The Group

- System: We regularly promote the various systems, guidelines and measures of the whole group through the online People-oriented Classroom, effectively ensuring the implementation of the new system standards.
- Profession: We hold at least 2 targeted training activities for other relevant departments on a monthly basis, which strengthened the collaboration and interaction of different professions on one hand, and we emphasized the sharing of different professions on the other hand.

區域／項目

- 制度：每週要求完成對相關制度、指引或結合項目自身情況自行進行培訓交底，並每月進行上報。
- 專業：定期進行《工程交底工作指引》、《飛檢體系4.0解讀》、《安全文明專項培訓》、《裝飾裝修專項培訓》、《防滲漏專項培訓》等專項培訓及貫宣。

Region/Project

- System: We require to independently complete the training disclosure on relevant systems, guidelines or according to the project's own situation on a weekly basis, and report it on a monthly basis.
- Profession: We regularly conduct special training and promotion such as Work Guidelines for Project Disclosure, Interpretation of Unannounced Inspection System 4.0, Special Training for Safety and Civilization, Special Training for Decoration and Renovation and Special Training for Leakage Prevention.

通過精益的質量管理，本集團憑借穩健提升的產品品質與服務品質，榮膺「中國地產金磚獎—2020年度品質地產綜合企業」，獲得行業與市場的認可。同時，我們的多個項目也充分得到了社會及客戶的肯定，榮獲了質量標準化示範工程和標化工地的稱號。

Through lean quality management, the Group won the "Golden Brick Award for Real Estate of China – 2020 Enterprise with Comprehensive Quality in Real Estate" by leveraging on its steadily improved product quality and service quality, which was recognized by the industry and the market. In addition, a number of our projects have been fully recognized by the society and customers, and won the titles of quality standardization demonstration projects and standardized construction sites.



竭誠服務

祥生控股持續從改善客戶的需求出發提升服務，滿足人們對健康、愉悅、安全、舒適生活的追求視為己任。我們貼合市場需求，不斷提升服務質量，在住宅服務與商業服務方面雙向發力，力爭打造服務新標桿，以匠心築就幸福生活。

住宅服務

我們從客戶需求出發，打造每個人心目中的「城市棲息地」。我們通過將豐盛、健康、自由、快樂的生活狀態融入於產品和服務中，延展出全景全享、左鄰右里、愛家健住的美好生活場景。為了匹配不同定位的產品線，滿足客戶多元化的產品及服務要求，我們針對不同產品線制定了不同的空間設置和服務內容。

服務提升

我們不斷迭代產品服務，提升服務體驗。報告期內，通過對城市家庭服務需求的洞察與探索，我們升級打造「幸福π」五維服務體系，涵蓋幸福部落、幸福空間、幸福社群、幸福服務、幸福街區五大核心服務內容，致力於為客戶提供全齡段、全周期的祥生式幸福生活體驗。

SINCERE SERVICE

Shinsun Holdings continues to improve its services focusing on improving the needs of customers, and regards meeting people's pursuit of a healthy, joyful, safe and comfortable life as our own responsibility. We continuously improve service quality to meet the market demand, and make efforts in both residential and commercial services, striving to create a new benchmark for services, and create a happy life with ingenuity.

Residential Service

We create the "urban habitat" among people focusing on improving the needs of customers. Through integrating a abundance, health, freedom and happiness state into our products and services, we have extended the beautiful life scenarios of fully-enjoyed panoramic views, neighborhoods and healthy living. In order to match the product lines with different positioning and meet the diversified product and service requirements of customers, we have formulated different space settings and service offerings for different product lines.

Service Improvement

We improve the service experience through continuous iterating our products and services. During the Reporting Period, through insight and exploration of the service needs of urban families, we upgraded and built a "Happy π" five-dimensional service system, covering five core service contents: happiness tribe, happiness space, happiness community, happiness service and happiness neighborhood, and dedicated to providing customers with an all-age, all-cycle Shinsun-style happiness life experience.



「幸福π」五維服務體系
"Happy π" Five-dimensional Service System



創造，以質量為本

CREATION, PRIORITIZING QUALITY

為應對新冠疫情，祥生控股第一時間通過專題講座、客戶調研等方式，面向客戶開展「疫情下的客戶心聲」調研，主要針對「居住配套」、「居住空間」、「社區服務」三大項展開。通過調研，我們針對景觀、車行流線、社區大堂等關鍵區域進行了優化，在保證業主健康安全的同时，增加居住體驗。

In response to the COVID-19 pandemic, Shinsun Holdings carried out a survey of “Customers’ Voices under the Pandemic” for customers through special lectures, customer surveys and other methods in the first time, mainly focusing on the three major items, namely “ancillary residential facilities”, “residential space” and “community services”. Through survey, we have optimized key areas such as landscapes, traffic routes and community lobbies to increase the living experience while ensuring the health and safety of the property owners.

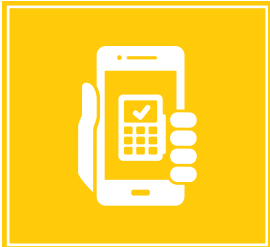


景觀優化

- 增加小花園數量，在保證空間私密性的同時滿足散步透氣需求
- 設置寵物樂園與兒童樂園，並增加洗手點、消毒點
- 垃圾收集點增設口罩收集箱

Landscape optimization

- Increase the number of small gardens to meet the needs of walking and ventilation while ensuring the privacy of the space
- Set up pet paradise and children’s playground, and increase hand washing and disinfection points
- Arrange additional mask collection boxes at garbage collection points



車行流線優化

- 增加車道消毒、車胎消毒
- 地下大堂智能手機開啟識別

Traffic route optimization

- Arrange additional disinfection for lane and tire
- Smart phone recognition in the underground lobby



社區大堂優化

- 社區大堂加載無接觸出入管理
- 外投內取得快遞設施
- 設置外來人員等候區
- 物業服務測溫登記

Community lobby optimization

- Loading contactless access management in community lobby
- Drop-off and pick-up facility
- Set up a waiting area for external personnel
- Temperature measurement and registration in property service



客戶溝通

此外，為提升客戶服務感受，我們開展了豐富的客戶溝通活動，在為客戶提供貼心服務的同時，為客戶創造交流空間，提升客戶居住樂趣。



業主家宴
Family Banquet for Property Owners

金婚攝影
Golden Wedding Photography

邂逅糖畫藝術
Meet Sugar Painting Art

手制詩意團扇
Hand-made Poetic Round Fan



線上年貨節
Online New Year's Shopping Festival

友鄰生日會
Friendly Neighborhood Birthday Party

遇見布上藝術
Meet Art on Cloth

小小匠人刻蛋雕
Egg Carving by A Little Craftsman

Communication with Customers

In addition, in order to improve the customer service experience, we have carried out a variety of communication activities with customers, while providing customers with intimate service, we also create a room for communication for customers and enhance their living pleasure.

小飛象夏令營 — 「巡遊大草原」

- 結合本年度疫情，杭州、諸暨、紹興、麗水、撫州5城市銷售中心，通過線上線下結合的方式，開展爭霸賽、內蒙夏令營、銷售中心禮品兌換等活動。直接參與業主4,088戶，活動覆蓋業主約9萬戶，加深業主品牌認知度。

Flying Elephant Summer Camp – “Prairie Cruise”

- In light of the pandemic this year, 5 sales centers in Hangzhou, Zhuji, Shaoxing, Lishui and Fuzhou carried out competitions, summer camps in Inner Mongolia, and gift exchanges in sales centers through online and offline methods, with 4,088 property owners directly participating, and the activities covered approximately 90,000 property owners, deepening the owners' brand recognition.

幸福生活節

- 以祥生服務、祥生家味、祥生年貨、祥生友鄰為2020年幸福生活節活動的四大模塊，內容包括服務升級、金婚攝影、祥生家宴、年貨節、友鄰集市、友鄰運動會、友鄰遊園會等活動。全集團共計22,988戶業主參與，覆蓋業主約12萬戶。

Happy Life Festival

- We take Shinsun Service, Shinsun Taste of Home (祥生家味), Shinsun New Year' Goods (祥生年貨) and Shinsun Friendly Neighborhood (祥生友鄰) as the four major modules of the activities of Happy Life Festival in 2020, the content of which includes service upgrades, golden wedding photography, Shinsun family banquet, New Year's shopping festival, friendly neighborhood bazaar, friendly neighborhood games, friendly neighborhood garden party and other activities, with a total of 22,988 property owners of the entire group participated, covering approximately 120,000 property owners.

業主社群

- 通過成立童學社，開展「邂逅糖畫藝術」、「手製團扇」等活動，為小業主增加日常樂趣；
- 通過成立籃球社，舉辦區域籃球賽、集團總決賽等，豐富業主生活，加強業主間的溝通與交流。

Property Owner Community

- Through the establishment of children's society, we carried out activities such as “Meet Sugar Painting Art (邂逅糖畫藝術)” and “Hand-made Round Fan (手製團扇)” to increase daily pleasures for junior property owners;
- Through the establishment of basketball clubs, regional basketball games and group finals to enrich the life of the property owners and strengthen communication and exchanges between the property owners.



客訴響應

我們始終注重客戶的溝通與反饋，在客戶服務的全生命周期進行實時監測及管控。本集團已建立系統性全周期風險管控體系，貫穿整個開發全周期，包括項目啟動階段、銷售階段、建設階段、交付階段等，形成集團、區域、事業部三級風險管控方式，制定53個節點標準執行動作、梳理常用工具清單、明確介入時間等。我們已集合《呼叫中心作業指引》、《基於客戶觸點的服務里程碑節點管理標準及操作指引1.0》、《「幸福服務官」操作指引1.0》、《「業主品質官」操作指引1.0》等制度及標準做法，匯編成《客關操作手冊》並向各地區公司進行宣貫。通過標準化的服務，回歸初心，使服務有心化、有形化、有型化。

我們通過細化對客服務管理，解決對客服務全流程中客戶服務的痛點，減少項目客訴風險，提升客戶對企業的正向感受。報告期內，我們積極開展自查活動，以保證服務的標準執行。其中，啟動會風險排查19次、銷售期檢查59次、交付風險排查49次，覆蓋本集團所有在建項目。

Response to Customer Complaints

We always pay attention to communication with customer and their feedback, and conduct real-time monitoring and control throughout the entire life cycle of customer service. The Group has established a systematic full-cycle risk control system that runs through the entire development cycle, including the project kick-off stage, sales stage, construction stage and delivery stage, forming a risk control method at three-level of the Group, region, and business unit, and formulating 53 nodes of standard execution actions, sorting out the list of commonly used tools and clarifying the intervention time. We have compiled the Customer Relationship Operation Manual in combination of systems and standard practices such as Call Center Operation Guidelines, Customer Contact-based Service Milestone Management Standards and Operation Guidelines 1.0, Operation Guideline of "Happy Service Officer" 1.0, and Operation Guidelines for "Property Owner Quality Officer" 1.0, and promoted it to companies in various region. Through standardized services, we will renew our commitment to the original aspirations and make our services more sincere, tangible and shaped.

Through refining customer service management, we solve the challenge of customer service in the whole process of customer service, so as to reduce the risk of customer complaints of the project, and improve customers' positive feelings towards the Company. During the Reporting Period, we actively carried out self-inspection activities to ensure the standard implementation of service, including 19 risk investigations at kick-off meeting, 59 inspections during the sales period and 49 investigations for delivery risks, covering all projects under construction of the Group.



我們積極接受客戶的反饋，制定了《客戶投訴作業指引》、《客戶危機事件操作指引》、《祥生地產責任追究制度》等客訴反饋制度。同時，為了及時解決客戶反饋及訴求，我們建立了從簽約到交付，全周期、全覆蓋的客戶溝通反饋與響應機制。

We actively accept feedback from customers and have formulated customer complaint feedback systems such as the Customer Complaint Operation Guidelines, Operation Guidelines for Customer Crisis Events and Accountability System of Shinsun Property. In addition, in order to solve customer feedback and demands in a timely manner, we have established a full cycle and full coverage of customer communication feedback and response mechanism from signing to delivery.

業務端

Business end

400服務熱線	每周一到周日8:00-20:00
400 service hotline	8:00-20:00 every Monday to Sunday
祥生會online幸福服務官(在線客服)	每周一到周日9:00-18:00
Shinsun Club online happiness service officers (online customer service)	9:00-18:00 every Monday to Sunday
業主「幸福聆聽」報事系統	24小時可投訴反饋
Property owner's "Happy Listening" reporting system	Complaints and feedback are available on a 24-hour basis

對客端

Customer end

線上

Online

「祥生會」公眾號

"Shinsun Club" official account

線下

Offline

所有銷售中心均公示400服務熱線

「祥生會」線上投訴指引

400 service hotline is posted at all sales centers

"Shinsun Club" online complaints guidelines



創造，以質量為本

CREATION, PRIORITIZING QUALITY

報告期內，我們還推出了「幸福服務官」和「業主品質官」，從集團和客戶雙重角度，為客戶提供更加安心的服務：

During the Reporting Period, we also launched the “Happiness Service Officers” and “Property Owner Quality Officers” to provide customers with more reassuring services from the dual perspectives of the Group and customers:

幸福服務官 Happiness Service Officers

- 圍繞客戶全生命服務週期
- 簽約後即一對一添加業主微信，針對客戶高敏感的工程進度、投訴處理進度、日常建議諮詢及時告知
- 全集團2個區域、1個城市公司、3個事業部、44個項目落地幸福服務官，祥生會online服務官上線，累計服務客戶46,247戶
- Focusing on the customer's full life service cycle
- After signing the contract, we will add the property owner's WeChat one to one, and timely inform the customer of highly sensitive project progress, complaint handling progress and daily recommendation and advice
- Happiness Service Officers have been implemented in 2 regions, 1 city company, 3 business units and 44 projects of the Group, the online service officers of Shinsun Club have been launched, serving a total of 46,247 customers

業主品質官 Property Owner Quality Officers

- 優質項目邀請業主共同議事，解決信任痛點
- 開盤後篩選VIP客戶成為業主品質官，交付前邀請品質官參與施工現場活動，交付後參與社區共建活動
- 1個城市公司、2個事業部，共計9個項目落地，全年累計召開業主品質官會議28次，聘任業主品質官208名
- We invite property owners to discuss together for high-quality projects, so as to solve the challenge of trust
- After the opening, we select VIP customers to be property owners' quality officers, invite quality officer to participate in construction site activities before delivery, and participate in community joint construction activities after delivery
- A total of 9 projects were launched in 1 city company and 2 business units, a total of 28 property owner quality officer meetings were held throughout the year, and 208 property owner quality officers were engaged



為打通祥生控股業主之間的信息壁壘和交流隔閡，建立與業主的雙向良性互動溝通系統。我們制定了「2157」客戶投訴節點化標準管理流程，並依據《客戶投訴作業指引》和《責任追究細則》等制度文件對客戶投訴進行反饋和內部主追責，致力於為客戶提供滿意答覆。

In order to get through the information barriers and communication gaps among the property owners of Shinsun Holdings, we have established a two-way benign interactive communication system with the property owners. We have formulated the "2157" nodes-based standard management process for customer complaint, and feedback customer complaints and internal accountability in accordance with the Customer Complaint Operation Guidelines (《客戶投訴作業指引》) and Accountability Articles (《責任追究細則》) and other system documents, committing to providing customers with satisfactory replies.



「2157」節點進行標準化管理
"2157" Nodes for Standardized Management



創造，以質量為本

CREATION, PRIORITIZING QUALITY

業主滿意度

報告期內，祥生控股對內圍繞產品與服務、風險與品質，建立部門聯動機制，為客戶嚴控產品質量關；對外以客戶滿意為核心，創造與客戶的鏈接，主動升級溝通渠道，解決痛點，形成品牌認同；同時形成集團內部的業主偏好數據庫，全年主動5次業主研究，累計了解訪問上萬名業主對產品及服務需求偏好。

本集團委託中國指數研究院執行2020年全流程滿意度調研，調研覆蓋祥生控股銷售期（准一、准二）、交付期、入住期（穩定期、老業主）業主，採用電話調研的方式，我們的總體滿意度為82.8分。

商業服務

秉持「營造幸福生活」的企業理念，30餘年的沉澱，祥生控股以發展的眼光關注市場，探究城市更新脈絡與消費群體生活習慣。我們堅持「有創新、有品質、有情景、有溫度」的商業經營理念，匹配不同的城市能級與功能需求，致力於為每個城市研創出更適合自身、更時尚有趣的優質商業項目。

Property Owner Satisfaction

During the Reporting Period, internally, Shinsun Holdings established a departmental linkage mechanism focusing on products and services, risks and quality, so as to strictly control product quality for customers. Externally, we created links with customers focusing on customer satisfaction, proactively upgraded communication channels, and resolved challenges, forming brand recognition. Besides, the Group's internal property owners' preference database was created, and proactive studies on property owners were conducted for five times throughout the year, accumulatively learning about and interviewing tens of thousands of property owners for their needs and preferences for products and services.

The Group has entrusted China Index Academy to carry out a full-process satisfaction survey in 2020, covering Shinsun Holdings' property owners at sales period (Prospective I and Prospective II), delivery period and occupancy period (stable period, existing property owners) by telephone surveys, with overall satisfaction score of 82.8 points.

Commercial Services

Adhering to the corporate philosophy of "creating a happy life" and more than 30 years of accumulation, Shinsun Holdings focuses on the market with a vision of development, and explores the urban renewal context and the living habits of consumer groups. We adhere to the business philosophy of "innovation, quality, scenario and warmth" to match the tier and functional needs of different cities, and are committed to developing high-quality commercial projects that are more suitable for each city, more fashionable and interesting.



商戶服務

我們對商戶的准入和日常經營提出了嚴格的管理要求。在新商戶准入階段和商戶日常經營過程中，我們針對招牌、營業管理、清潔衛生、推廣活動等都制定了相干要求，以全面保障商業中心的責任化運行和全體商戶的基本權益。同時，針對今年的疫情影響，我們為商戶提供了多項幫扶舉措，在保障順利運營的同時，維護疫情穩定、市民健康。

Merchants Services

We put forward stringent management requirements for the access and daily operation of merchants. In the access stage of new merchants and in the daily operation process of merchants, we have formulated relevant requirements for signboards, business management, sanitation and promotion activities to fully protect the responsible operation of the commercial center and the basic rights and interests of all merchants. In addition, in response to the impact of the pandemic this year, we have provided a number of assistance measures for merchants to ensure smooth operations while maintaining the stability of the pandemic and the health of citizens.

免費給予困難商戶廣告支持，包括大屏幕、側旗、吊幔、玻璃貼、軟文推送等
We offered free advertising support to merchants in difficulty, including big screens, side flags, hanging curtains, glass stickers, soft sell advertising, etc.

疫情期間房租物業費的減免，減少商戶疫情損失
We reduced the rental and property fees during the pandemic to reduce the losses incurred by the merchants due to the pandemic

配合商戶進行單店活動宣傳，各個樓層早會宣導單店活動，以及微信群、朋友圈進行宣傳
We cooperated with merchants to promote activities on a per store basis through promoting activities on a per store basis at morning meetings on all floors, as well as WeChat groups and Moments

疫情期間建立祥生廣場吃貨群，方便消費者點餐
We established a foodie group in Shinsun Plaza during the pandemic to facilitate consumers to order

協助商戶建立單個品牌會員群，通過不定期發放福利，穩定客戶群體，提升店鋪銷售額
We assisted merchants in establishing a single brand membership group to stabilize the customer group through irregular distribution of benefits, so as to increase store sales

商戶幫扶政策

Merchants Assistance Policy

為了不斷改善我們對商戶的服務，更好的實現商業中心的運營。報告期內，我們對商戶開展了滿意度調查。我們以抽樣調查的方式進行隨機調查50個商戶，主要內容包括日常營運管理是否規範、公共設施設備是否滿足使用、商場運營推廣提升建議、商場各項手續辦理情況滿意度、商場的公共衛生滿意情況等。調查結果顯示，商戶對商場的整體經營環境和運營管理比較認可，未來我們也將進一步提升一些經營中的細節問題。

In order to continuously improve our services to merchants and better realize the operation of the commercial center. During the Reporting Period, we conducted a satisfaction survey against merchants. We conducted random surveys of 50 merchants on a sample survey basis, which mainly includes whether the daily operation management is standardized, whether the public facilities and equipment are available, recommendations for promotion and improvement of shopping malls operation, the satisfaction of the various procedures of the shopping mall and the public hygiene satisfaction of the shopping mall. According to the survey results, merchants recognized the overall business environment and operation management of the shopping mall, and we will also further improve certain details of the operation in future.



創造，以質量為本

CREATION, PRIORITIZING QUALITY

消費者服務

在日常運營過程中，我們也十分關注消費者的感受及體驗，通過開展多項活動，提升消費體驗感和娛樂感，豐富消費生活。

Consumer Services

In the daily operation process, we also pay close attention to consumers' feelings and experiences. Through carrying out a number of activities, we have enhanced the sense of consumer experience and entertainment, and enriched consumer life.

顧客在廣場消費積分可以兌換禮品、免費停車等
Customers' consumption points in the plaza can be redeemed for gifts, free parking, etc.

會員中心配備休息室及兒童免費遊玩區，供顧客休息及小孩子遊玩
The member center is equipped with a lounge and children's free play area for customers to rest and children to play

商場配備母嬰室，供女性顧客給孩子哺乳
The shopping mall is equipped with baby care rooms for female customers to breastfeed their children

增加吸煙區
Increase of smoking area

不定期推出會員顧客優惠活動，美食免費體驗等
Launch of promotions, free dining experience, etc. for member customers from time to time

消費者服務提升 Consumer Service Improvement

此外，在疫情期間，為了保障消費者安全，我們積極開展防疫工作，免費為商戶及消費者發放口罩。同時，為了積極配合政府針對疫情的消費計劃，我們與運營地政府聯合推出兩期消費券活動，給予消費者優惠。

In addition, during the pandemic, in order to protect consumer safety, we actively carried out pandemic prevention work and distributed masks to merchants and consumers for free. Besides, in order to actively cooperate with the government's consumption plan against the pandemic, we have jointly launched two consumer voucher campaigns with the government where we operate to give consumers preferential treatment.

我們積極開展消費者滿意度調查，報告期內，我們於3月及8月分別開展了兩次滿意度問卷調查，同時收集消費者對於商場經營的改進建議，調查的內容包括：對項目外觀及內場美陳美觀度的評價、地下室停車位是否滿足停車需求、場內目前的品牌能否滿足消費、希望引進哪些新品牌等等。後續，我們也將根據消費者的建議，進一步提升商場的設施建設和軟件配套。

We actively carry out consumer satisfaction surveys. During the Reporting Period, we conducted two satisfaction questionnaire surveys in March and August respectively, and also collected consumer suggestions for improvement of shopping mall operations. The contents of the survey included: the evaluation of the external design of the project and the beauty of the internal decoration, whether the basement parking spaces can meet the parking demand, whether the current brands in the shopping mall can meet the consumption, what new brands the customers would like to introduce, and so on. Subsequently, we will also further improve the construction of facilities and software supporting facilities in the shopping mall based on consumer suggestions.



報告期內，我們共接到消費者投訴60起，主要分為產品質量投訴和服務態度投訴兩大類。報告期內，處理率100%。

During the Reporting Period, we received a total of 60 consumer complaints, which were mainly divided into two categories, namely product quality complaints and service attitude complaints. During the Reporting Period, the handling rate was 100%.

合規營銷

COMPLIANCE MARKETING

我們堅持避免誇大宣傳，並且不斷加強客戶隱私保護，保障合規營銷。我們遵守《中華人民共和國廣告法》、《中華人民共和國物權法》、《中華人民共和國消費者權益保護法》、《中華人民共和國個人信息保護法》等法律法規的規定，制定了《銷售流程管理規範》、《營銷價格優惠方案》、《營銷系統佣金管理方法》等銷售環節審批和管理規範，以全面合理管控銷售過程。

We insist on avoiding exaggerated promotion, and continue to strengthen the protection of customer privacy to ensure compliance marketing. We have developed the Sales Process Management Standards, Marketing Price Preferential Plan, Marketing System Commission Management Methods and other sales approval and management standards in accordance with the Advertising Law of the People's Republic of China, the Property Law of the People's Republic of China, the Law of the People's Republic of China on the Protection of the Rights and Interests of Consumers, the Personal Information Protection Law of the People's Republic of China and other laws and regulations, so as to control the sales process in a comprehensive and reasonable manner.

營銷管理

Marketing Management

報告期內，我們進一步拓寬營銷渠道，開展了多種線上線下的宣傳推廣活動，在全力推廣產品的同時，打造品牌形象，梳理品牌價值。

During the Reporting Period, we further broadened our marketing channels through carrying out a variety of online and offline promotional campaigns. While making every effort to promote our products, we built a brand image and streamlined brand value.



為了保證營銷活動的宣傳合規、標準統一，我們通過成立營銷物料審核小組和案場精裝標準公示兩種方式，管控在營銷過程中的合規宣傳，避免造成對消費者的誤導。

In order to ensure compliance and united standards for marketing campaigns, we control the compliance promotion in the marketing process through establishing a marketing material review team and publicizing pre-delivery refined decoration standard, so as to avoid misleading consumers.



精裝標準公示

- 為了防止虛假宣傳，所有涉及項目內外部的不利因素內容，以及精裝修產品的裝修標準均進行了公示。

Publicizing of Refined Decoration Standard

- In order to prevent false promotion, we have publicized all the unfavorable factors inside and outside the project, as well as the decoration standards of refined decoration products.



專項審核小組

- 成立專項工作審核小組，由城市總、客服、法務共同策劃並審核。

Special Review Team

- We established a special review team, which was jointly planned and reviewed by the general manager, customer service, and legal representatives in the city.

營銷管控舉措
Marketing Control Measures

針對營銷活動，我們也開展了各類檢查。報告期內，我們開展了集團抽查活動，並在地區公司每季度組織1次自查。從2020年二季度開始，我們還每月選取部分項目進行第三方神秘客戶抽查。各類檢查相互配合，促進合規營銷。

We have also carried out various inspections against marketing campaigns. During the Reporting Period, we carried out random inspections of the Group and organized self-inspections in regional companies once a quarter. Since the second quarter of 2020, we have also selected part of projects for random inspections by third-party mystery customers on a monthly basis. Various inspections cooperated with each other to promote compliance marketing.

為了提升營銷人員的合規意識，我們也針對營銷流程和要求定期開展培訓。報告期內，我們針對地區公司平台及項目營銷進行培訓，培訓內容涵蓋銷售流程規範、銷售紅線、風險管理、負面案例分享等。因受疫情影響，培訓均採用線上培訓方式，培訓覆蓋地區公司平台、項目營銷負責人、綜合管理人員等。報告期內，我們分別於6月及8月組織了營銷審批規範與營銷管理規範的培訓，全面提高了營銷人員的專業素養和職業水平。

In order to enhance the compliance awareness of marketing personnel, we also conduct regular training on marketing processes and requirements. During the Reporting Period, we conducted training on regional company platforms and project marketing, the contents of which covered sales process standards, sales red lines, risk management, negative case sharing, etc. As affected by the pandemic, online training was used for training, covering regional company platforms, project marketing leaders and general management personnel. During the Reporting Period, we organized training on marketing approval standards and marketing management standards in June and August respectively, comprehensively improving the professional quality and professional level of marketing personnel.



客戶隱私

在客戶隱私保護方面，我們制定了《檔案管理辦法》、《責任追究細則》制度，設定客戶信息及隱私為公司機密級檔案，一旦發現將祥生會、400平台的管理密碼和客戶信息洩漏、出賣公司以外人員等行為，導致客戶投訴和負面影響的，我們將給予開除懲處。此外，客戶服務業務通過線上系統進行運轉，系統崗位一人一崗落位，並通過工號、密碼進行強關聯登錄，通過減少線下台賬使用，減少多個端口管控客戶信息數據，降低客戶投訴、維修等敏感信息洩露風險，保障信息安全。

Customer Privacy

In terms of protection of customer privacy, we have formulated systems such as the Management of Archives and Accountability Articles, and set customer information and privacy as confidential files of the Company. Once we found that the management password and customer information of Shinsun Club and 400 platform are leaked and sold to personnel outside the Company, resulting in customer complaints and negative impacts, we will punish it with dismissal. In addition, the customer service business is operated through the online system, and each post in the system is assigned by one person. The system can log in with strong correlation by staff ID and password. We reduce the use of offline standing book, and reduce the number of ports for controlling customer information and data, so as to reduce the leakage risks of customer complaints, maintenance and other sensitive information, and ensure information security.



環保，以綠色為優

ENVIRONMENTAL PROTECTION, PRIORITIZING GREEN

綠色發展是我們作為幸福生活運營商的重要目標之一，我們在運營與建設過程中堅持環境管理，在研發中加入綠色理念，在施工過程中推行環保舉措，並不斷完善與提升我們的環境管理水平，與社區和自然和諧共生。

綠色管理

祥生控股力求將綠色管理滲入到運營的各個環節中。我們嚴格遵守《中華人民共和國環境保護行政處罰辦法》、《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》、《綠色施工導則》、《中華人民共和國環境保護法》、《中華人民共和國環境影響評價法》、《中華人民共和國環境噪聲污染法》等環境相關法律法規，持續規範我們的環境管理體系。報告期內，我們無因違反中國環境法律及法規而被處以重大罰款或遭受處罰。

綠色設計

本集團致力於「以人為本」的可持續發展方向，並積極與當地政府共同打造可持續發展城市，創造更好的人居環境。我們嚴格恪守當地法規和環保標準，將可持續的、綠色的、節能的建築理念和社區理念植入新的項目中。我們在產品設計研發階段秉承綠色建築設計的理念，在建築的全壽命周期內，我們通過九個方面最大限度節約資源，節能、節地、節水、節材、保護環境和減少污染，提供健康適用、高效使用，與自然和諧共生的建築。

Green development is one of our important goals as a happy life operator. We adhere to environmental management in the course of operation and construction, integrate green concepts to research and development, implement environmental protection measures during construction, and continue to improve and enhance our environmental management standard, with a view to live in harmony with the community and nature.

GREEN MANAGEMENT

Shinsun Holdings strives to integrate green management into all aspects of operation. We strictly abide by the Measures of the People's Republic of China on Administrative Punishment of Environmental Protection, the Law of the People's Republic of China on the Prevention and Control of Solid Waste Pollution, the Law of the People's Republic of China on the Prevention and Control of Water Pollution, the Guidelines on Green Construction, the Environmental Protection Law of the People's Republic of China, the Law of the People's Republic of China on Environmental Impact of Assessment, the Law of the People's Republic of China on Environmental Noise Pollution, and other environmental related laws and regulations, continue to standardize our environmental management system. During the Reporting Period, we were not subject to major fines or penalties for violating the PRC environmental laws and regulations.

GREEN DESIGN

The Group is committed to the "people-oriented" sustainable development direction, and actively works with local governments to build sustainable cities and create a better living environment. We strictly abide by local regulations and environmental standards, and incorporate sustainable, green and energy-saving building concepts and community concepts into new projects. We adhere to the concept of green building design in the product design and development stage. During the full life cycle of the building, we save resources to the utmost extent through nine aspects, such as energy saving, land saving, water saving, material saving, environment protection and pollution reduction, provide buildings that are healthy, affordable, efficient in use, and live in harmony with nature.



節地 Land Saving

- 規劃設計前期，嚴格控制地上建築容積率；
- 推廣開發地下空間，實現土地資源的立體使用；項目開發過程中，嚴格保護不文物、自然水系、濕地、基本農田、森林和其他保護區。
- In the early stage of planning and design, we strictly control the aboveground construction plot ratio;
- We promote the development of underground space and realize the three-dimensional use of land resources. In the process of project development, we strictly protect immovable historical relics, natural water systems, wetlands, basic farmland, forests and other protected areas.

節水 Water Saving

- 儘量利用非傳統水源（如中水系統）等；
- 採用雨水回用技術，實施雨水的資源化利用；
- 選擇節水器具；室外綠化採用節水灌溉。
- We maximise the use non-traditional water sources (such as reclaimed water systems);
- We adopt rainwater reuse technology to implement rainwater resource utilization;
- We select water-saving appliances, and use water-saving irrigation for outdoor greening.

節能 Energy Saving

- 選擇高效圍護結構和高效機電系統；
- 選擇節能照明，如以節能燈和LED燈為主要光源，公共區域照明設置自熄開關（感應開關），室外道路、景觀照明設置平時、節日等多種控制模式等；
- 採用能耗監測與智能化控制系統，優化能源消耗；採用鋼材、玻璃、自由分割輕質牆體均可再利用及循環利用。
- We select high-efficiency enclosure structure and high-efficiency electromechanical system;
- We select energy-saving lighting, such as energy-saving lamps and LED lamps as our main light sources, install auto shut off switches (sensor switches) for lighting in public areas, set outdoor roads and landscape lighting with various control modes such as at ordinary times and festivals;
- We use energy consumption monitoring and intelligent control systems to optimize energy consumption, and all of the steel, glass, and freely divided lightweight walls used can be reused and recycled.



減排

Emission Reduction

- 通過海綿城市設計，消減外排雨水峰值流量和徑流總量，實施雨水的資源化利用。合理利用可再生能源，如選擇太陽能(光伏)或空氣源熱泵系統。
- Through the sponge city design, we reduce the peak flow and total runoff of the outfall of rainwater, and implement the resource utilization of rainwater. We make rational use of the renewable energy, such as selecting solar (photovoltaic) or air source heat pump systems.

創新研發

Innovative Research and Development

- 探索研究高性能建材替代傳統混凝土結構的可行性，目前已在寧波試點實施鋼結構住宅建築。
- We have explored and studied the feasibility of replacing traditional concrete structures with high-performance building materials, and have piloted the implementation of steel structure residential buildings in Ningbo currently.

規劃及建築設計

Planning and Architectural Design

- 通過合理佈置建築，優化室外的風環境、聲環境、日照環境；建築造型方面，在設計中體現簡潔明快的設計思路，減少裝飾帶來的浪費。建築構造方面，通過採用優化後的標準設計節點，滿足節材的要求。
- We optimize the outdoor wind environment, sound environment and sunshine environment by rational layout of buildings. In terms of architectural modeling, the design reflects neat and clear-cut design ideas to reduce the waste brought by decoration. In terms of building structure, we use the optimized standard design nodes to meet the requirements for material saving.

室內裝修設計

Interior Decoration Design

- 大力推廣住宅項目室內土建裝修一體的全裝交付標準，減少交付後小業主改造造成的資源及能耗浪費。
- We make great efforts to promote the full decoration delivery standard integrating interior civil work and furnishing of residential projects to reduce the waste of resources and energy consumption caused by renovation of little property owners after delivery.

採用裝配式建築體系

Adoption of Prefabricated Building System

- 將傳統工地現場施工轉為工廠預製+現場拼裝方式，從而節約利用土地、減少噪音污染，減少CO₂、粉塵排放，降低能耗。
- We convert the traditional on-site construction to plant prefabrication + on-site assembly to save land, reduce noise pollution, reduce CO₂, dust emissions and reduce energy consumption.

集約化建造技術

Intensive Construction Technology

- 提高集約化建造技術，包括採用建築外牆、外窗、外裝飾層與保溫一體化技術；室內裝飾裝修的整體衛浴、櫥櫃收納技術推廣等。
- We improve the intensive construction technology, including the use of building exterior walls, exterior windows, exterior decoration layer and thermal insulation integration technology, and promote the modular bathroom and cabinet technology for interior decoration and renovation.



報告期內，我們在各個項目中運用綠色設計理念，構建高品質可持續發展的綠色建築。截至2020年12月31日，我們共有96個項目獲得綠色建築認證，綠色建築總建築面積15,716,630平方米。

During the Reporting Period, we adopted the green design concept in many projects to build high-quality and sustainable green buildings. As of 31 December 2020, a total of 96 projects have obtained green building certification, with a total GFA of green building of 15,716,630 square meters.

雲境景軒通過綠建三星預評價

Cloud Jingxuan (雲境景軒) passed the Three-Star Green Building Pre-evaluation

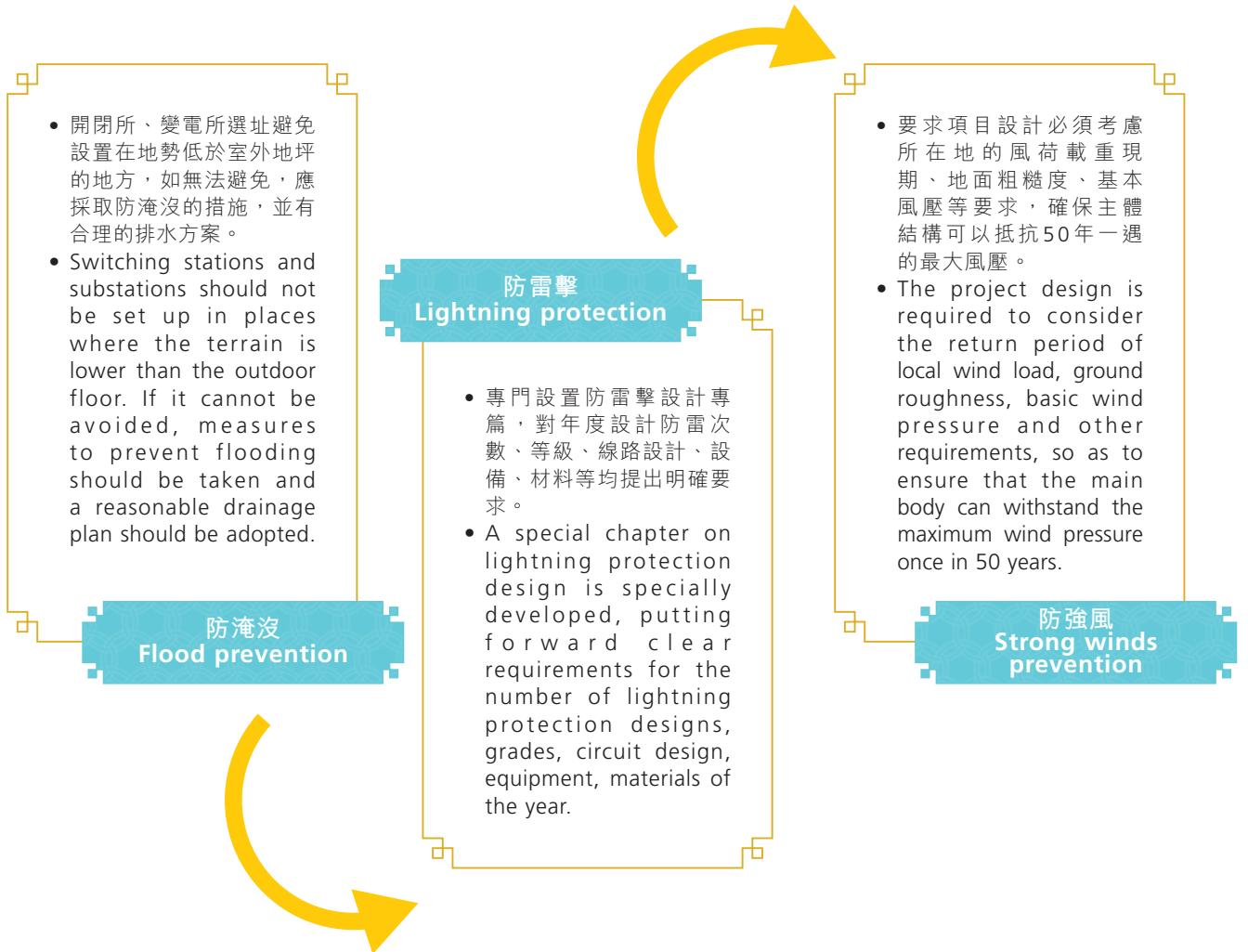
合肥事業部2020年開發的雲境景軒項目通過綠建三星預評價。該項目在實施過程中針對安全耐久、健康舒適、生活便利、資源節約、環境宜居採取的技術措施主要有：項目建築設計充分考慮自然採光和自然通風，採用建築節能率大於65%的外圍護結構系統；牆面合理開窗，有利自然通風；混凝土全部採用預拌混凝土，大量採用HRB400級高強度鋼筋作為主筋；充分利用收集回用的雨水進行綠化灌溉、道路沖洗和地庫沖洗；採用空氣源熱泵系統，高效節能無污染，綠色環保；採用先進的圍護結構、外牆保溫技術、非傳統水資源利用技術以及可再生能源利用技術都具有較好的應用效果。

The Cloud Jingxuan (雲境景軒) project developed by the Hefei business unit in 2020 passed the Three-Star Green Building Pre-evaluation. In the course of implementation of the project, the technical measures adopted for safety, durability, health and comfort, life convenience, resource conservation and livable environment mainly include: natural lighting and natural ventilation were fully considered in the architectural design of the project, and the surrounding protective structure system with a building energy-saving rate greater than 65%; reasonable windows on the wall were favorable for natural ventilation; all concrete was ready-mixed concrete, and a large number of HRB400 high-strength steel bars were used as the main reinforcement; make full use of rainwater collected and reused for green irrigation, road washing and basement washing; air source heat pump system of high efficiency, energy saving, pollution-free, green and environmental protection was adopted; the use of advanced enclosure structure, exterior wall thermal insulation technology, non-traditional water resource utilization technology and renewable energy utilization technology has good application effects.



作為一家深耕長三角區域的公司，氣候變化風險是我們在設計環節高度關注的議題之一。我們高度重視氣候因素對不同地域項目質量及安全的影響，如颱風、防汛、防雷擊等。我們實行100%第三方審圖制度，在政府要求的必要圖紙審查之外，我們出資聘請專業設計諮詢顧問對所有操盤項目的施工圖進行獨立的第三方審查，以提高產品設計質量，在工程設計階段保障安全。在圖紙設計審查中，我們設有應對極端氣候的審查條款，最大程度做到防淹沒、防雷擊、防強風，保障建築在極端天氣下的安全性。

As a company deeply rooted into the Yangtze River Delta region, climate change risk is one of the issues we attach great importance to in design process. We pay high attention to the impact of climate factors on the quality and safety of projects in different regions, such as typhoon, flood prevention, lightning protection, etc. We implement a 100% third-party drawing review system. In addition to the necessary drawing review required by the government, we invest in engaging professional design consultants to conduct independent third-party review of the construction drawings of all operated projects, so as to improve the quality of product design, and ensure safety at the project design stage. In the drawing design review, we have review terms in place to deal with extreme weather, so as to prevent flooding, lightning and strong winds to the greatest extent, and ensure the safety of the building in extreme weather.



應對氣候變化的建築設計
Architectural Design for Responding to Climate Change



此外，我們建立了方案評審會制度，根據項目所在地域的差異，有針對性的提出具體要求，如山地項目場地防洪設計、臨湖臨河項目防汛水位、駁岸設計等，並以評審會紀要形式進行落實。

綠色施工

祥生控股在貫徹綠色設計理念的基礎上，也致力於最大程度地減少工程建設過程中對環境產生的影響。工程項目作為一線生產單位，要求承包商一致遵循節能環保層面的相關法律法規要求，認真執行環境影響評價，堅決貫徹建設項目環境保護「三同時」制度，嚴格控制污染物排放，全面開展環保監察工作。

In addition, we have established a program review meeting system to put forward specific requirements based on the differences in the region where the project is located, such as site flood prevention control design of mountain project, flood prevention water stage and bulkhead design of lakeside or riverside project, and implemented them in the form of review meeting minutes.

GREEN CONSTRUCTION

On the basis of implementing the concept of green design, Shinsun Holdings is also committed to minimizing the impact on the environment in the course of construction. As a front-line production unit, the construction project requires contractors to consistently follow the relevant laws and regulations on energy conservation and environmental protection, conscientiously implements environmental impact assessment, resolutely implement the “three simultaneities” system of environmental protection in construction projects, strictly controls pollutant discharge, and comprehensively carries out environmental protection supervision work.



環保，以綠色為優

ENVIRONMENTAL PROTECTION, PRIORITIZING GREEN

資源利用

在施工過程中有效利用資源是降低資源消耗、節能環保的舉措之一。祥生控股嚴格把控施工過程中的資源消耗，在保障工程質量的前提下，通過設計創新、過程優化等實現資源最大化利用。

Use of Resource

Effective use of resources in the course of construction is one of the measures to reduce resource consumption, enhance energy conservation and environmental protection. Shinsun Holdings strictly controls the resources consumption in the course of construction, and maximizes the use of resources through design innovation and process optimization subject to ensuring the quality of the project.

鋁合金模板利用

Utilization of aluminum alloy formwork

為加快施工進度，提高模板使用效率。浙東區域諸暨金辰府項目4棟25層的高層樓棟單體使用了鋁合金模板。相較於木製模板，鋁合金模板周轉次數多，使用效率高，更加節能環保。此外，鋁合金模板的使用也有效縮短了樓棟整體工期。

In order to speed up the construction progress and improve the efficiency of the use of formwork, aluminum alloy formwork was used in the four 25-story high-rise buildings of Zhujin Jincheng Mansion (諸暨金辰府) project in the eastern Zhejiang region. Compared with wooden formwork, aluminum alloy formwork has high turnover rate, high use efficiency, and is more energy-saving and environmentally friendly. In addition, the use of aluminum alloy formwork effectively shortens the overall construction period of the building.





廢水管理

祥生控股嚴格按照當地的法律法規管理施工過程中的廢水排放與處理，盡可能地降低廢水排放，提高水資源利用率，避免濕作業和污水的產生。我們採取以下措施管理廢水消耗與排放：

Wastewater Management

Shinsun Holdings strictly manages waste water discharge and treatment in the course of construction in accordance with local laws and regulations, so as to reduce waste water discharge as much as possible, improve water resource utilization, and avoid wet operations and sewage generation. We take the following measures to manage wastewater consumption and discharge:

將基坑及地下室降水直接用於施工用水，並設置三級沉澱池，將現場雨水收集沉澱後用於灑水防塵

Water from the foundation pit and basement is directly used for construction water, and a three-level sedimentation tanks is set up to collect and precipitate the on-site rainwater for watering and dust prevention

對出入車輛進行沖洗後，將沖洗水收集起來，用沉澱池處理後循環使用或排放

After washing the inbound and outbound vehicles, the washing water will be collected, treated in a sedimentation tank, and recycled for use or discharge

針對廚房和廁所廢水，根據當地環保的要求設化糞池，嚴禁直接排放

For kitchen and toilet waste water, septic tank are set up according to local environmental protection requirements, and direct discharge is strictly prohibited

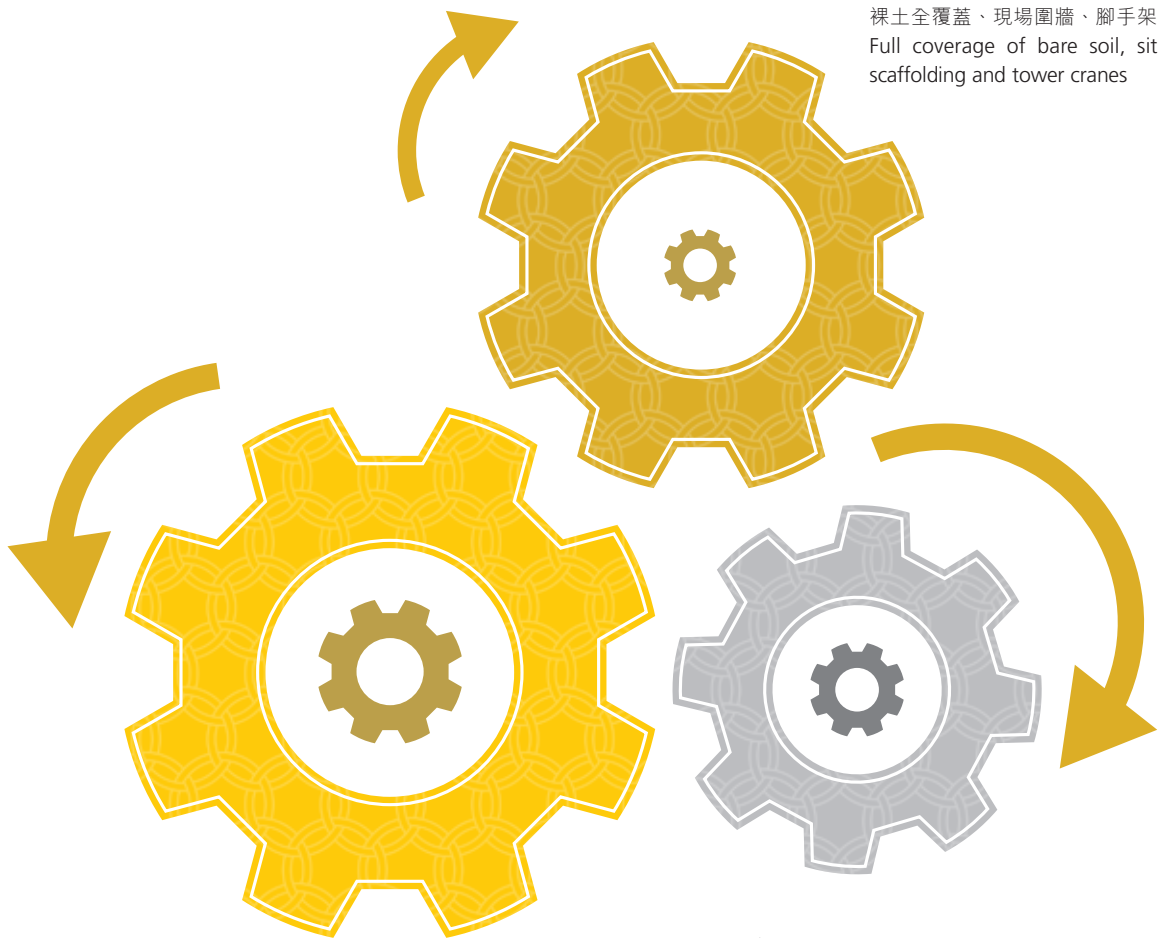


揚塵控制

祥生控股制定了針對各項環境指標的標準化要求，在施工過程中嚴格控制大氣及揚塵污染。我們在現場道路及施工場地進行硬化處理，利用裸土全覆蓋，現場圍牆、腳手架、塔吊及噴淋進行防塵，並在現場設置專業PM2.5揚塵監控設備。

Dust Control

Shinsun Holdings has formulated standardized requirements for various environmental indicators, and strictly controlled air and dust pollution in the course of construction. We hardened the site roads and construction sites, used full coverage of bare soil, site fences, scaffolding, tower cranes and sprays to prevent dust, and set up professional PM2.5 dust monitoring equipment on site.



裸土全覆蓋、現場圍牆、腳手架、塔吊
Full coverage of bare soil, site fences,
scaffolding and tower cranes

專業PM2.5揚塵監控設備
Professional PM2.5 dust monitoring
equipment

噴淋除塵設施：為減少項目內部土方開挖、施工車輛來往引起的揚塵影響周邊環境，我們在工地四周分別樹立起了3米、5.5米、6米高的圍擋，並在圍擋上每5米佈置一個噴淋頭，減少揚塵對周邊環境的影響。

Spray de-dusting facilities: In order to reduce the impact of dust on the surrounding environment caused by the excavation of the internal earthwork and the traffic of construction vehicles, we have erected fences with heights of 3 meters, 5.5 meters and 6 meters around the construction site, and arranged a spray header every 5 meters on the fence to reduce the impact of dust on the surrounding environment.



噴淋防塵
Spray De-dusting



腳手架覆網
Scaffold Coverings

廢棄物管理

針對施工過程中的廢棄物，祥生控股嚴格遵守《中華人民共和國固體廢物污染環境防治法》等廢棄物管理相關法律法規，進行常態化的合規管理，保障廢棄物的安全存放、合規處置及回收利用，全面建立環境友好型建築工地。

針對《國家危險廢物名錄》內規定的有害廢棄物，我們將交由項目所在地政府相關部門運輸收納，我們在施工過程中嚴格規定不得亂扔亂埋建築廢棄物，並安排獨立存放點，把有害廢棄物托運到相應場地。

Waste Management

For the waste in the course of construction, Shinsun Holdings conducts normalized compliance management in strict compliance with the Law of the People's Republic of China on the Prevention and Control of Solid Waste Pollution and other laws and regulations related to waste management, so as to ensure the safe storage, compliant disposal and recycle of waste, comprehensively establish an environment-friendly construction site.

For the hazardous waste specified in the National Catalogue of Hazardous Wastes, we will deliver them to the relevant government departments where the project is located for transportation and collection. In the course of construction, we strictly stipulate that construction wastes should not be littered, and we have arranged independent storage points and delivery the hazardous wastes to the corresponding site.



環保，以綠色為優

ENVIRONMENTAL PROTECTION, PRIORITIZING GREEN

噪聲管控

嚴格的噪聲管控是施工項目中至關重要的環節，祥生控股嚴格按照要求監管施工過程中的噪音，施工時間，因特殊需要進行連續作業的，我們均提前申報夜間施工並按制度進行。同時，我們使用低噪的設備，並在聲源處進行遮擋避免擾民。

極端天氣應對

根據我們項目的所處地域的氣候特點以及《國家防汛抗旱應急預案》、《建設部安全事故與自然災害預防、接報與應急處置工作程序》、《浙江省建設系統抗台防汛應急預案》等法律法規，我們制定防台防汛的相關應急預案措施，保障我們的施工項目最大程度地規避氣候重大風險。我們會在每年夏季颱風或暴雨來臨前，進行大規模安全檢查，並在颱風到達後停止施工，全面防控特殊天氣帶來的突發情況。

綠色營運

綠色低碳

祥生控股不僅在項目規劃與建設時施行綠色低碳理念，也在日常運營中積極推動綠色辦公，從日常做起，從每個員工做起，共同打造節能低碳的「綠色祥生」。我們積極宣傳綠色理念，開展綠色環保相關培訓與活動，報告期內，我們為了進一步節約能源、降低成本、增加效益、改善環境，發起了「節能環保，祥生向上」的綠色行動，提出了四個方面的節能環保倡議，提升員工的綠色環保意識。

Noise Control

Stringent noise control is a crucial part of the construction project. Shinsun Holdings strictly monitors the noise in the course of construction and the construction time according to the requirements. For continuous operations due to special needs, we will declare the night-time construction in advance and proceed according to the system. Besides, we use low-noise equipment and shield the sound source to avoid disturbing people.

Response to Extreme Weather

According to the climatic characteristics of the region where our project is located, as well as the National Emergency Plan for Flood Prevention and Drought Relief, Safety Accident and Natural Disaster Prevention, Reporting and Emergency Response Work Procedures of Ministry of Construction, Zhejiang Province Construction System to Fight Typhoon Flood Emergency Plan and other laws and regulations, we formulate relevant emergency plan measures for anti-typhoon and flood prevention to ensure that our construction projects can avoid major climate risks to the greatest extent. We will conduct large-scale safety inspections every summer before the arrival of typhoons or rainstorms, and stop construction after the arrival of the typhoons to fully prevent and control emergencies caused by special weather.

GREEN OPERATION

Green and Low-carbon

Shinsun Holdings not only implements the concept of green and low-carbon in project planning and construction, but also actively promotes green office in daily operations. We will jointly create an energy-saving and low-carbon "Green Shinsun" together with each employee through daily trifles. We actively promote the green concept and carry out trainings and activities related to green and environmental protection. During the Reporting Period, in order to further save energy, reduce costs, increase benefits and improve environment, we launched the green action of "Energy Conservation and Environmental Protection Help Shinsun to Make Progress", and proposed four aspects of energy conservation and environmental protection initiatives to enhance the green awareness of employees.



節能環保

Energy Conservation and Environmental Protection

- 辦公室可充分利用自然光照明，在光線充足的情況下儘量避免開啟室內照明燈。各部門員工下班後，除安全消防等外，其餘辦公室照明全部關閉。
- 減少電梯的使用，提倡大家上下班及辦公期間短距離上下樓層不乘坐電梯，可以走樓梯上下樓。
- 控制室內空調溫度，空調夏季控制不低於20度，冬季控制不高於25度，其餘季節如無特殊情況儘量關閉。
- 當電腦暫停使用時應設為睡眠狀態，並關閉顯示器；不太常用的設備如掃描儀等平時不使用時應拔掉電源插頭，下班前電腦、打印機、碎紙機、開水器等辦公設備應關閉並切斷電源，以減少待機能耗，保證安全。
- Use natural lighting as much as possible in office, and prevent turning on indoor lights as far as possible in case of natural daylight is sufficient. After the employees of all departments are off work, except for safety and fire protection, all other office lighting is turned off.
- Reduce the use of elevators, and encourage everyone to walk up and down the stairs instead of taking the elevator for short distances during work and office hours.
- Control the temperature of the indoor air conditioning, and the air conditioning is not lower than 20 degrees in summer and not higher than 25 degrees in winter. If there are no special circumstances, it should be closed as much as possible during the rest of the seasons.
- The computer shall be turned to sleep mode when it is not in use, and the display should be turned off; unplug the less commonly used equipment such as scanners when not in use at ordinary times, turn off and cut off the power supply of the computer, printer, paper shredder, water heater and other office equipment before getting off work to reduce standby energy consumption and ensure safety.

節約用水

Saving Water

- 節約水資源，養成隨手關水龍頭的習慣，避免水長流的情況發生。行政組經常檢查公共場所（包括辦公區域內）用水用電設備情況，發現損壞、故障的水電設備及時檢修。
- 使用自帶水杯代替瓶裝礦泉水。同時將杯中剩餘的水用於澆灌花草盆栽，避免浪費。
- Save water resources, develop the habit of turning off the tap readily, and avoid long flowing water. The administrative team often inspects the water and electricity equipment in public places (including the office area), and repairs the damaged or malfunctioning water and electricity equipment in a timely manner.
- Use your own cup instead of bottled mineral water. The water left in the cup is also used to water potted flowers and plants to avoid waste.



節約用紙 Saving Paper

- 節約辦公用品，實行無紙化辦公。部門間的文件傳遞，除需存檔或會簽的重要文件，盡可能在線上OA工作溝通進行審批，可減少紙張使用；打印紙應盡可能正反兩面使用，PPT建議可四合一打印，非正式文件可採用單面廢紙打印，以免浪費紙張。
- 儘量節約洗手間的擦手紙。
- 減少紙杯的使用，員工可使用自帶水杯。
- Save office supplies and implement paperless office. For document delivery between departments, in addition to important documents that need to be archived or countersigned, online OA communication should be conducted for approval as much as possible to reduce paper use; printing paper should be used on both sides as much as possible, PPT should be suggested to be printed in form of four-in-one, informal documents can be printed with single-sided waste paper to avoid wasting paper.
- Try to save paper towels in the restroom.
- Reduce the use of paper cups, employees can use their own cups.

耗材、快遞 Consumables and Express

- 將電腦打印默認設置為黑白打印，非必要情況下均採用黑白打印，同時打印文件前進行二次檢查，避免打印錯誤產生浪費。
- 非緊急快遞可優先選擇陸路運輸，而不是航空快遞。
- The computer printing is set to black and white printing by default, and black and white printing shall be used unless it's necessary. Besides, double check the document before printing to avoid waste from printing mistakes.
- Give priority to land transportation for non-urgent express delivery instead of air express.



商戶日常節能減排措施培訓

Training on daily energy saving and emission reduction measures for merchants

2020年1月13日，我們在商業中心對所有的商戶代表開展了有關日常節能減排措施的培訓活動。主要從燈光照明、設施設備使用、辦公用品使用、商品包裝及垃圾處理等方面普及了節能減排的措施及方法，並開展了節能減排相關知識測試。

本次培訓提升了商戶在技能減排、綠色運營方面的意識，改善了一些日常運營中出現的高能耗、高污染及無端浪費的行為，幫助商戶學習了許多技能減排、綠色運營的技巧。

On 13 January 2020, we carried out training activities on daily energy saving and emission reduction measures for all merchants representatives in commercial centers. The training mainly popularized energy saving and emission reduction measures and methods from the aspects of lighting, use of facilities and equipment, use of office supplies, product packaging and garbage disposal, and carried out knowledge tests related to energy saving and emission reduction.

This training has raised the awareness of merchants in terms of technical emission reduction and green operation, reduced some of the conducts of high energy consumption, high pollution and unreasonable waste in daily operations, and helped merchants to learn many skills in emission reduction and green operation.

廢棄物處理

除了在工程建設過程中保障廢棄物合規處理，我們在營運過程中同樣關注廢棄物管理。我們在公司與商業中心認真推行垃圾分類，進一步提高祥生的綠色環保水準。針對不可回收廢棄物，我們依據與地方環保部門訂立的協議，定期外運處理；針對可回收廢棄物，我們定期組織集中售出；針對危險廢棄物，我們嚴格記錄，與相關方簽訂危廢處置合同，集中收集後交由有資質單位進行處理；員工用餐中產生的剩餘飯菜和泔腳作為生活垃圾按規定處理。

Waste Disposal

In addition to ensuring the compliance of waste disposal in the course of project construction, we also pay attention to waste management during our operation. We conscientiously implement waste sorting in the Company and commercial centers to further improve the green environmental protection standard of Shinsun. For non-recyclable waste, we regularly transport to designated sites for treatment in accordance with the agreement with the local environmental protection department. For recyclable waste, we regularly organize centralized sales. For hazardous waste, we strictly record and sign hazardous waste disposal contracts with related parties, and handed over to a qualified unit for treatment after centralized collection. The leftovers and slops produced by employees during meals are treated as household waste according to regulations.



垃圾分類宣傳與標識
Waste Sorting Promotions and Signs



環保，以綠色為優

ENVIRONMENTAL PROTECTION, PRIORITIZING GREEN

報告期內，本集團環境數據績效如下：

During the Reporting Period, the environmental data performance of the Group is as follows:

指標	Indicator	單位	Unit	商業及建造 ¹ Commercial and Construction ¹	辦公 Office
直接能源消耗	Direct energy consumption				
汽油	Gasoline	升	litre	272,756	241,754
柴油	Diesel	噸	tonne	126	/
液化石油氣	Liquefied petroleum gas	標準立方米	Nm ³	32,086	10,783
天然氣	Natural gas	標準立方米	Nm ³	2,000	39,148
間接能源消耗	Indirect energy consumption				
外購電力	Electricity purchased	千瓦時	kWh	55,640,136	12,799,124
能源消耗	Energy consumption				
直接能源消耗	Direct energy consumption	噸標準煤	tonne of coal equivalent	604	301
間接能源消耗	Indirect energy consumption	噸標準煤	tonne of coal equivalent	6,838	1,573
綜合能源消耗	Comprehensive energy consumption	噸標準煤	tonne of coal equivalent	7,442	1,874
溫室氣體排放	Greenhouse gas emission				
範圍1：	Scope 1:				
直接溫室氣體排放量	Direct greenhouse gas emissions	噸二氧化碳當量	tonne of CO ₂ equivalent	1,226	618
範圍2：	Scope 2:				
間接溫室氣體排放量	Indirect greenhouse gas emissions	噸二氧化碳當量	tonne of CO ₂ equivalent	39,524	9,088
水資源	Water resources				
總用水量	Total water consumption	噸	tonne	2,778,160	284,494
廢水排放量	Wastewater discharge	噸	tonne	2,164,107	227,595
無害廢棄物	Non-hazardous waste				
土方廢料	Earthwork waste	噸	tonne	149,140	/
建築垃圾	Building waste	噸	tonne	297,252	/
辦公紙張	Office paper	噸	tonne	/	222
廚餘垃圾	Kitchen waste	噸	tonne	4,869	/
其他一般廢棄物	Other general waste	噸	tonne	32,541	285
無害廢棄物總量	Total non-hazardous waste	噸	tonne	483,802	507
有害廢棄物	Hazardous waste				
廢硒鼓墨盒	Used toner cartridge	噸	tonne	/	1.99
廢電池	Used batteries	噸	tonne	/	0.29
廢日光燈或節能燈管	Used fluorescent lamps or power-saving fluorescent lamps	噸	tonne	/	0.40
廢電子電器設備	Used electronic and electrical equipment	噸	tonne	/	1.34
其他	Others	噸	tonne	/	0.51
有害廢棄物總量	Total hazardous waste	噸	tonne	/	4.51

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

¹ 涵蓋本集團2020年120個在建項目及一個商業中心。

¹ Covering 120 projects under construction and a commercial center of the Group in 2020.



報告期內，本集團環境數據總量及密度如下： During the Reporting Period, the total volume and intensity of the environmental data of the Group are as follows:

指標	Indicator	單位	Unit	2020
綜合能耗總量 ²	Total comprehensive energy consumption ²	噸標煤	tonne of coal equivalent	9,316.70
綜合能耗密度	Comprehensive energy consumption intensity	噸標煤／萬元人民幣	tonne of coal equivalent/ RMB0'000	0.002
溫室氣體排放總量 ³	Total greenhouse gas emission ³	噸二氧化碳當量	tonne of CO ₂ equivalent	50,455.63
溫室氣體排放密度	Greenhouse gas emission intensity	噸二氧化碳當量／ 萬元人民幣	tonne of CO ₂ equivalent/RMB0'000	0.011
用水總量	Total water consumption	噸	tonne	3,062,654.30
用水密度	Water consumption intensity	噸／萬元人民幣	tonne/RMB0'000	0.66
廢水總量	Total wastewater	噸	tonne	2,391,702.65
廢水密度	Wastewater intensity	噸／萬元人民幣	tonne/RMB0'000	0.51
無害廢棄物排放總量	Total non-hazardous waste discharge	噸	tonne	484,309
無害廢棄物排放密度	Non-hazardous waste discharge intensity	噸／萬元人民幣	tonne/RMB0'000	0.10
有害廢棄物排放總量	Total hazardous waste discharge	噸	tonne	4.22
有害廢棄物排放密度	Hazardous waste discharge intensity	克／萬元人民幣	g/RMB0'000	0.91

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

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)》。

² The calculation of comprehensive energy consumption was made with reference to the General Principles for Calculation of Comprehensive Energy Consumption (Draft for Comments in July 2018).

³ The calculation of the greenhouse gas emissions was made with reference to the Guidelines for Accounting and Reporting of Greenhouse Gas Emissions of Enterprises in Other Industries (Trial) issued by the National Development and Reform Commission of the People's Republic of China.



人本，以幸福為任

PEOPLE-ORIENTED, WITH HAPPINESS AS OUR RESPONSIBILITY

祥生控股始終倡導「以人為本，以眾心幸福為己任」的核心價值觀，我們始終堅信人才是企業能夠長期運行，實現可持續發展的根本動力。我們充分尊重每位員工的合法權益，不斷完善晉升機制，鼓勵員工進行多元化發展，為共同營造積極向上、溫馨的工作氛圍而努力，以此增強員工的認同感及歸屬感。

員工概況

權益保障

祥生控股嚴格遵守《中華人民共和國勞動法》、《中華人民共和國勞動合同法》、《中華人民共和國勞動爭議調解仲裁法》等相關法律法規，制定了《人事運營管理手冊》、《招聘管理制度》、《內部推薦管理辦法》等一系列內部管理流程，並於報告期內優化了薪酬福利、晉升決策、考核僱傭等方面的管理制度，全面保障員工的合法權益。

此外，我們致力於打造多元化的工作環境，明確禁止使用童工和強迫勞動，積極維護女性權利，尊重員工在性別、年齡、種族、宗教信仰等方面的差異，反對任何形式的歧視和不平等競爭。截至2020年12月31日，本集團共有僱員3,488人，具體細分如下：

Shinsun Holdings always advocates the core value of “people-oriented, taking the happiness of all people as our responsibility”, and we always believe that talents are the fundamental driving force for the long-term operation and sustainable development of the enterprise. We fully respect the legitimate rights and interests of each employee, constantly improve the promotion mechanism, encourage employees to diversify their development, and work together to create a positive and warm working atmosphere, so as to enhance the sense of identity and belonging of employees.

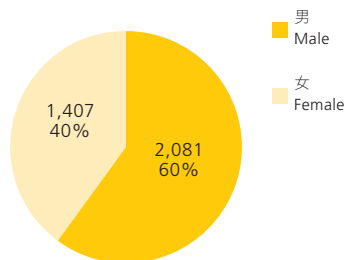
EMPLOYEE PROFILE

Protection of Rights and Interests

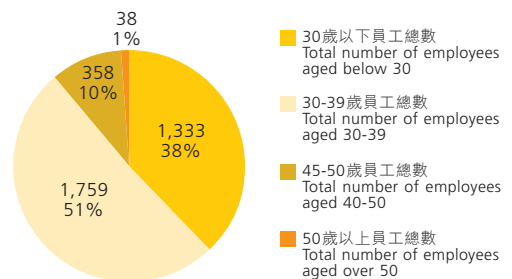
Shinsun Holdings strictly abides by the labour Law of the People’s Republic of China, the Labour Contract Law of the People’s Republic of China, the Law of the People’s Republic of China on Mediation and Arbitration of Labour Disputes and other relevant laws and regulations, and has formulated a series of internal management processes such as the Personnel Operation Management Manual, the Recruitment Management System and the Internal Recommendation Management Measures, and optimized the management systems for compensation and benefits, promotion decisions and assessment and employment during the Reporting Period to fully protect the legitimate rights and interests of employees.

In addition, we are committed to creating a diverse work environment, explicitly prohibiting the use of child labour and forced labour, actively defending women’s rights, respecting differences in employees’ gender, age, race and religious beliefs, and opposing any form of discrimination and unequal competition. As of 31 December 2020, the Group had 3,488 employees, broken down as follows:

按性別劃分的僱員總數
Total number of employees by gender

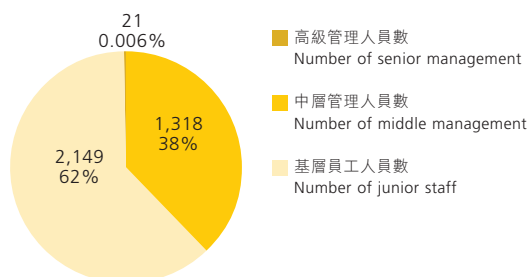


按年齡組別劃分的僱員總數
Total number of employees by age group

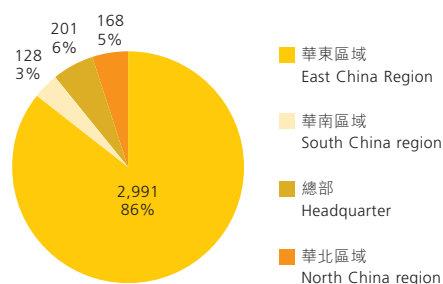




按職級劃分的僱員人數 Number of employees by job level



按地區劃分的僱員總數 Total number of employees by region



人才招聘

本集團始終堅持「以人為本」的價值觀，制定並嚴格遵守《招聘管理制度》，通過建立科學、系統、規範的招聘體系來保障招聘工作的公開、公正、公平。我們的招聘渠道包括校園招聘和社會招聘。由於疫情原因，我們的校園招聘採用線上雲宣講的方式，該方式也獲得了上萬次的瀏覽率；社會招聘主要通過公眾號以及官網的「招聘專欄」頁面，進行人才的招聘。報告期內，我們開展了校園招聘計劃，累計招聘校園應屆大學生50餘人，同時在正常招聘基礎上出台了超級伯樂計劃，強化內推機制，鼓勵區域人員跨區域調動。

Talent Recruitment

The Group always adheres to the value of “people-oriented”, formulates and strictly abides by the Recruitment Management System, and ensures open, fair and equitable recruitment through the establishment of a scientific, systematic and standardized recruitment system. Our recruitment channels include campus recruitment and social recruitment. Due to the pandemic, our campus recruitment was conducted by online cloud presentation, which also received tens of thousands of views, social recruitment was mainly conducted through official account and the “recruitment column” page on the official website. During the Reporting Period, we launched a campus recruitment program, recruiting a total of more than 50 fresh graduates on campus. We also introduced a super talent scout program on the basis of normal recruitment to strengthen the internal promotion mechanism and encourage regional personnel to transfer across regions.

開展超級伯樂計劃 Launching Super Talent Scout Program

報告期內，祥生控股，發佈《超級伯樂計劃操作指引》，針對集團內核心崗位需求，通過正向激勵發動全體員工推薦候選人，從而搭建全集團招聘資源共享中心、提高人才與組織的匹配度，提高人才質量。

During the Reporting Period, Shinsun Holdings issued the “Operation Guidelines of Super Talent Scout Program” to encourage all employees to recommend candidates for core positions within the Group through positive incentives, so as to build a Group-wide recruitment resource sharing center, improve the match between talents and the organization, and enhance the quality of talents.



人本，以幸福為任

PEOPLE-ORIENTED, WITH HAPPINESS AS OUR RESPONSIBILITY

社會認可

本集團的人力資源管理水平也獲得了第三方人力資源機構的高度認可和表彰。報告期內，我們所獲獎項有：

Social Recognition

The Group's level of human resources management has also been highly recognized by third-party human resources organizations. During the Reporting Period, we received the following awards:

肯耐珂薩•星躍獎：
2020年人才發展優秀企業
KNX-X Award: Excellent Enterprise
for Talent Development in 2020

博志成•第二十屆中國房地產人力
資本峰會2019年度優秀學習型組織獎
BonZer-20th China Real Estate
Human Capital Summit 2019
Outstanding Learning
Organization Award

時代光華•2020年企業數字化
學習卓越實施貢獻獎
Times Bright CreSuccess-2020
Enterprise Digital Learning
Excellence in Implementation
Contribution Award

前程無憂•2020人力資源
管理傑出獎
www.51job.com -
2020 HRM Excellence Award

易居•2020中國房地產企業
人力資本價值TOP100(排名19)
E-House- 2020 China Real Estate
Enterprises Human Capital Value
TOP 100 (Rank 19)



薪酬福利

祥生控股重視員工價值，堅持實施多層級激勵政策，我們嚴格遵守《中華人民共和國勞動合同法》、《中華人民共和國最低工資規定》等僱員薪酬福利保障的相關法律法規，並依此結合集團情況制定了《全面薪酬管理制度》、《福利管理辦法》、《考勤與休假管理辦法》等一系列規範文件，努力為員工打造具有競爭優勢的薪酬福利體系，持續吸引高質量人才的加入。我們在五險一金的法定福利之外，還設有交通補貼、通訊補貼、午餐補貼、電腦補貼、高溫補貼、探親補貼，以及節日福利、異動福利、給員工父母的孝心福利和年度免費健康體檢等，最大限度的提升員工職場幸福感。

Compensation and Benefits

Shinsun Holdings attaches importance to the value of employees and insists on the implementation of multi-level incentive policies. We strictly comply with the Labour Contract Law of the People's Republic of China, the Provisions on Minimum Wage of the People's Republic of China and other relevant laws and regulations on employee compensation and benefits protection, and have formulated a series of standard documents such as the Comprehensive Compensation Management System, Benefit Management Measures, Attendance and Leave Management Measures, etc. in accordance with the Group's situation, and strive to create a competitive compensation and benefits system for our employees and continue to attract high quality talents to join us. In addition to the statutory benefits of five social insurances and housing fund, we also provide transportation allowance, communication allowance, lunch allowance, computer allowance, high temperature allowance, family visit allowance, as well as holiday benefits, variation benefits, filial benefits for employees' parents and annual free health checks, etc., to maximize the happiness of employees in the workplace.

常規福利 General Benefits

- 五險一金
- 交通補貼
- 通訊補貼
- 午餐補貼
- 電腦補貼
- 高溫補貼
- Five Social Insurances and Housing Fund
- Transportation Allowance
- Communication Allowance
- Lunch Allowance
- Computer Allowance
- High Temperature Allowance

補充福利 Supplemental Benefits

- 節日福利
- 異動福利
- 孝心福利
- 年度免費健康體檢
- Holiday Benefits
- Variable Benefits
- Filial Benefits
- Annual Free Health Checks



人本，以幸福為任

PEOPLE-ORIENTED, WITH HAPPINESS AS OUR RESPONSIBILITY

報告期內，我們升級績效考核制度，提升考核工作精細化管理，出具管理崗位指標庫，提升考核聚焦性。此外，我們還舉辦了為奮鬥者加冕之年度評優活動。在高品質人才方面，我們建立完備的戶政、人才補貼，推動跨職能、跨區域人員發展，實現重點員工的吸引和保留。

During the Reporting Period, we upgraded the performance appraisal system, improved the fine management of appraisal work, issued a management position index database, and enhanced the focus of appraisal. In addition, we held the annual evaluation activity of crowning the strivers with excellence. In terms of high-quality talent, we established a complete household policy and talent subsidy, promoted cross-functional and cross-regional personnel development, and achieved attraction and retention of key employees.

祥生控股開展「為奮鬥者加冕」評優活動

Shinsun Holdings Launched the “Crowning for the Strugglers” Evaluation Activity

報告期內，我們舉辦「為奮鬥者加冕」年度評優盛典，用象徵褒獎與認可的榮譽，將肯定與鼓勵送給為祥生未來而奮鬥的員工，以此增強團隊凝聚力，不斷推動企業成長。在該活動中，浙東區域公司和地產集團總部－法務風控部獲得集團級獎項－團隊獎。

During the Reporting Period, we held the “Crowning for the Strugglers” annual award ceremony to give recognition and encouragement to the employees who are striving for the future of Shinsun with honors that symbolize praise and recognition, so as to strengthen team cohesion and continuously promote corporate growth. In the event, Zhejiang East Regional Company and the Legal and Risk Control Department of the Real Estate Group Headquarters won the Group-level award – Team Award.



人才發展

祥生控股將員工建設視作企業核心，不斷開展培訓活動並完善相關培訓體系，制定科學的晉升機制，為擴大人才隊伍打下堅實的基礎。

培訓體系

祥生控股致力於打造有競爭力的人才隊伍，不斷提高建設人才隊伍的要求，為集團未來發展儲能蓄力。報告期內，我們建設以能力標準為核心的人才發展體系，通過不同職級所對應的不同的培養計劃，幫助員工發現更大的挑戰，讓員工快速成長，鼓勵員工進行多元化發展，壯大人才體系。

TALENT DEVELOPMENT

Shinsun Holdings regards staff building as the core of the Company, constantly carries out training activities and improves the relevant training system, and develops scientific promotion mechanisms to lay a solid foundation for expanding the talent team.

Training System

Shinsun Holdings is committed to building a competitive talent team and continuously improving the requirements for building a talent team to store energy and strength for the future development of the Group. During the Reporting Period, we built a talent development system with competency standards as the core, helping employees discover greater challenges through different training programs corresponding to different ranks, allowing them to grow quickly, encouraging them to diversify and growing the talent system.

SHINSUN 祥生
幸福 生活 運營商
Happy Life Operator

以能力標準為核心的人才發展體系
Talent development system with competence standards as the core





人本，以幸福為任

PEOPLE-ORIENTED, WITH HAPPINESS AS OUR RESPONSIBILITY

本集團始終將人才培養作為公司發展的基石。我們制定並嚴格執行《內訓師管理辦法》(試行版)、《新員工培訓管理辦法》(試行版)以及《培訓管理制度》(試行版)，上述制度通過規範培訓管理制度和明確內訓師的責任與義務，以幫助員工快速融入公司，持續為企業提供優秀人才並提高集團內部培訓質量，進而促進企業戰略目標的實現。於報告期內，我們重點打造條線聯動、區域集團聯動，分層級、聚焦後備梯隊的「生(管培生)力(條線精英)軍(強軍計劃後備事業部總培養)」培訓體系，以此建立「人人宜學，人人以師」的文化環境，倡導以文化引領發展，抓關鍵人才認證培養，寬進嚴出，力促持續提升企業的內部造血功能。

The Group always regards talent training as the cornerstone of our development. We have formulated and strictly implemented the Management Measures for Internal Trainers (Trial Version), Management Measures for New Employee Training (Trial Version) and Training and Management System (Trial Version). The above systems help employees integrate into the Company quickly, provide excellent talents for the Company continuously and improve the quality of internal training of the Group by regulating the training management system and clarifying the responsibilities and obligations of internal trainers, so as to facilitate the achievement of the strategic goals of the Company. During the Reporting Period, we focused on building a training system of “New Trainee (management trainee), Key Force (business elite), Reserve Team (General Training of the Reserve Division under the Strong Team Program) “by linkage of its business lines and linkage of regional groups and focusing on the reserve forces at different levels, so as to establish a cultural environment of “everyone can learn and everyone can be a teacher”, advocating the culture-led development and implementing the certification and training for key talents under the standard of elastic admission and stringent cultivation to actively promote the continuous improvement of the internal talent development system of the Company.

以在線學習，新員工培訓體系為
支撐覆蓋全員
**Cover the whole staff with
online learning and
new employee training
system as support**

擴展員工內訓師培訓、直播微課
堂等通用管理素養提升培訓
**Expand internal trainer
training for employees,
live micro-classes and other
general management quality
improvement
training**

各條線、區域事業部等自主開展
基礎性條線應知應會培訓、專業
提升培訓，以銜接總部人才培養
**Each line and regional business
division independently carry
out basic line knowledge
training and professional
upgrading training to connect
with headquarters talent
training**

經過人才盤點，各條線／區域／
事業部等輸出優秀學員參加集團
級關鍵中高層管理崗位後備人才
培養項目
**After the talent review, each
line/region/business division
exports outstanding students
to participate in key middle
and senior management
positions reserve talent
training program at group
level**

「生力軍」培訓體系
“New Trainee, Key Force, Reserve Team” Training System



我們在不斷完善培訓體系的同時，創建多個培訓項目，並穩步開展人才培訓工作，促進人才整體素質的提高。報告期內，祥生控股將人本學堂(e-Learning在線學習平台)進行線上推廣，人本學堂學院年度登錄率為86.83%，人均30.19學時。

為了持續為企業提供優秀人才，進而促進企業戰略目標的實現，祥生控股圍繞人才發展整體目標，打造學習型組織，設立人本學堂。人本學堂不斷探索認證培養模式，送課到區域、事業部，支持一線培訓工作，推動各條線自主培訓構建學習型組織。報告期內，人本學堂主辦年度培訓人次7,400人次，與2019年相比增長98%；培訓場次78場，與2019年年相比增長59%，其中線上及混合式培訓場次佔比56%。

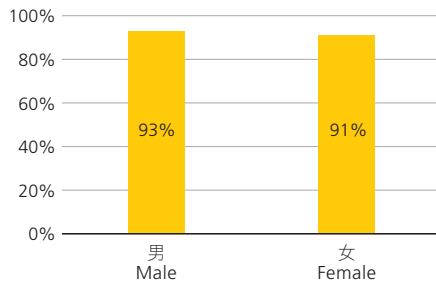
報告期內，本集團的具體的培訓數據如下圖：

We created several training programs while continuously improving our training system, and steadily carried out talent training to promote the overall quality of our talents. During the Reporting Period, Shinsun Holdings promoted People-oriented Classroom (e-Learning online learning platform) online, and the annual login rate of People-oriented Classroom was 86.83%, with 30.19 hours per capita.

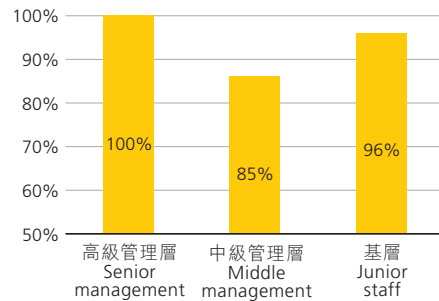
In order to continue to provide excellent talents for the enterprise and thus promote the realization of the strategic goals of the enterprise, Shinsun Holdings has built a learning organization around the overall goal of talent development and established the People-oriented Classroom. The People-oriented Classroom has been exploring the certification and training models, giving classes at the regional and business unit levels to support the front-line training and thus promote independent training of each business line to build becoming a learning organisation. During the Reporting Period, the People-oriented Classroom hosted annual training sessions, representing an increase of 98% compared with 2019; 78 training sessions for 7,400 persons, representing an increase of 59% compared with 2019, of which online and hybrid training sessions accounted for 56%.

The specific training data of the Group during the Reporting Period are as follows:

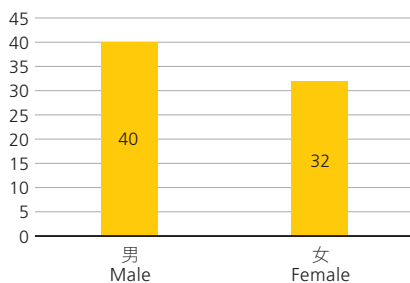
按性別劃分的受訓員工佔比
Percentage of trained employees by gender



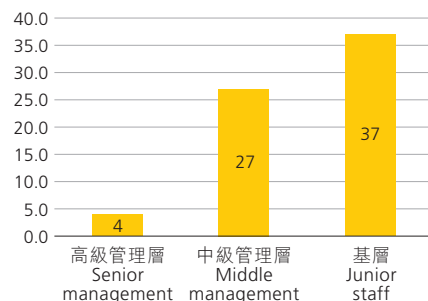
按職級劃分的受訓員工佔比
Percentage of trained employees by job level



按性別劃分的員工平均培訓時數
Average number of training hours for employees by gender



按職級劃分的員工平均培訓時數
Average number of training hours for employees by job level





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報告期內，我們開展了「模範生」管培生項目、強軍計劃、內訓師雙百計劃等多個培訓項目，以此強化企業內部人才隊伍的建設，推動企業發展。

During the Reporting Period, we carried out various training programs, such as the management trainee programme of “exemplary trainee”, the strong talent program and the double-hundred program for internal trainers, in order to strengthen the construction of the internal talent team and promote the development of the Company.

「模範生」管培生項目

Management Trainee Programme of “Exemplary Trainee”

報告期內，祥生控股將管培生項目品牌升級為「模範生」。該項目採用集中培訓、三師帶教、在崗培養、輪崗鍛煉、班級自治自主學習等形式，以集團管控、區域落實，職能條線專業帶教三級共管培養模式，共同把控培養合格率。報告期內，「模範生」項目共計招生53人，並按計劃開展了2次集訓、在崗培養以及帶教和輪崗，建立了動態的超模人才儲備池。

During the Reporting Period, Shinsun Holdings upgraded the brand name of the management trainee programme of “exemplary trainee”. The programme is in the forms of centralized training, three teachers with one student, on-the-job training, rotational training and self-governed class and self-directed learning, etc. The training mode is three-level co-management with group control, regional implementation and professional teaching based on functional lines to jointly control the training pass rate. During the Reporting Period, a total of 53 students were enrolled in the “exemplary trainee” programme, and 2 training sessions, on-the-job trainings, teaching and rotational trainings were carried out as planned to establish a dynamic pool of supermodel talents.





強軍計劃 Strong Team Plan

事業部總作為企業「上接戰略，下接業務」的核心關鍵人群，直接影響組織的發展與集團戰略目標的達成，為打造能夠持續帶領團隊大勝仗的核心人才隊伍，圍繞「生力軍」人才培養體系，發掘後備事業部總高潛人員，為集團發展儲備力量，我們啟動了「強軍計劃」培養項目。培養課程共安排了4大主題培訓，涵蓋各模塊業務知識、綜合管理知識等，項目培養事業部總57人，通過培訓，17名後備學員按照計劃進行掛職鍛煉。

As the core key personnel who are at the core of the Company's strategy and business development, the business unit directly affect the development of the organization and the achievement of the Group's strategic goals. In order to build a core team of talents who can continuously lead the team to win the competition, we have launched the "Strong Team Plan" training programme around the "New Force" talent training system, to discover the staff with high potentials of the reserve business unit and to reserve strength for the development of the Group. The training courses were divided into 4 major themes, covering business knowledge and comprehensive management knowledge of each module. A total of 57 employees from the business unit participated in the training programme. Through the training, 17 reserve trainees have carried out on-the-job training according to the plan.





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內訓師雙百計劃 Double-Hundred Plan (雙百計劃) for Internal Trainers

為充分激活內部生長，打造內部講師隊伍，我們專項開展「雙百計劃」(三年百門課程、百人講師)。自2019年至2020年，由各條線、區域、事業部推薦和員工自主報名，通過3期每期3個月周期的課程開發培訓、授課技巧培訓以及授課演練評審，共培養認證講師78人，認證課程107門。

In order to fully activate the internal growth and build an internal trainer team, we have launched the "Double-Hundred Plan" (i.e. to develop 100 training courses and build a team of 100 internal trainers in three years). From 2019 to 2020, a total of 78 certified trainers have been trained and 107 certified courses have been opened through three 3-month cycles of course development training, lecture skills training and lecture rehearsal reviews for employees recommended by each line, region and business unit and employees voluntarily applied.

**鑄力行動條線培訓、事業部PM認證培訓以及新員工培訓****Advanced Plan – Focus on Line Training, PM Certification Training for the Business Unit and Training for New Employees**

本集團注重人才培養，打造多個培訓活動，夯實人才基礎。為持續賦能一線，輸送人才，人本學堂聯合業務條線共同推動工程合約、運營管理「鷹系列」五級培訓，通過區域事業部學委賦能，拉通專業間和區域間學習交流和應知應會日常學習，條線全集團開展千餘場次培訓，將業務工作和培訓學習有機結合；通過事業部財務、人力等條線PM認證培養為事業部輸送基層儲備管理人才60餘人。「鑄力行動」針對集團總部、區域及一線等培訓對象，從專業技能提升、條線制度宣貫、業務問題交流等方面打造學習、管理一體化的業務交融平台。

此外，本集團在所有新員工入職時均組織入職指導和融入訓練，實現新員工100%覆蓋。培訓中，相關部門組織互動交流，答疑解惑，幫助新進員工更好地融入企業。

The Group focuses on talent cultivation and creates several training activities to solidify the talent base. In order to continue to empower and provide talents for the front line, the People-oriented Classroom jointly promotes the five-level trainings of “Eagle Program” on project contract and operation management with the business lines, and through the empowerment of regional divisional school committee, it facilitates inter-professional and inter-regional learning exchanges and daily learning of knowledge and skills, and carries out thousands of training sessions in the Group, organically combining business work with training and learning. Through the training of PM certification in finance, human resources and other lines of business, more than 60 grass roots reserve management talents were delivered to the business unit. The “Advanced Plan” is aimed at the Group’s headquarter-level, regional and front-line training targets, creating a comprehensive business integration platform for learning and management from professional skills enhancement, line system promotion and exchange of opinions on business issues.

In addition, the Group organizes onboarding orientation and integration training for all new employees at the time of their induction, achieving 100% coverage for new employees. During the training, relevant departments organize interactive exchanges and answer questions to help new employees better integrate into the Company.



晉升機制

祥生控股制定並實施了《人才發展管理制度》、《人才發展手冊》等相關制度文件，加強管理序列崗位管控，根據不同組織形態設置管理崗職級上限，拉寬職級序列寬度，給予更多靈活空間，將以管理崗職位名稱調整為以「崗位角色」命名的模式，提升對於管理責任的重視。我們不斷推出掛職鍛煉等輪崗形式，推動跨職能橫向發展，同時梳理各條線職業發展路徑，匹配培養計劃，拓寬員工職業發展通道。

報告期內，我們基於地區發展均衡性差異將職級體系進行優化，優化後的職級體系整體呈「階梯狀」分佈。在職級等級方面我們也做出相應的優化，拉開各職級之間的差距。在整個體系中我們將職級分為管理序列和專業序列，並將各序列中的各級組織崗位設立了封頂規則，防止出現權利壟斷情況發生。

本集團秉持着「優先內部選拔、文化是底線、業績是分水嶺」的原則，將人才梯隊統一進行管理，均衡集團人才水平。員工在完成基礎培養後，其中經過人才盤點，成績優秀的進入晉階培養，完成晉階培養需進行認證考核，考核通過可安排崗位歷煉以及競聘。

Promotion Mechanism

Shinsun Holdings has formulated and implemented the Management System for Talent Development, Talent Development Manual and other related system documents to strengthen the control of management positions, set the upper limit of ranks of management positions according to different organizational forms, increase the types of job ranks to give more flexible space for employees. The naming mode of the job title was adjusted from the name of the management position to the "job role" to enhance the importance of management responsibilities. We continue to promote cross-functional horizontal development by introducing job rotation such as on-the-job training, while sorting out career development paths in each line and matching training programs to broaden career development channels for employees.

During the Reporting Period, we optimized the ranking system based on the difference of regional development balance, and the optimized ranking system has an overall "ladder-like" distribution. We also made corresponding optimization in the job ranks to open up the gap between the ranks. In the whole system, we divide the ranks into management sequence and professional sequence, and set up the capping rules for each sequence of organizational positions to prevent the monopoly of power.

The Group upholds the principle of "taking the internal talent selection as priority based on the cultural and performance", and manages the talent ladder in a unified manner to balance the talent level of the Group. After completing the basic training, employees who have passed the talent inventory and have excellent performance will enter the advanced training, and will be subject to the certification assessment, after completing the advanced training. And job training and competitive recruitment will be arranged for employees who have passed the certification assessment.



健康與安全

安全管理

祥生控股認為保障工程的安全是運營過程中的首要任務。我們貫徹執行「安全第一，預防為主，綜合治理」的安全生產方針，承諾遵守《中華人民共和國安全生產法》、《中華人民共和國消防法》、《建築施工安全檢查標準》、《施工企業安全生產評價標準》、《建築工程安全生產管理條例》等法律法規，不斷完善工程安全管理體系，發佈《安全文明標準化管理作業指引》、《安全管理實施細則》、《安全紅線管理制度》等制度，並落實至各項目管理實施中。我們要求區域公司成立由公司安全生產領導小組、區域公司工程管理部以及事業部項目公司構成的安全管理三級組織體系，規範項目建設全過程的安全管理行為，致力於做到安全生產無事故。

為了全面管控工程項目的全流程安全，我們提出了針對事前、事中及事後不同的管控流程，進一步提升祥生控股的工程項目的安全管理能力。

在項目開工前，我們針對施工單位的安全技術提出要求並執行審批制度，嚴格審核施工單位是否符合我們的安全要求，確保施工單位在通過審批後開工。

HEALTH AND SAFETY

Safety Management

Shinsun Holdings believes that the safety of the projects is the primary task in the operating process. We carry out the production safety policy of "safety-foremost with prevention-oriented and comprehensive treatment" and commit ourselves to abide by the laws and regulations such as the Production Safety Law of the People's Republic of China, the Fire Protection Law of the People's Republic of China, the Standard for Safety Inspection of Building Construction, the Safety Evaluation Standard for Construction Enterprises and the Regulations on the Production Safety of Construction Projects. We continuously improve the project safety management system, issue the Operation Guidelines for Standardized Safety and Civilization Management, the Implementation Rules for Safety Management, the Safety Red Line Management System and other systems, and implement them into all projects. We require regional companies to set up a three-tier organization system of safety management consisting of the Company's leading group of safety production, the project management department of regional companies and divisional project companies to standardize the safety management behavior in the whole process of project construction and devote ourselves to achieving accident-free safety production.

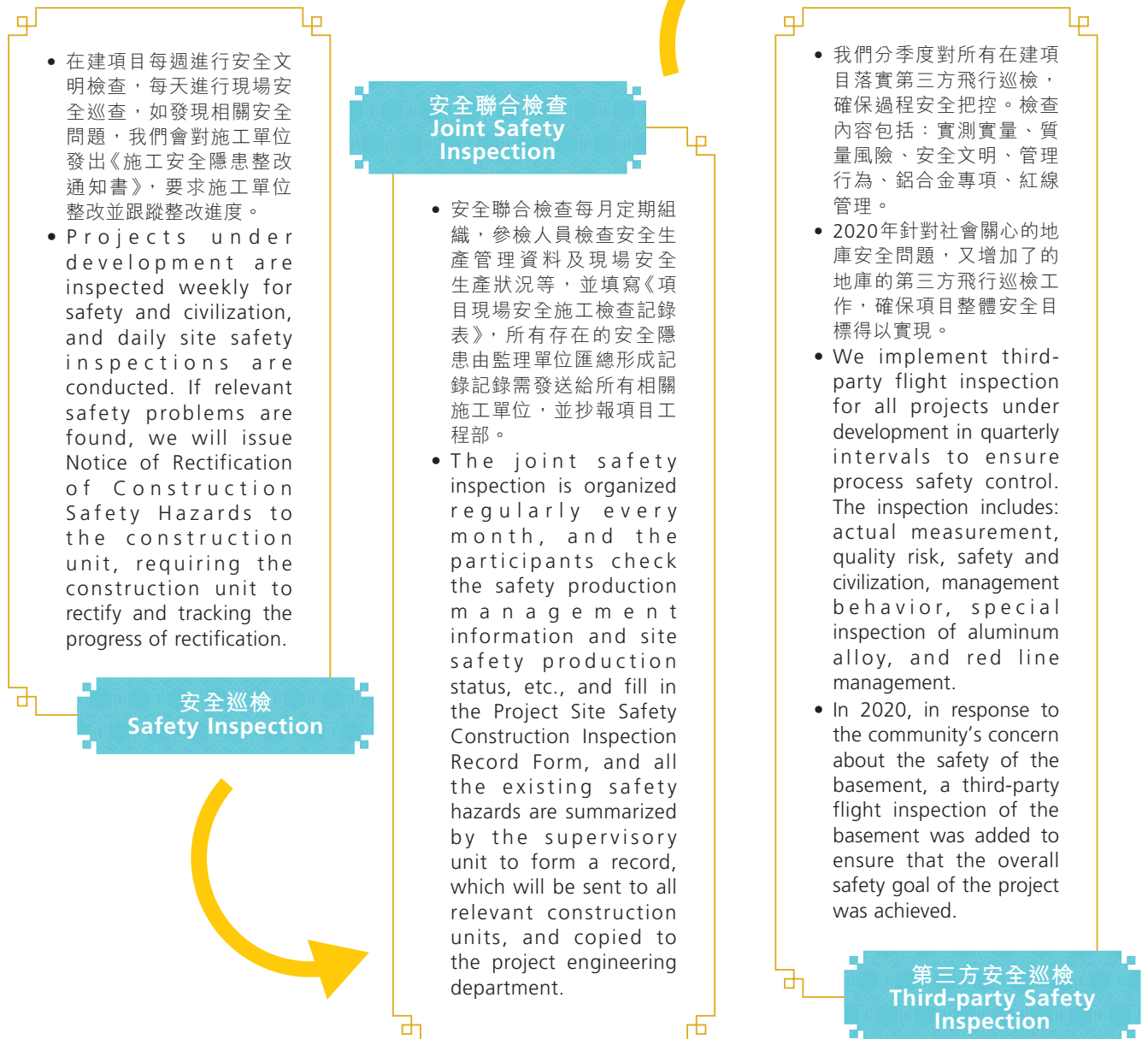
In order to comprehensively control the safety throughout the process of project construction, we have proposed different control processes before, during and after the relevant events to further enhance the safety management capability of Shinsun Holdings' projects.

Before the commencement of the projects, we put forward the requirements and implement the approval system for the safety technology of the construction unit, strictly examine whether the construction unit meets our safety requirements, and ensure that the construction unit starts work after passing the approval.



在施工過程中，我們定期開展安全巡檢，安全聯合檢查、第三方安全巡檢等安全檢查，全面排查項目中的各種安全隱患。同時，我們有針對性地開展培訓，通過過程管控使項目施工過程中貫徹事故零容忍的管理理念。我們編製應急響應方案，組建應急救援專項小組，配備應急物資，定期組織應急救援演練，以更好的面對與處理緊急事故。

During the process of construction, we carry out regular safety inspections, joint safety inspections, third-party safety inspections and other safety inspections to comprehensively investigate various safety hazards in the project. At the same time, we carry out targeted training and implement the management concept of zero tolerance for accidents in the project construction process through process control. We prepare emergency response plans, set up special teams for emergency rescue, equip emergency materials and organize regular emergency rescue drills to better face and deal with emergency accidents.





消防應急演練 Fire Emergency Drill

為提高項目全體人員消防意識以及處理火情的反應速度，各地區項目部組織監理單位、總包單位以及各分包單位定期進行消防演練。在演練過程中，各方參建人員積極配合演練工作，不斷提升滅火器等消防器材使用熟練度，持續加強應急響應能力。

In order to improve the awareness of all project personnel in firefighting and the response speed in dealing with fire situations, the project departments in each region organize regular fire drills for supervisory units, general contracting units and all subcontracting units. During the drills, all the participants actively cooperated, continuously improved the proficiency of using fire extinguishers and other firefighting equipment, and continuously strengthened the emergency response capability.

我們建立事故管理制度，按照政府相關制度的規定，對可能發生的事故逐級上報、處理、建立工傷事故檔案，並根據事故原因制定改善措施，持續改進安全工作。我們的安全工作也得到了社會的認可，2020年，祥生控股浙東區域紹興柯橋雅園憑借對項目現場優秀的管理以及施工單位的大力配合，榮獲2019年度浙江省建築安全文明施工標準化工地。

We have established an accident management system to report possible accidents at each level, deal with them and establish workplace accident files in accordance with the provisions of the relevant government system, and develop improvement measures based on the causes of accidents to continuously improve safety work. Our safety work has also been recognized by the society. In 2020, Shaoxing Keqiao Garden of Shinsun Holdings in Zhejiang East Region was awarded the Safe and Civilised Construction Demonstration Sites in Zhejiang Province in 2019 by virtue of its excellent management of the project site and the great cooperation of the construction unit.



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祥生控股不僅注重施工中的安全管理，我們也關注在運營過程中的安全管理。我們定期在商業中心組織安全宣貫活動與應急演練，提高員工的安全意識與應急能力。同時，我們對商業中心的設備進行定期檢測與維保，全面保障運營安全。報告期內，本集團商業中心組織各類應急演練50餘次，包括消防演練、跑漏水突發事件演練、燃氣管道洩露應急演練、恐怖暴力事件應急演練等，並進行安全宣貫培訓48次，共計參與人次55,000餘人。

Shinsun Holdings not only focuses on safety management during the construction, but we also pay attention to safety management during operation. We regularly organize safety promotion activities and emergency drills in the commercial center to improve the safety awareness and emergency response capability of our staff. At the same time, we conduct regular testing and maintenance of the equipment in our commercial centers to fully ensure operational safety. During the Reporting Period, our commercial centers organized more than 50 emergency drills of various types, including fire drills, water leakage emergency drills, gas pipeline leakage emergency drills and terrorist violence emergency drills, etc. We also conducted 48 safety awareness training sessions with a total of more than 55,000 participants.



燃氣洩漏演練
Gas Leakage Drill



消防演練
Fire Drill



恐怖事件演練
Terrorist Incident Drill



跑漏水事件演練
Water Leakage Drill



職業健康

祥生控股堅信保障員工的職業健康是企業運營的第一要素。我們嚴格依照《中華人民共和國職業病防治法》、《職業健康檢查管理辦法》等法律法規，將職業健康管理要求融入《安全文明標準化管理作業指引》、《安全管理實施細則》、《安全紅線管理制度》等相應的指引及辦法中，嚴格規避項目過程中在職業病危害方面的不利影響，落實員工的職業健康保障。我們持續加強職業病危害宣傳，實時訂制並散發職業病危害因素告知卡，提高員工職業病危害防護意識。同時，我們制定不同的措施以減少施工人員在項目中面臨的職業病危害因素，如高溫、噪音、照明不足等。

Occupational Health

Shinsun Holdings firmly believes that safeguarding the occupational health of employees is the first element of enterprise operation. We strictly follow the laws and regulations such as the Occupational Disease Prevention and Control Law of the People's Republic of China and the Administrative Measures for Occupational Health Inspection, and integrate the requirements of occupational health management into the corresponding guidelines and measures such as the Operation Guidelines for Standardized Safety and Civilization Management, the Implementation Rules for Safety Management, the Safety Red Line Management System to strictly avoid the adverse effects of occupational disease hazards in the project process and implement the occupational health protection for employees. We continue to strengthen the publicity of occupational disease hazards, and make and distribute occupational disease hazard notification cards in real time to raise employees' awareness of occupational disease hazard protection. At the same time, we develop different measures to reduce the occupational disease hazards faced by construction workers in the project, such as high temperature, noise, insufficient lighting, etc.

照明不足 Insufficient Lighting

- 提供足夠照明設施
- Provide adequate lighting facilities



高溫 High Temperature

- 設有茶水間，高溫期間免費提供降暑解暑物資
- Pantries are provided with free heat relief materials during the high temperature
- 合理制定勞動休息時間
- Rationalization of labour rest time
- 高溫作業人員的上崗前體檢
- Physical examination for high-temperature workers before commencing work

噪音 Noise

- 採用較小噪音的施工機械
- Use of less noisy construction machinery
- 發放勞保用品
- Distribution of labour protection supplies



疫情保障

2020年，新冠疫情突然爆發，祥生控股嚴格執行疫情管理機制，以堅定的決心與所有員工站在一起，共同抗擊疫情。為了保障每一名員工的健康，本集團在疫情爆發之初成立了抗擊疫情領導小組，統籌安排各方面的工作。同時建立疫情通報機制，將每個地方疫情發展狀況及時匯報，從而採取有針對性的應對措施。因疫情重災區無法返回工作崗位的員工，我們對其施行居家辦公政策。防疫期間，我們堅持「非必須，不差旅」的原則，在必須外出的情況下，我們要求提交差旅申請，經公司領導審批通過後，方可外出。我們通過採取視頻會議／電話會議等形式，最大限度減少集中開會。

此外，我們還加強疫情信息報告管理，各級組織按照「日報告」、「零報告」和「第一時間報告」制度，每日組織對員工進行體溫檢測，並於下午16時前向集團組織人力中心報告當天防控工作情況。同時，本集團為各級組織員工提供充足的防疫物資，在辦公樓入口、茶水間、衛生間均配備消毒酒精，確保安全復工。為了進一步提高員工的防疫知識和防護意識，我們組織開展了全員防疫知識競賽，通過微信公眾號普及防疫重點措施，強化員工的防疫體系，做到全面安全復工復產。報告期內，通過公司上下疫情防控政策的嚴格執行與落實，我們達成了員工「零感染」的抗疫成果。

Pandemic Protection

In 2020, there was a sudden outbreak of the COVID-19 pandemic, and Shinsun Holdings strictly implemented the pandemic prevention and control management mechanism and stood with all employees with firm determination to fight the pandemic together. In order to protect the health of every employee, the Group set up a leading group to combat the pandemic at the beginning of the outbreak to coordinate and arrange all aspects of work. At the same time, a pandemic notification mechanism was established to report the development of the pandemic in each place in a timely manner, so that targeted countermeasures could be taken. For those employees who could not return to work due to the pandemic, we implemented a work-from-home policy. During the pandemic prevention period, we insist on the principle of "no travel unless necessary", and when we have to travel, we require the submission of travel applications and approval by the Company's leaders before travelling. We minimize the number of centralized meetings by adopting video conferencing/teleconferencing.

In addition, we also strengthen the management of pandemic information reporting, and organizations at all levels follow the "daily report", "zero report" and "timely report" systems to organize daily temperature measuring of employees and report to the Group's Human Resources Center by 4:00 p.m. In addition, we report to the Group's Human Resources Center by 4:00 p.m. on the status of prevention and control work every day. At the same time, the Group provides sufficient anti-pandemic materials for employees at all levels of the organization and equips disinfectant alcohol at the entrance of office buildings, pantries and bathrooms to ensure safe return to work. In order to further improve employees' knowledge of pandemic prevention and protection awareness, we organized a knowledge contest on pandemic prevention for all employees, popularized key measures of pandemic prevention through WeChat official account, and strengthened employees' pandemic prevention system to achieve a safe return to work and production in a comprehensive manner. During the Reporting Period, through the strict implementation of pandemic prevention and control policies across the Company, we achieved the anti-pandemic result of "zero infection" among employees.



為了保障施工中項目的人員安全，我們制定疫情期間人員控制方案，春節期間對施工單位工人制定留工地獎勵，對外地施工人員實行專車接回措施。我們要求全員進行測溫並口罩佩戴，對在建項目工人進行建檔，配合當地政府進行各項疫情管控動作。

員工關懷

祥生控股積極營造溫馨、和諧、平等、關懷的工作氛圍，關注員工身心健康，打造有效的溝通渠道，創建豐富多彩的業餘活動，保障員工生活和工作得到平衡，提升員工歸屬感。

In order to ensure the safety of personnel in projects under construction, we developed a personnel control program during the pandemic, set incentives for workers of construction units to stay on site during the Spring Festival, and implemented special bus pick-up measures for non-local construction workers. We require all staff to wear masks and measure their body temperature, build files for workers in projects under development, and cooperate with local governments to carry out various pandemic control actions.

EMPLOYEE CARE

Shinsun Holdings creates a comfortable, harmonious, fair and caring environment actively and pays attention to employees' mental and physical health. It also establishes effective communication channels and various leisure activities and guarantees the balance between life and work for employees so as to enhance their sense of belongings.



員工溝通

我們注重傾聽來自基層的聲音，始終保持溝通渠道的暢通，同時積極主動完善溝通體系，確保第一時間給予反饋。報告期內，我們通過舉辦職工代表大會、設立總裁信箱、建立投訴舉報渠道等多種溝通渠道，鼓勵更多員工積極發聲，以實際行動參與企業的經營發展。

Communication with Employees

We attach the importance of listening to the voice from grass roots and always keep clear communication channels and improve communication system positively to make sure the first response. During the Reporting Period, we encourage our employees to raise their voices and take real actions to take part in the Company's operation and development through various communication channels, such as holding employees' congress, setting up complaint box and whistle-blowing box.

<p>陽光政策 Sunshine policy</p>	<ul style="list-style-type: none"> • 舉報保密 • 實名必查 • 舉報獎勵 • Keep the identities of whistle-blowers • Real-name authentication • Reporting incentives
<p>受理範圍 Purview</p>	<ul style="list-style-type: none"> • 受理對祥生集團所屬各單位及員工營私舞弊、弄虛作假、不作為、亂作為等違反職業道德準則行為的投訴和舉報 • Receive complaints and reporting of violations of code of professional ethics by companies and employees of Shinsun Group, the violations including jobbery, falsification, omission and casual performance.
<p>舉報責任 Reporting Duty</p>	<ul style="list-style-type: none"> • 舉報人應遵守國家法律法規，不得損害他人合法利益 • 舉報內容應當客觀公正，不得捏造、歪曲事實，不得陷害他人 • Whistle-blowers should obey national laws and regulations, and not damage legitimate interest of others • The content of report should be justice and fair, and can't be used to fabricate or distort facts nor frame others.
<p>舉報方式 Way of Reporting</p>	<ul style="list-style-type: none"> • 信箱、郵箱 • 電話 • 在線舉報 • Letter box, mail box • Telephone • Online whistle-blowing

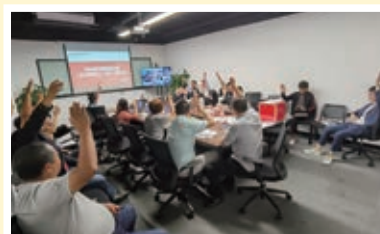
投訴舉報渠道
Channels of Complaints and Reporting



舉辦職工代表大會 Holding Workers and Employees' Congress

報告期內，本集團積極舉辦職工代表大會，以公平公正的方式進行公開表決，通過該會構建和諧穩定的勞動關係，激發員工動力。

During the Reporting Period, the Group actively organized employees' congress to conduct public voting in a fair and open manner, through which harmonious and stable labour relations were built and staff motivation was stimulated.





人本，以幸福為任

PEOPLE-ORIENTED, WITH HAPPINESS AS OUR RESPONSIBILITY

員工活動

祥生控股致力於打造幸福企業，為了使員工身心得到放鬆，豐富員工的業餘生活，提升員工幸福感。報告期內，我們開展包括文體俱樂部、節日活動、員工生日會、秀出女神「飯」等豐富多彩的活動。

Staff Activities

Shinsun Holdings is committed to building a happy enterprise. In order to relax our staff, enrich their spare time and enhance their sense of well-being. We conducted a variety of activities during the Reporting Period, including cultural and sports clubs, festive activities, staff birthday parties and show their culinary.

籃球聯賽 Basketball league

報告期內，我們舉辦大型員工籃球聯賽。作為祥生控股的標誌性活動，籃球聯賽由區域總裁帶隊參加。每屆籃球賽祥生人都充分發揮了團結向上、勇於拼搏的精神，彰顯祥生的精神內核。我們秉持「無籃球，不熱血」的活動宗旨，肆意揮灑汗水，凝聚更多力量，拼搏與喜悅將交匯於絢爛的籃球賽中，展現出祥生「向上的力量」。該活動也從根本上提高了團隊協作能力，豐富集團員工活動形式，為員工的健康保駕護航。

During the Reporting Period, we held a large scale staff basketball league. As a symbolic event of Shinsun Holdings, the basketball league was led by the regional presidents. Each basketball tournament has brought out the spirit of unity and hard work of the Shinsun, highlighting the spiritual core of Shinsun. We uphold the purpose of “no basketball, no blood”, sweating freely, gathering more strength, struggling and joy will converge in a gorgeous basketball game, showing the “power of upward mobility” of Shinsun. The activity also fundamentally improves the teamwork ability, enriches the group’s staff activities and protects the health of the staff.





節日活動及員工生日會
Festival activities and employees' birthday party

本集團每年都會在應景的節日活動（六一兒童節、聖誕節、萬聖節、中秋節等），通過發放小禮物、寫下祝福心願等方式以鼓勵員工，增強員工幸福感，調動員工積極性。我們每月為員工舉辦員工生日會，在生日當天為祥生人送上最溫暖的祝福與陪伴。

Every year, the Group organizes events on special festivals, such as Children's Day, Christmas, Halloween, and Mid-Autumn Festival, to encourage staff, enhance their happiness and motivate them by giving them small gifts and writing down their wishes. We organize monthly birthday parties for our staff, sending the warmest wishes and companionship to Shinsun people on their birthday.





人本，以幸福為任

PEOPLE-ORIENTED, WITH HAPPINESS AS OUR RESPONSIBILITY

舉辦秀出女神「飯」活動 Holding Culinary Competition for Female Staff

2020年3月8日，在專屬於女神的特別日子裏，本集團特別籌劃秀出女神「飯」線上廚藝大賽，邀請祥生各位女神們來一場廚藝的較量，用充滿愛與心意的自製美食，譜下溫情美滿的家的序曲，迎接2020年美好的春天。為了避免防疫期間人群聚集，我們採用線上方式開展此次活動，讓女神們各自施展精湛的廚藝。

一直以來，我們秉承着「營造幸福生活」企業使命，帶領着千家萬戶追求幸福、創造幸福、收獲幸福。我們希望通過此類活動為每一個熱愛生活的祥生人提供「幸福的能量劑」，助力人們抵達幸福終點。

On 8 March 2020, a special day for women, the Group has organized an online cooking competition to invite all the female staff of Shinsun to compete in a cooking competition, using home-made food full of love and care to write the prelude to a warm and beautiful home and welcome the beautiful spring of 2020. In order to avoid mass gatherings during the pandemic prevention period, we conducted the online event, allowing the female employees to show their culinary skills.

We have always been committed to our corporate mission of “creating a happy life”, leading thousands of families to pursue happiness, create happiness and harvest happiness. We hope that through such activities, we can provide “happiness energies” to every person of Shinsun who loves life and help them reach the end of happiness.

共進，以合作為重

GROWING TOGETHER, FOCUSING ON COOPERATION



祥生控股緊抓市場導向，推崇合作共贏的經營之道。本集團致力於與政府、同行企業及供應商等相關方構建互利共贏的合作關係，並在拓展合作領域的同時，加強供應商的管理和交流，從而打造高效的產業鏈條，為行業及社會創造更大的價值。

Shinsun Holdings keeps a close eye on market orientation and promotes a win-win business approach through cooperation. The Group is committed to building mutually beneficial and win-win partnerships with relevant parties such as the government, fellow enterprises and suppliers, and to strengthening supplier management and communication while expanding the areas of cooperation, thereby creating an efficient industrial chain and creating greater value for the industry and society.

供應商管理

SUPPLIER MANAGEMENT

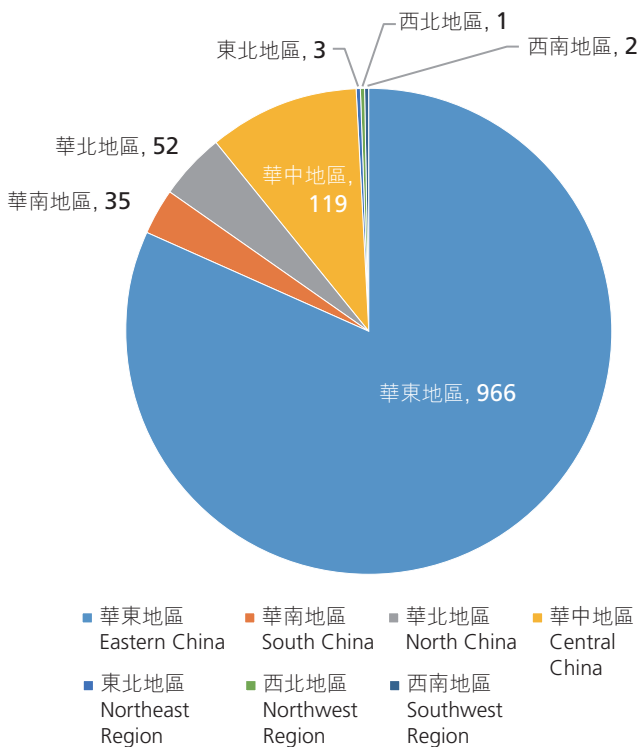
祥生控股遵循分級管控的理念，將高質量的供應鏈體系作為提供優質產品與貼心服務的重要前提。本集團根據多年行業實踐積累並借鑒其他標杆房地產企業經驗，編制《招標採購管理制度》並嚴格執行，並且建立了完善的供應商分級管理制度，明確了供應商的准入標準及考核評級制度，從而提高企業供應商整體水平。

Shinsun Holdings follows the concept of hierarchical control and regards a high-quality supply chain system as an important prerequisite for providing quality products and attentive services. The Group has complied and strictly implemented the Tendering and Procurement Management System based on years of industry practice and the experience from other benchmark real estate companies, and has established a comprehensive supplier grading and management system, with clear entry criteria and assessment and grading systems for suppliers, thereby improving the overall standard of corporate suppliers.

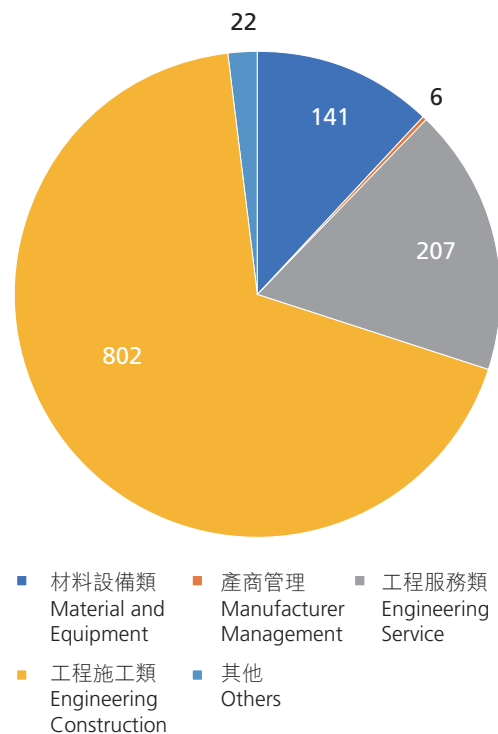
截至2020年12月31日，祥生控股供應商總數為1,178家。按地區及採購類型劃分詳情如下：

As of 31 December 2020, the total number of suppliers of Shinsun Holdings was 1,178. Details of the breakdown by region and type of procurement are as follows:

按地區劃分的供應商分佈
Suppliers by region



按採購類型劃分的供應商分佈
Suppliers by type of procurement





供應商管理體系

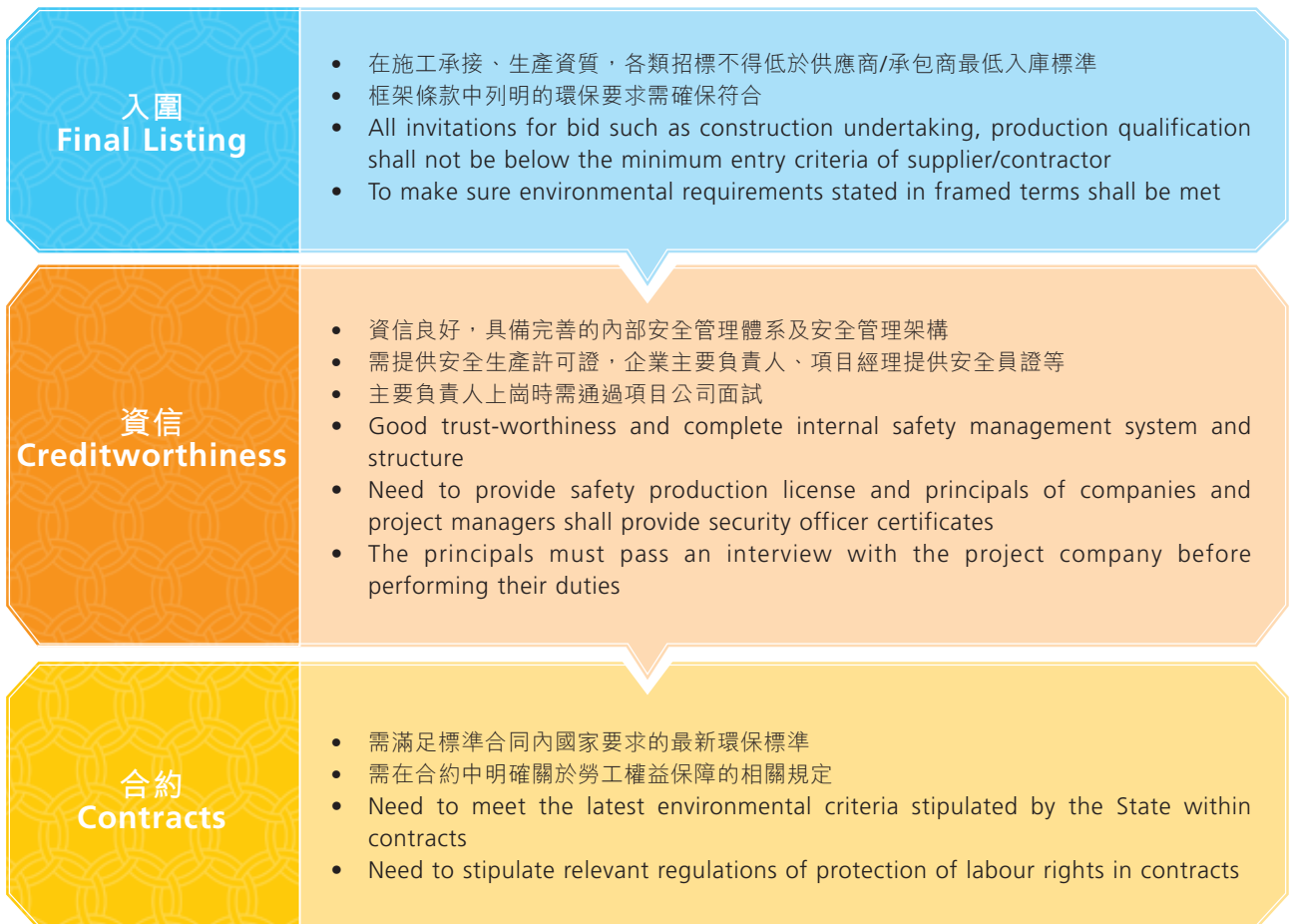
本集團始終保持開放的心態，不斷完善供應商管理體系。我們通過制定最低入庫標準、界定合同內容、考量供應商在履約過程中對於勞務支付及時性等標準，建立更穩定、質量更高的供方庫。

此外，本集團還從入圍、資信、合約三個角度篩選供應商，對供應商最低入庫標準、環保要求、資信及安全管理架構、勞工權益等方面進行考察，從而對新供應商的資質要求加以規範，持續加強對新供應商的准入管理。

Supplier Management

The Group keeps an open mind and continues to improve its supplier management system. We have established a more stable and higher quality supplier pool by setting minimum entry criteria, defining the content of contracts and considering the timeliness of payment for labour services during the performance process.

In addition, the Group also selects suppliers from three perspectives: final listing, creditworthiness and contract, and examines the minimum entry criteria, environmental protection requirements, creditworthiness and safety management structure, and labour interest of suppliers, so as to standardize the qualification requirements for new suppliers and continuously strengthen the management of the entry of new suppliers.



供應商關於環保含權、勞工法則的准入要求
Access requirements for suppliers regarding environmental rights and labour laws



針對已經入庫的供應商，我們根據引入階段、管理權責，以及增加競爭角度，將供應商分為不同類別、級別並加以管理。

We classify and manage our suppliers into different categories and levels according to their stage of introduction, management rights and responsibilities, and from the perspective of increasing competition.

分類分級依據 Evidence of categories and levels	分類 Category	要求 / 說明 Requirements / Description
引入階段以及管理權責 Stage of introduction and management rights and responsibilities	集採供方 Centralized procurement suppliers	通過集中招標明確單位、產品及服務以及對應的價格，簽訂框架協議，在一定時間內可直接委託； Define units, products and services and the corresponding prices through a centralized tender, sign a framework agreement and can be directly trusted within a certain period of time;
增加競爭角度 Increase competition	集團四大類供方 four major suppliers of the Group	對重點的招標項設立；要求項目招標必須引入至少一家此庫內單位 Setting up important bidding projects and requiring projects bidden to introduce at least one entity in the pool
	非集採考察合格供方 Non-centralized procurement qualified suppliers	把招標業務中單位考察工作前置，儲備資源 Take entities' investigation as the priority in the bidding business and storage resources
根據供方具體情況劃分 By specific cases of suppliers	S/A、B、C、D S/A, B, C, D	從成本、投標保證金、履約保證金、入圍投標資格區別給與政策 Carry out policies according to the difference among cost, tender bonds, performance guarantee, final-listing bidding qualification

此外，本集團從項目開發經營的角度出發，遵從供方所屬行業的特性，設立全國性、區域性的供方資源，建立長久合作關係，增加供方粘性，助力項目開發建設。

In addition, from the perspective of project development and operation, the Group complies with the characteristics of the industry to which the suppliers belong to, sets up national and regional supplier resources to establish long-term cooperative relationships, increases the stickiness of the suppliers, and helps project development and construction.



共進，以合作為重

GROWING TOGETHER, FOCUSING ON COOPERATION

報告期內，祥生控股實現了供應商管理、招標過程管理的無紙化，並逐步進入線上招採大數據分析階段，利用大數據分析發現業務流程中的問題並及時解決，同時對供應商管理流程進行了優化，從而為創造陽光透明的招採環境提供了有力的支持。

During the Reporting Period, Shinsun Holdings achieved paperless supplier management and bidding process management, and gradually entered the stage of online procurement big data analysis, using big data analysis to identify problems in business processes and solve them in a timely manner, while optimising the supplier management process, thus providing strong support to create a transparent recruitment environment.

2020 供應商管理優化

對成本和招採系統的聯動部分進行了系統開發，打破了成本招採之間的信息不對稱，便於兩個部門進行業務聯動和管理。

對供方履約評估進行了開發，實現了供方履約數據上線，便於一線經營單元及時、準確的進行履約評估。

進一步優化線上招標功能，除邀請招標通過線上開展業務，也單獨開發了續標回標的線上回標功能，進一步減少線下招標人為操作的風險。

從智能化的角度，提升系統助力業務管控點，對業務異常進行智能化的提示。

2020 Supplier Management Optimisation

System development for the linkage of cost and procurement systems breaks the information asymmetry between cost and procurement, facilitating business linkage and management between the two departments

Supplier performance evaluation was developed to bring supplier performance data online, facilitating timely and accurate performance evaluation by front-line operating units.

The online bidding function was further optimised. In addition to inviting bids to conduct business online, an online bid return function for renewal bids was also developed separately to further reduce the risk of offline bidders operating artificially.

From an intelligent perspective, the system was enhanced to help business control points and provide intelligent alerts on business abnormalities.

為確保供應質量，在進行分級管理的同時，本集團還針對入庫供應商開展考核評級。祥生控股設有交付評估和半年度定級評估，供應商需交付集團重點工作，本集團將根據具體評估結果，對供應商採取適當的獎懲措施。

To ensure the quality of supply, besides from grading management, the Group also conducts assessments and ratings for entering suppliers. Shinsun Holdings has a delivery assessment and semi-annual grading assessment, where suppliers are required to deliver the Group's key work and the Group will take appropriate incentives and penalties for the suppliers based on the specific assessment results.

半年度評級主要是針對工程、物業、問卷權重等指標，生成A、B、C、D四級評分。本集團規定，連續兩年獲得A等級評分的供應商可以升級為S級，並享受相應的激勵政策。

The semi-annual rating is mainly for indicators such as engineering, property and questionnaire weighting, generating four grades of A, B, C, and D ratings. The Group stipulates that suppliers who have obtained A-grade ratings for two consecutive years can be upgraded to S-grade and enjoy the corresponding incentives.



交付評估主要針對單項目，採用一票否決制，即供應商如在在項交付評估中有不合格項目，本集團有權力拒絕該供應商在該區域甚至領域內的合作。

同時，在投標過程中，本集團除了在合同條款中規定優先支付農民工資外，還將施工單位是否及時支付工資作為依據，對供應商的投標進行把控。而勞工管理作為本集團供應商考核制度中重要的一環，如供應商在交付評估中存在勞工權益糾紛，或出現事故影響勞工健康和安全的狀況，將直接影響供應商考核評級。

供應商廉潔管理

祥生控股倡導陽光招採，致力於建設公開透明的採購體系。本集團嚴格遵守相關法律法規，要求所有合作供應商簽署《廉潔經營承諾書》、《廉政管理協議》、《陽光招採倡議書》，並在採購的不同階段提出廉潔要求，進一步規範供應鏈的商業道德。報告期內，供應商簽署廉潔協議的比率為100%。

The delivery assessment is mainly for single projects and a one-vote veto system is adopted, that is, if a supplier has unqualified items in the delivery assessment, the Group has the right to refuse the supplier's cooperation in the region or even in the field.

At the same time, during the bidding process, the Group uses the timely payment of wages by the construction unit as a basis for controlling the suppliers' bids, besides priority payment of farmers' wages stipulated in the contract terms. As for labour management, which is an important part of the Group's supplier assessment system, if there are disputes over labour rights in the delivery assessment of suppliers, or if there are accidents affecting labour health and safety, the supplier assessment rating will be directly affected.

Supplier Integrity Management

Shinsun Holdings advocates sunshine procurement and is committed to building an open and transparent procurement system. The Group strictly complies with relevant laws and regulations and requires all its partner suppliers to sign the Integrity Management Undertaking, Integrity Management Agreement and Sunshine Procurement Initiative, and puts forward integrity requirements at different stages of procurement to further regulate the business ethics of the supply chain. During the Reporting Period, the rate of suppliers signing integrity agreements reached 100%.

招標 Tender

- 均需通過招標平台註冊進入投標系統
- 在微信公眾號和招標平台設置控股集團審計以及地產集團審計的聯繫方式和郵箱，並在相關投訴審計系統設有相應跟進處理機制。
- Access into bidding system through bidding platform
- Set up contact and mail box of group audit and real estate group audit through WeChat public account and bidding platform and tracking treatment mechanism in complaint audit system.

入圍 Finalist

- 投標階段均需簽署「廉潔經營承諾書」，承諾書中有針對供方發生廉潔問題的守則。
- Need to sign "Integrity Management Undertaking" in the stage of bidding, which contained codes for integrity of suppliers.

中標 Outbid

- 在合同簽署階段，有「陽光招採倡議書」，包含地產總裁分管領導的聯繫方式，也再次寫明地產集團審計一把手的姓名。
- 要求簽署「廉政管理協議」雙方共同用印，作為合同附件，進一步明確了在廉潔合作方面的具體條款及罰則。
- Sunshine Procurement Initiative contained contact of president in the stage of signature of contract and stated name of principal of real estate group audit.
- Require to sign Integrity Management Agreement attached mutual seals as appendix of the contract, which further defines the specific terms and punishment of integrity.



共進，以合作為重

GROWING TOGETHER, FOCUSING ON COOPERATION

供應商溝通

企業的穩健發展離不開與供應商的良好合作關係。我們通過日常溝通、集中約談及舉辦供應商大會等交流活動，積極與供應商建立良好的溝通機制。每年我們開展專項及年度供方集中溝通，並在年底則根據全年合作工程中的履約問題進行全面回顧，包括不限於項目合作建議，產品選型升級，成本優化建議等內容。

報告期內，我們與安徽榮鼎建設有限公司、上海精藝建築裝飾有限公司、通力電梯有限公司、科勒(中國)投資有限公司、杭州老闆電器股份有限公司等供應商共同探索互惠互利的共贏之道，併發佈《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。

Supplier Communication

A good relationship with suppliers is essential to the sound development of our business. We actively establish a good communication mechanism with our suppliers through daily communication, centralized interviews and supplier conferences. Each year, we conduct special and annual supplier communication, and at the end of the year, we conduct a comprehensive review based on the performance issues during the year, including, but not limited to, suggestions on project cooperation, product selection and upgrading, cost optimization, etc.

During the Reporting Period, we worked with suppliers such as Anhui Rongding Construction Co., Ltd. (安徽榮鼎建設有限公司), Shanghai Jing Yi Construction & Decoration Co., Ltd. (上海精藝建築裝飾有限公司), Kone Elevator Co., Ltd., Kohler (China) Investment Co., Ltd. and Hangzhou Robam Appliances Co., Ltd. to explore mutually beneficial win-win solutions, and published the 2020 Excellent Supplier List in order to thank the suppliers who have grown together with the Group and progressed hand in hand.

本集團浙北區域2019年供應商座談會暨優質供方頒獎會 2019 North of Zhejiang Regional Supplier Forum and Awards Banquet for Excellent Supplier of the Group

為全面總結及表彰2019年優質供應商，確立2020年工作目標，浙北區域公司於2020年5月邀請區域27家優質供應商，組織召開「浙北區域2019年供應商座談會暨優質供方頒獎會」。

In order to comprehensively summarise and commend the quality suppliers in 2019 and establish the work target in 2020, the Company in north region of Zhejiang invited 27 quality suppliers in May 2020 and organized the "2019 Supplier Seminar and Excellent Supplier Award Banquet in north region of Zhejiang".





報告期內，祥生控股還開展「綠鏈行動」，在採購過程中積極推廣綠色生態理念，推動房地產上下游企業、機構、第三方合作夥伴的積極聯動與融合。

During the Reporting Period, Shinsun Holdings also launched the “Green Chain Initiative” to actively promote the concept of green ecology in the procurement process and promote the active linkage and integration of upstream and downstream of real estate enterprises, organisations and third-party partners.

綠鏈行動 Green Chain Initiative

2020年9月，祥生控股攜手騰訊公益「99公益日」與阿拉善SEE基金會共同支持綠色供應鏈項目，與眾多企業一起共同參與到「中國房地產行業綠色供應鏈行動」中。該行動倡導在採購過程中，推廣綠色生態理念，充分考慮環境保護、資源節約、安全健康、循環低碳和回收促進，優先採購和使用節能、節水、節材、健康等有利於生態環境保護的原材料、產品和服務。

祥生控股作為致力於「營造幸福生活」的責任房地產企業，多年來一直積極參與守護地球家園的行動，並通過倡導綠色採購與「配捐」的形式，為環保公益貢獻力量。

In September 2020, Shinsun Holdings joined Tencent Public Welfare’s “99 Public Welfare Day” and the Alaska SEE Foundation to support the Green Supply Chain Project, and participated in the “Green Supply Chain Initiative for China’s Real Estate Industry” together with many other enterprises. The initiative advocates the promotion of green ecological concepts in the procurement process, giving full consideration to environmental protection, resource conservation, safety and health, recycling and low-carbon and recycling promotion, and giving priority to the procurement and use of raw materials, products and services that are conducive to ecological and environmental protection, such as energy saving, water saving, material saving and health.

As a responsible real estate enterprise committed to “creating a happy life”, Shinsun Holdings has been actively involved in safeguarding the Earth for many years and has contributed to environmental protection and public welfare by advocating green procurement and “matching donation”.



未來，祥生控股也將持續與「綠鏈行動」深度結合，以中國房地產企業的社會責任與使命感，堅持從源頭做起，關注成本，關注環境責任，倡導綠色健康的人居生活，與更多的開發商、供應商、第三方機構一起，積極推動環境公益事業發展。

In the future, Shinsun Holdings will continue to integrate with the “Green Chain Initiative” and, with the social responsibility and sense of mission of Chinese real estate enterprises, insist on starting from the source, paying attention to costs and environmental responsibility, advocating a green and healthy living life, and actively promoting the development of environmental public welfare together with more developers, suppliers and third-party organizations.



共進，以合作為重

GROWING TOGETHER, FOCUSING ON COOPERATION

行業共建

祥生控股作為中國地產的先行者，我們積極參與行業活動，追蹤行業動態發展，持續加強外部合作與溝通交流，共同推動行業及產業鏈的可持續發展。

戰略合作

祥生控股在推進全國戰略化佈局的同時，秉持「以人為本」的可持續發展方向，與多個深耕城市的當地政府建立了良好的項目合作關係。本集團將可持續、綠色節能的建築理念和社區理念植入新項目中，積極與當地政府共同打造可持續發展城市，創造更好的人居環境。

報告期內，本集團與浙江省旅遊投資集團有限公司、浙江省交通投資集團有限公司等大型國企持續保持着長期且良好的合作關係。

INDUSTRY CO-BUILDING

As a pioneer in the real estate industry in the PRC, we actively participate in industry activities, track the dynamic development of the industry, continuously strengthen external cooperation and communication, and jointly promote the sustainable development of the industry and industry chain.

Strategic Cooperation

While advancing its strategic layout nationwide, Shinsun Holdings has established good project cooperation relationship with local governments in several deeply-rooted cities while upholding the direction of “people-oriented” sustainable development. The Group has embedded the sustainable, green and energy-saving concepts of buildings and communities into its new projects, and has been actively cooperated with local governments to build sustainable cities and create a better living environment.

During the Reporting Period, the Group continued to maintain long-term and good cooperation relationship with several large state-owned enterprises such as Zhejiang Tourism Investment Group Co., Ltd. and Zhejiang Communication Investment Group Co., Ltd..



2020戰略合作 Strategic Cooperation in 2020

在美麗鄉村、鄉村振興戰略的指引下，祥生控股和浙江省旅遊投資集團有限公司在多個鄉村振興型項目上開展深度合作，探索高水平實現強村富民目標之路，提升當地居民的幸福感，積極推進現代農業、中央廚房、農旅、文旅、康養、教育等三產融合，並為當地農民創造更多的工作機會，為農旅、文旅、康養產業發展提供自己的力量。

Under the guidance of beautiful countryside and rural revitalization strategy, Shinsun Holdings cooperates deeply with Zhejiang Tourism Investment Group Co., Ltd. in several rural revitalization projects to explore the way to achieve the goal of strengthening villages and enriching people at a high level, and to enhance the happiness of local residents. We actively promote the integration of three industries, such as modern agriculture, central kitchen, agricultural tourism, cultural tourism, health preserving and education, and create more jobs for local farmers. We will also provide our own strength for the development of agricultural tourism, cultural tourism and health preserving industry.

行業參與

祥生控股憑借其完善的產業鏈，通過分享在房地產行業建設、服務、創新等方面的策略與實踐經驗，充分參與進行業協作及標準制定中，助力提升行業整體水平。

報告期內，祥生控股參與了中國房地產業協會、浙江省房地產業協會、中城聯盟等行業協會；加入了「企業反舞弊聯盟」及「閩系在滬房企審計監察聯盟」並成為成員單位；協助修訂了《住宅建築工程品質質量評估標準》這一房地產行業標準，彰顯出祥生控股作為大企業的責任擔當。

Industry Participation

With its well-established industry chain, Shinsun Holdings fully participates in industry collaboration and standard setting by sharing its strategies and practical experience in construction, services and innovation in the real estate industry, which helps to improve the overall level of the industry.

During the Reporting Period, Shinsun Holdings participated in several industry associations such as China Real Estate Association, Zhejiang Real Estate Association and Zhongcheng Alliance; joined and became a member of "Corporate Anti-Fraud Alliance" and "Audit and Supervision Alliance for Real Estate Enterprises in Shanghai domiciled in Fujian"; assisted in the revision the standard of real estate industry in the Quality Assessment Standard for Residential Construction Project, which demonstrate the responsibility of Shinsun Holdings as a large-scale enterprise.



社區，以溫暖為心

COMMUNITY BUILDING WITH WARMTH AS THE FOCUS

祥生控股以「落其實者思其樹，飲其流者懷其源」為信念，在企業發展過程中，不忘肩負社會責任，遵循「取之社會、匯報社會」的準則，積極投身社會公益事業，在幫困助學、賑災捐助、綠化扶貧等方面持續獻力。

With the belief of “one should think of the tree when eating its fruit; and thinking of the source when drinking its water”, Shinsun Holdings has never forgotten its social responsibility in the process of its development, and has followed the guideline of “taking from the society and using for the society”, actively participated in social welfare undertakings, and made continuous contribution to the society by helping students from needy families, donating for disaster relief, greening and poverty alleviation.

2019年，祥生控股發起成立浙江省祥生公益基金會，以希望之葉、付出之葉、愛心之葉、健康之葉匯成的祥生公益品牌「四葉草計劃」同步啟動。截至2020年12月31日，祥生控股員工志願者隊伍人數421人，公益項目11個，捐贈圖書802本，在扶貧、助學、助孤、助殘、賑災等公益領域捐贈善款累計超過3億元人民幣。

In 2019, Shinsun Holdings initiated the establishment of Zhejiang Shinsun Foundation, and simultaneously launched the “Clover Plan” made up of leaf of hope, leaf of giving, leaf of love and leaf of health as a charity brand of Shinsun Holdings. As of December 31, 2020, there were 421 volunteers, 11 charity projects, 802 books and over RMB300 million donated in the public welfare fields of poverty alleviation, education, orphanage, the disabled, and disaster relief.

「四葉草計劃」

“THE CLOVER PLAN”

2020年，祥生控股公益品牌體系建設換新升級。本集團自有公益品牌「四葉草計劃」的四大子IP—四葉草計劃•健康基金、童夢基金、助學基金、共享基金聚焦精準公益互動，積極踐行社會責任，通過關注社會需要關愛與幫助的群體，使更多人感受到了來自祥生控股「愛的支持」和「幸福生活的力量」，讓幸福和溫暖走進千萬家。

In 2020, the construction of the charity brand system of Shinsun Holdings was upgraded. The four sub-IPs of a self-owned charity brand of the Group, the Clover Plan. The Health Fund, the Children’s Dream Fund, the Education Fund and the Sharing Fund under the Clover Plan focus on precise charity interaction, actively practice social responsibility, and bring happiness and warmth to millions of families through making more people feel the “love support” and “power of happy life” from Shinsun Holdings by focusing on the groups in need of care and help from the society.

「四葉草計劃」，旨在通過統籌祥生控股內外優勢資源，攜手專業及機構，與員工、業主及合作夥伴結成志願者同盟，通過健康醫療、大病救助、生態扶貧等方式實現公益互助，進一步關愛鄉村貧困兒童的健康成長，助力鄉村振興。

The Clover Plan aims to coordinate the internal and external strengths and resources of Shinsun Holdings, join hands with professional organizations and institutions, form volunteer alliances with employees, property owners and partners, and realize mutual assistance of charity through health care, serious disease relief, ecological poverty alleviation to further care for the healthy growth of children from poor rural areas and help rural revitalization.



「四葉草計劃」體系
The System for the Clover Plan



健康基金

健康基金始終致力於聚集健康醫療、大病救助，為更多需要幫助的個人和家庭帶去愛與關懷。自新冠肺炎疫情爆發以來，本集團浙東、浙北等區域通過「四葉草計劃•健康基金」系列公益活動，馳援戰「疫」一線，為各區域的醫院、醫護人員送去愛心捐款和抗疫物資，為環衛工人、交警等勞動者送去溫暖關懷。祥生控股積極履行社會責任，第一時間通過捐款、捐贈物資、減免相關物業租金等全面化、多元化的形式，盡己所能為抗擊疫情貢獻力量，以實際行動與社會各界並肩，共克時艱。

為抗擊疫情，截至2020年12月31日，祥生控股已累計捐贈口罩35,500件、其他小鎮農產品500餘份，抗疫救助所投入資金超1,200萬元，用於支援湖北、內蒙、江西、山東、江蘇等地區與開展抗疫公益活動。

The Health Fund

The Health Fund has always been focusing on health care and serious disease relief to bring love and care to more individuals and families in need of help. Since the COVID-19 outbreak, the Group has helped the anti-epidemic front line through a series of public welfare activities of the Health Fund under the Clover Plan in eastern and northern Zhejiang, and sent donations and anti-epidemic materials to hospitals and medical personnel in each region, and sent warm care to workers such as sanitation workers, traffic police. Shinsun Holdings has been actively fulfilled its social responsibility and contributed to the combat against the epidemic in a comprehensive and diversified manner in the manners of donations, supplies and property rent reductions, and took practical actions to overcome the difficulties together with all sectors of the society.

As of December 31, 2020, Shinsun Holdings has donated 35,500 masks and over 500 parcels of agricultural product, and has invested more than RMB12 million to support Hubei, Inner Mongolia, Jiangxi, Shandong, Jiangsu and other regions and carry out charity activities in relation to the anti-epidemic activities.

同心戰疫，慰問傳遞愛與希望

Fighting against the Epidemic together and Expressing Sympathy to Deliver Love and Hope

疫情期間，祥生控股多個項目進行防疫包的發放，並向武漢市慈善總會、鄞城市慈善總會、呼和浩特市紅十字會、仙桃市紅十字會、遂昌縣慈善總會等慈善組織進行捐贈，用於抗擊疫情。通過浙江省祥生公益基金會，祥生控股捐贈總計近1,000萬元人民幣用於抗擊疫情，其中500萬元用於設立防範新冠疫情專項基金。

本集團遂昌項目向遂昌縣慈善總會捐贈80萬元設立祥生和泰圓夢基金，用於抗擊疫情和濟困、救孤等各項社會公益事業。2020年3月9日，浙江省祥生公益基金會一行趕赴泰興市人民醫院，探望日夜奮戰的醫護人員，並捐贈20萬元的醫療器械專項款，用於緩解醫院設備壓力，幫助醫護人員更完善地開展救治工作。

During the COVID-19 outbreak, Shinsun Holdings carried out the distribution of epidemic prevention kits in several projects and made donations to charitable organizations such as Charity Federation of Wuhan, Charity Federation of Zoucheng, Red Cross Society of Hohhot, Red Cross Society of Xiantao and Charity Federation of Suichang County to fight against the epidemic. Through the Shinsun Foundation of Zhejiang, Shinsun Holdings donated about RMB10 million in total to combat the epidemic, of which RMB5 million was used to set up a special fund for the prevention of the COVID-19.

We, through our Suichang project, donated RMB800,000 to the Charity Federation of Suichang County to set up the Shinsun Hetai Dream Fund for various social welfare causes such as fighting against the epidemic and helping the poor and orphans. On March 9, 2020, a group of staff of Zhejiang Shinsun Foundation rushed to the People's Hospital of Taixing to visit the medical staff who had been fighting with the epidemic day and night, and donated the special money for medical equipment of RMB200,000 to relieve the pressure of equipment in the hospital and help medical staff to carry out rescue and treatment work more perfectly.



捐款現場
Donation site



捐款現場
Donation site



同心戰疫，慰問傳遞愛與希望

Fighting against the Epidemic together and Expressing Sympathy to Deliver Love and Hope

2020年3月13日，祥生控股「四葉草計劃」愛心小分隊，向天長市第一人民醫院、天長街道辦事處的一線「抗疫」人員送上油米等必備物資。3月30日，浙北與浙東區域的工作人員一同前往浙江大學第二附屬醫院，為醫護人員獻上5.5噸來自祥生春風十里小鎮的有機大米。4月8日，祥生控股將慰問物資送往相關單位，向始終堅守疫情防控一線、全力守護廣大大眾生命安全的醫務人員及基層幹部表示感謝。4月10日，浙北區域特別準備了春風十里小鎮特色農產品，捐贈給烏鎮第三人民醫院的醫務工作者以表心意。4月14日，浙北區域蕪湖項目公司溫暖接力，精心準備了祥生小鎮綠色農產品和牛奶水果禮盒，為南陵縣醫院和南陵縣中醫院的醫療工作者送去問候……

On 13 March 2020, love team of the Clover Plan of Shinsun Holdings sent essential materials such as oil and rice to the staff who worked on the “anti-epidemic” front-line in the First People’s Hospital and Street Office of Tianchang City. On 30 March, the staff of northern and Eastern regions of Zhejiang went to the Second Affiliated Hospital of Zhejiang University together and donated 5.5 tons of organic rice from Shinsun Spring Breeze Town to the medical staff. On 8 April, Shinsun Holdings sent the sympathy materials to the relevant organizations to express its gratitude to the medical staff and cadres at the basic level of management who had always been on the front line of epidemic prevention and control and guarded the lives of the general public. On 10 April, the northern region of Zhejiang prepared the special agricultural products from Spring Breeze Town and donated them to the medical staff of the Third People’s Hospital in Wuzhen as a token of appreciation. On 14 April, the Wuhu project company of the northern region of Zhejiang prepared green agricultural products and gift boxes of milk and fruit for the medical staff of the Hospital of Nanling County and the Hospital of Traditional Chinese Medicine of Nanling County……



報告期內，本集團的抗疫舉動也受到了多方的認可：

During the Reporting Period, the anti-epidemic initiatives of the Group were also recognized by various parties of society.



「新冠肺炎疫情防控捐贈突出貢獻」獎
Award for “Outstanding Contribution to the Prevention and Control of the COVID-19”



「慈心為人 善舉濟世」榮譽證書
Certificate of Honor for “Compassion for the People and Good Deeds for the World”



童夢基金

童夢基金作為「四葉草計劃」的重要組成部分與具體實踐，主要關注於5-12歲兒童成長課外實踐。祥生控股通過開展小飛象「公益」夏令營，不僅為需要幫助的兒童群體提供了二十餘天的溫暖陪伴與暑期學習實踐平台，更是在2020年升級創新，以多樣化的形式和實際行動呵護了童年的純真與夢想，向社會傳遞着祥生式的幸福哲學。2020年7-8月，小飛象「公益」夏令營已連續兩年為累計400名困境家庭子女與隨遷子女提供為期20天的暑假學習平台與精準幫扶服務。

The Children's Dream Fund

As an important part and concrete practice of the "Clover Plan", the Children's Dream Fund focuses on extra-curricular practices for children aged 5 to 12 years old. Through the Dumbo "Charity" Summer Camp, Shinsun Holdings not only offered over 20 days of warm companionship and provided a summer learning and practice platform for children in need of help, but also upgraded and innovated in 2020 to take care of the innocence and dreams of childhood in diversified forms and with practical actions, thus conveying the philosophy of happiness of Shinsun style to the society. From July to August 2020, the Dumbo "Charity" Summer Camp has provided a 20-day summer learning platform and targeted supporting services for a total of 400 children from needy families as well as children of migrant workers for two consecutive years.

小飛象「公益」夏令營課外實踐

Extra-curricular Practice of the Dumbo "Charity" Summer Camp

除了常規的課業輔導及課外實踐，2020祥生小飛象「公益」夏令營更在國學詩詞課的基礎上特別開設詩歌課堂和西瓜電影節，旨在讓孩子們通過多元化的表達方式能夠勇敢、快樂地表達自我，傾訴內心所知所感，用一場場充滿愛的電影載着小營員們開啟一次又一次的夢幻光影之旅。「夢想夏日，詩集採風」作為本屆公益夏令營的全新亮點之一，帶領孩子們從學詩、寫詩到「玩」詩的升級。

In addition to the regular in-class tutoring and extra-curricular practices, the 2020 Dumbo "Charity" Summer Camp also offered poetry classes and a watermelon film festival based on the Chinese poetry classes, aiming to let the children express themselves bravely and happily through diversified means of expression, and talked about what they had perceived. These films were full of love and carried the young campers to start a dreamy light journey. As one of the new attractions of this year's summer camp, the children will be guided to learning and writing poetry to "playing" with poetry under the theme of "a dreamy summer with poetry collection and picking".





社區，以溫暖為心

COMMUNITY BUILDING WITH WARMTH AS THE FOCUS

「一千零一個願望」公益圓夢活動

“One Thousand and One Wishes” Charity Dream Fulfillment Campaign

在2020年六一兒童節到來之際，祥生控股四葉草計劃•童夢基金「一千零一個願望」公益圓夢活動，走進浙江省諸暨市6所學校，為可愛的孩子們帶去了一份溫暖有愛的兒童節禮物。本集團通過祥生公益基金會聯合諸暨慈善總會為同學們準備了文具禮盒覆蓋6所學校近3,000名學生。

On the occasion of the Children’s Day of 2020, the “One Thousand and One Wishes” Charity Dream Fulfillment Campaign contributed by the Children’s Dream Fund under the Clover Plan of Shinsun Holdings entered into six schools in Zhuji City, Zhejiang Province, bringing a warm and loving Children’s Day gift to the lovely children. Through Shinsun Charity Foundation and Charity Federation of Zhuji, the Group prepared stationery gift boxes for nearly 3,000 students from six schools.



助學基金

助學基金關注全年齡段的困難家庭助學。我們通過浙江省祥生公益基金會聯合諸暨市慈善總會祥生圓夢基金共同推出「助學幫扶」活動，針對民政系統在冊的約700餘名諸暨市困境家庭兒童給予每人每年3,000元的助學資金，每年累計捐贈約220萬元人民幣。此外，針對即將入學的諸暨市大學新生，我們同樣給予每人一次性發放5,000元助學補助，每年累計捐贈20餘萬元人民幣。

The Education Fund

The Education Fund focuses on helping students of all ages from needy families. Through Zhejiang Shinsun Charity Foundation and the Shinsun Dream Fund of Charity Federation of Zhuji, we have launched the “Education Support” campaign, which provided RMB3,000 per child per year to about 700 children from needy families in Zhuji who are registered in the civil affairs system, with a total annual donation of about RMB2.2 million. In addition, we also provided a one-time grant of RMB5,000 to each of the upcoming college students in Zhuji, with a total annual donation of over RMB200,000.



2020年9-11月，祥生控股積極關注雲南、西藏、貴州等地的困境家庭子女的上學問題，目前已結合當地資源落地近10場公益活動，為助力困境家庭子女上學貢獻一份力量，彰顯大企業責任。

From September to November 2020, Shinsun Holdings kept itself informed with the schooling of children from needy families in Yunnan, Tibet and Guizhou actively, and has combined local resources to organize nearly 10 public welfare activities to help these children from needy families to go to school, which demonstrating the responsibility a large-scale enterprise.

2020祥生控股及中國社區扶貧聯盟藏區青苗牽手計劃
2020 Shinsun Holdings & China Community Poverty Alleviation Alliance
Hand-holding Program for Children in Tibet

2020年5月，祥生控股通過四葉草計劃•助學基金遠赴4,728公里之外的西藏開啟藏區青苗牽手計劃，我們希望通過本次愛心慰問走訪活動，充分了解藏區貧困家庭以及孩子們的真實生活情況，並以此作為愛心扶助的基礎，讓孩子們在健康成長的道路上，更加順利地追求夢想和幸福。

本集團通過深入調查實地調研青稞基地現狀，認領12畝青稞地，建立藏區長期可持續性的幫扶鏈條助力藏區發展，牽手孩童成長，讓希望聲聲不息。

In May 2020, through the Education Fund under the Clover Plan, Shinsun Holdings went to Tibet at 4,728 kilometers away to start the Hand-holding Program for Children in Tibet. We hoped to fully understand the real living situation of the needy families and children's life in Tibet through this sympathy visit with love, and took it as the basis of support of love, so that the children could pursue their dreams and happiness more smoothly on the path of healthy growth.

Through in-depth investigation and field research for the status of highland barley base, the Group adopted 12 acres of barley land, established a long-term sustainable supporting chain in Tibetan areas to help its development, thus accompanying the growth of children and to making the hope last forever.





社區，以溫暖為心

COMMUNITY BUILDING WITH WARMTH AS THE FOCUS

2020四葉草計劃 • 助學基金小鎮行活動（中小學場） The 2020 Clover Plan • Town Tour funded by the Education Fund (for Primary and Secondary School)

2020年9月，在公益組織的帶領下，40餘名困境家庭子女來到諸暨祥生春風十里小鎮，我們為他們準備了《點亮一盞燈》講座、《少年強則國強》音樂課、戶外詩集採風、書簽手工課、陽光少年大師說等豐富的活動內容，讓他們在奔跑和歡笑中領略自然風光，領悟生活中的點滴美好，拓展同學們的視野，引導他們樹立正確的人生觀和價值觀，助力他們實現人生目標。

In September 2020, over 40 children from needy families came to Zhuji Shinsun Spring Breeze Town under the leadership of a public welfare organization. We prepared for them a rich content of activities, such as "Lighting a Light" lecture, "A Strong Youth for a Strong Nation" music class, outdoor poetry collection and picking, bookmark craft class and talk of master of aspiring youth, so that they could enjoy the natural scenery and appreciate the beauty of life in running and laughing, which can expand students' horizons, guide them to establish correct outlook and values of life, and help them to achieve their goals in life.



與新華書店跨界公益 Cross-border Charity by Xinhua Bookstore

2020年9月9日，祥生控股聯合新華書店將「祥生幸福書單」的愛心書籍帶到了遂昌，捐贈給遂昌金竹小學三所校區的留守兒童。在捐助現場，祥生控股和泰圓夢公益基金捐助價值15萬元公益物資，用於幫助學校建設和困難學生幫扶。

On 9 September 2020, Shinsun Holdings, together with Xinhua Bookstore, brought books on the "Happy Book List of Shinsun" to Suichang and donated them to these left-behind children from three campuses of Jinzhu Primary School of Suichang. At the donation site, Shinsun Holdings and Hetai Dream Fund donated public welfare materials wealth of RMB150,000 to help school construction and students from needy families.





共享基金

共享基金聚焦困難業主幫扶與互助。2020年，我們開展公益採購暖心回饋業主及客戶。

支援扶貧

三十餘年來，祥生控股秉承「幸福生活運營商」的戰略定位，堅持「為幸福而生」的品牌理念，積極參與和社區、政府機構等聯合舉辦的各項活動，響應國家精準扶貧，開展社會組織合作，發揮企業優勢回饋社會，解決社會問題，攜手各方實現共同成長。

報告期內，本集團積極響應上海市政府和諸暨市政府的對口扶貧行動，向雲南省落後地區進行200萬元的捐贈用於造橋修路，捐贈50萬用於貴州貧困山區的文體用品採購。同時我們積極參加街道組織的城市論壇活動，推動商務區企業間的溝通交流，通過成功案例分享、圓桌討論、非正式交流等形式，與其他企業共同探討衍生更多可實施、可複製、可推廣的社區共治模式。

The Shared Fund

The Shared Fund focuses on helping and supporting property owners in fund difficulty. In 2020, we carried out procurement in public welfare form and gave the purchased goods back to our property owners and customers.

SUPPORTING POVERTY ALLEVIATION WORK

For over 30 years, Shinsun Holdings has been adhering to the strategic positioning of “happy life operator”, insisting on the brand concept of “born for happiness”, actively participating in various activities jointly organized by communities and the government, responding to the national targeted poverty alleviation policy and carrying out cooperation with social organizations. In addition, the Company insisted on giving back to the society, solving social problems and achieving common growth together with all parties.

During the Reporting Period, the Group actively responded to the counterpart poverty alleviation initiatives of the Government of Shanghai Municipal and Zhuji Municipal and donated RMB2 million to the backward areas of Yunnan Province for the construction of bridges and roads, and donated RMB500,000 to the poor mountainous areas of Guizhou to purchase cultural and sports goods. We also actively participated in the urban forums organized by the subdistrict office to promote communication among enterprises in the business district, and discussed with other enterprises to find more implementable, replicable and popularized models of community co-governance through successful case sharing, roundtable discussions and informal exchanges.



助力扶貧，踐行公益

Contributing to poverty alleviation policy and practicing public welfare undertakings

在2019年－2020年期間，祥生控股連續兩年支持安徽省南陵縣「扶貧日」活動；連續為多個浙江省結對扶貧村建設貢獻綿薄之力；積極參與央視新春扶貧計劃，走進重慶市曾經的重點貧困縣奉節縣進行公益採購。此外，祥生控股還向上海市對口支援的兩個扶貧項目捐贈200萬元，用於雲南省文山州富寧縣谷拉鄉龍色深度貧困村龍萬至龍後村組道路建設項目與西疇縣雞街鄉中寨村委會花石頭橋項目。其中，「祥生路」改擴建道路全長3,000米，項目的建成不僅使項目村產業發展條件、交通運輸條件有所改善，對增加群眾的收入水平，促進農業增產創造了基礎條件，還將帶動附近村組500多名群眾的交通及物資運輸的發展，為項目深度貧困行政村建檔立卡貧困戶31戶124人脫貧打下良好的基礎。

During the period of 2019 to 2020, Shinsun Holdings supported the activity in the theme of “Poverty Alleviation Day” in Nanling County, Anhui Province for two consecutive years; continuously contributed to the construction of several paired villages in Zhejiang; actively participated in CCTV’s New Year Poverty Alleviation Program and went to Fengjie County, a former key poverty-stricken county in Chongqing and carried out procurement in public welfare form. In addition, Shinsun Holdings also donated RMB2 million for two poverty alleviation projects supported by Shanghai, which was used for the road construction project between Longwan village to Longhou village, both were deeply impoverished villages of Longse, Gula Township, Funing County, Wenshan Prefecture, Yunnan Province, and the Colorful Stone Bridge Project under the management of Zhongzhai Village Committee, Jijie Township, Xichu County. The extended road for original “Shinsun Road” is 3,000 meters long. The completion of these projects will not only improve the industrial development conditions and transportation conditions of the project villages, but also will increase the income level of the villagers and create a beneficial condition for the increase of output of agricultural production, and it will also accelerate the development of traffic and material transportation for more than 500 villagers nearby, which lays a good foundation for 31 households and 124 villagers on the record of the poverty-stricken households from deeply impoverished administrative villages to get out of poverty.





祥生控股攜手央視，一同傾聽甜蜜心聲

Shinsun Holdings joining hands with a CCTV program to listen to the sweet voice from heart

2020年1月，未來更好地傳遞品牌正能量，祥生控股通過浙江省祥生公益基金會聯合諸暨市慈善總會祥生圓夢基金，攜手央視新春扶貧計劃，走進重慶市曾經的貧困縣奉節縣進行公益採購，並計劃將採購的產品使用於線上平台與線下區域開展的各類公益活動，以實際行動踐行公益扶貧事業，傳遞甜蜜的公益力量。此次愛心扶貧行動不僅為了積極響應央視號召參與幫助更多貧困地區脫貧，更將這份來自奉節的甜蜜在新春到來之際傳遞給更多人。

In January 2020, to better convey the positive energy of our brand in the future, Shinsun Holdings, through Zhejiang Shinsun Charity Foundation and Shinsun Dream Fund of Charity Federation of Zhuji, joined hands with CCTV's New Year Poverty Alleviation Program to went to Fengjie County, a former key poverty-stricken county in Chongqing and carried out procurement in public welfare form, and planned to use the purchased products in various public welfare activities carried out on the online platform or offline sites to practice public welfare poverty alleviation with practical actions and convey the happy power of public welfare. This love poverty alleviation action is not only an action to actively respond to the CCTV call to participate in helping more less- developed areas out of poverty, but also an action to pass the happiness from Fengjie to more people on the occasion of the New Year.

服務社區

祥生控股將始終致力於回饋社區，在學校建設、保障性住房、舊城區改造等方面持續貢獻力量。

在湖北仙桃，本集團目前已建成仙桃市第二小學並投入教學，建築面積達12,155平方米。同時，在安徽、浙江、山東三個省份，本集團現有8所學校正在建設中。

在上海、杭州、合肥等地，本集團雲境名邸、京杭府、上海祥生中心、星合映、合肥祥生雲境等在內的10個項目共提供總計331,141平方米建築面積的租賃住房。同時，在溫州、嘉興等地，本集團旗下的項目還提供了總計9,305平方米建築面積的人才房。

本集團位於上海的祥生中心項目，作為上海虹口內環內城市更新項目，自2003年開始動遷工作，並於2019年9月完成動遷。該項目總建築面積逾28萬方，於2020年9月動工，目前在基礎施工階段，未來將建成集高端住宅，5A辦公，高端商業配套為一體全新城市綜合體項目。

SERVING THE COMMUNITY

Shinsun Holdings will always be committed to giving back to communities by make continuous contribution to the construction of schools, subsidized housing and renovation of old urban areas.

In Xiantao, Hubei Province, the Group has already completed the second elementary school of Xiantao (with a GFA of 12,155 square meters) and put it into operation. Meanwhile, the Group currently has eight schools under construction in Anhui, Zhejiang and Shandong.

In cities such as Shanghai, Hangzhou and Hefei, 10 projects of the Group, including Yunjing Mansion, Jinghang Mansion, Shanghai Shinsun Center, Xingheyang and Hefei Shinsun Yunjing, provided a total GFA of 331,141 square meters of rental housing. In cities such as Wenzhou and Jiaxing, the projects of the Group also provided a total GFA of 9,305 square meters of social security housing.

The Shinsun Center Project of the Group in Shanghai, an urban renewal project within the inner ring of Hongkou in Shanghai, was commenced in 2003 and the relocation work was completed in September 2019. The project, with a total GFA of over 280,000 square meters, has started construction in September 2020 and was currently in the basic construction stage and will be built into a new urban complex project integrating high-end residential, 5A office and high-end commercial facilities.



附錄一：法律法規及內部政策清單

APPENDIX I: LIST OF LAWS AND REGULATIONS AND INTERNAL POLICIES

適用的主要外部法律法規

Applicable major external laws and regulations

- 1 《中華人民共和國公司法》
Company Law of the People's Republic of China
- 2 《中華人民共和國反不正當競爭法》
Anti-unfair Competition Law of the People's Republic of China
- 3 《中華人民共和國反洗錢法》
Anti-money Laundering Law of the People's Republic of China
- 4 《關於禁止商業賄賂行為的暫行規定》
Interim Provisions on the Prohibition of Commercial Bribery
- 5 《中國人民共和國知識產權法》
Intellectual Property Law of the People's Republic of China
- 6 《中華人民共和國建築法》
Construction Law of the People's Republic of China
- 7 《建設工程質量管理條例》
Regulations on the Quality Management of Construction Projects
- 8 《建設工程施工現場管理規定》
Construction Site Management Regulations for Construction Projects
- 9 《住宅建築規範》
Construction Code for Residential Buildings
- 10 《建築工程施工質量驗收統一標準》
Unified Standard for Constructional Quality Acceptance of Building Engineering
- 11 《中華人民共和國廣告法》
Advertising Law of the People's Republic of China
- 12 《中華人民共和國物權法》
Property Law of the People's Republic of China
- 13 《中華人民共和國消費者權益保護法》
Law of the People's Republic of China on the Protection of the Rights and Interests of Consumers
- 14 《中華人民共和國個人信息保護法》
Personal Information Protection Law of the People's Republic of China
- 15 《中華人民共和國環境保護行政處罰辦法》
Measures of the People's Republic of China on Administrative Punishment of Environmental Protection
- 16 《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 Solid Waste Pollution
- 17 《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
- 18 《綠色施工導則》
Guidelines on Green Construction



APPENDIX I: LIST OF LAWS AND REGULATIONS AND INTERNAL POLICIES

- 19 《中華人民共和國環境保護法》
Environmental Protection Law of the People's Republic of China
- 20 《中華人民共和國環境影響評價法》
Law of the People's Republic of China on Environmental Impact of Assessment
- 21 《中華人民共和國環境噪聲污染法》
Law of the People's Republic of China on Environmental Noise Pollution
- 22 《國家危險廢物名錄》
National Catalogue of Hazardous Wastes
- 23 《國家防汛抗旱應急預案》
National Emergency Plan for Flood Prevention and Drought Relief
- 24 《建設部安全事故與自然災害預防、接報與應急處置工作程序》
Safety Accident and Natural Disaster Prevention, Reporting and Emergency Response Work Procedures of Ministry of Construction
- 25 《浙江省建設系統抗台防汛應急預案》
Zhejiang Province Construction System to Fight Typhoon Flood Emergency Plan
- 26 《中華人民共和國勞動法》
Labour Law of the People's Republic of China
- 27 《中華人民共和國勞動合同法》
Labour Contract Law of the People's Republic of China
- 28 《中華人民共和國勞動爭議調解仲裁法》
Law of the People's Republic of China on Mediation and Arbitration of Labour Disputes
- 29 《中華人民共和國最低工資規定》
Provisions on Minimum Wage of the People's Republic of China
- 30 《中華人民共和國安全生產法》
Production Safety Law of the People's Republic of China
- 31 《中華人民共和國消防法》
Fire Prevention Law of the People's Republic of China
- 32 《建築施工安全檢查標準》
Standard for Safety Inspection of Building Construction
- 33 《施工企業安全生產評價標準》
Safety Evaluation Standard for Construction Enterprises
- 34 《建築工程安全生產管理條例》
Regulations on the Production Safety of Construction Projects
- 35 《中華人民共和國職業病防治法》
The Occupational Disease Prevention and Control Law of the People's Republic of China
- 36 《職業健康檢查管理辦法》
Administrative Measures for Occupational Health Inspection
- 37 《中華人民共和國招標投標法》
Bidding Law of the People's Republic of China



附錄一：法律法規及內部政策清單

APPENDIX I: LIST OF LAWS AND REGULATIONS AND INTERNAL POLICIES

內部政策

Internal Policies

- 1 《審計管理制度》
Audit Management System
- 2 《責任追究制度》
Accountability System
- 3 《責任追究細則》
Accountability Articles
- 4 《擬申請註冊商標審批要點》
Points for Approval of Proposed Application for Registered Trademarks
- 5 《工程巡檢管理辦法》
Management Measures of Engineering Inspection
- 6 《第三方飛行巡檢管理辦法4.0版》
Third Party Flight Inspection Management Measures Version 4.0
- 7 《呼叫中心作業指引》
Call Center Operation Guidelines
- 8 《基於客戶觸點的服務里程碑節點管理標準及操作指引1.0》
Customer Contact-based Service Milestone Management Standards and Operation Guidelines 1.0
- 9 《「幸福服務官」操作指引1.0》
Operation Guideline of “Happy Service Officer” 1.0
- 10 《「業主品質官」操作指引1.0》
Operation Guidelines for “Property Owner Quality Officer” 1.0
- 11 《客關操作手冊》
Customer Relationship Operation Manual
- 12 《客戶投訴作業指引》
Customer Complaint Operation Guidelines
- 13 《客戶危機事件操作指引》
Operation Guidelines for Customer Crisis Events
- 14 《祥生地產責任追究制度》
Accountability System of Shinsun Property
- 15 《銷售流程管理規範》
Sales Process Management Standards
- 16 《營銷系統佣金管理方法》
Marketing System Commission Management Method



APPENDIX I: LIST OF LAWS AND REGULATIONS AND INTERNAL POLICIES

- 17 《檔案管理辦法》
Management of Archives
- 18 《人事運營管理手冊》
Personnel Operation Management Manual
- 19 《招聘管理制度》
Recruitment Management System
- 20 《內部推薦管理辦法》
Internal Recommendation Management Method
- 21 《超級伯樂計劃操作指引》
Operation Guidelines of Super Talent Scout Program
- 22 《全面薪酬管理制度》
Comprehensive Compensation Management System
- 23 《福利管理辦法》
Welfare Management System
- 24 《考勤與休假管理辦法》
Attendance and Leave Management System
- 25 《內訓師管理辦法》(試行版)
Management Measures for Internal Trainers of Shinsun Business School (Trial Version)
- 26 《新員工培訓管理辦法》(試行版)
Management Measures for New Employee Training of Shinsun Business School (Trial Version)
- 27 《培訓管理制度》(試行版)
Training Management System (Trial Version)
- 28 《人才發展管理制度》
Talent Development Management System
- 29 《人才發展手冊》
Talent Development Manual
- 30 《安全文明標準化管理作業指引》
Operation Guidelines for Standardized Safety and Civilization Management
- 31 《安全管理實施細則》
Implementation Rules for Safety Management
- 32 《安全紅線管理制度》
Safety Red Line Management System
- 33 《廉政管理協議》
Integrity Management Agreement



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環境、社會及管治範疇與一般披露及關鍵績效指標(KPI)		所在章節	
Environmental, Social and Governance Areas, General Disclosures and KPIs		In Chapter	
環境			
Environmental			
A1 : 排放物 A1: Emissions	一般披露 General Disclosure Information	有關廢氣及溫室氣體排放、向水及土地的排污、有害及無害廢棄物的產生等的： (a) 政策；及 (b) 遵守對發行人有重大影響的法律及規例的數據。 (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.	環保，以綠色為優 – 綠色施工 Environmental Protection, Prioritizing Green – Green Construction
	A1.1	排放物種類及相關排放數據 The types of emissions and respective emissions data	環保，以綠色為優 Environmental Protection, Prioritizing Green
	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).	環保，以綠色為優 Environmental Protection, Prioritizing Green
	A1.3	所產生有害廢棄物總量及密度 Total hazardous waste produced and, where appropriate, intensity	環保，以綠色為優 Environmental Protection, Prioritizing Green
	A1.4	所產生無害廢棄物總量及密度 Total non-hazardous waste produced and, where appropriate, intensity	環保，以綠色為優 Environmental Protection, Prioritizing Green
	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	環保，以綠色為優 – 綠色施工 Environmental Protection, Prioritizing Green – Green Construction
	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	環保，以綠色為優 – 綠色施工、綠色運營 Environmental Protection, Prioritizing Green – Green Construction, Green Operation



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環境			
Environmental			
A2 : 資源使用 A2: Use of Resources	一般披露	有效使用資源(包括能源,水及其他原材料)的政策。	環保,以綠色為優 – 綠色施工、綠色運營
	General Disclosure	Policies on the efficient use of resources, including energy, water, and other raw materials.	Environmental Protection, Prioritizing Green – Green Construction, Green Operation
	A2.1	按類型劃分的直接及/或間接能源(如電,氣或油)總耗量及密度	環保,以綠色為優
		Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total and intensity	Environmental Protection, Prioritizing Green
	A2.2	總耗水量及密度	環保,以綠色為優
		Water consumption in total and intensity	Environmental Protection, Prioritizing Green
A3 : 環境及 天然資源 A3: The Environment and Natural Resources	A2.3	描述能源使用效益計劃及所得成果。	環保,以綠色為優
		Description of energy use efficiency initiatives and results achieved	Environmental Protection, Prioritizing Green
	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。	環保,以綠色為優 – 綠色施工
	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency initiatives and results achieved	Environmental Protection, Prioritizing Green – Green Construction	
	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。	本集團業務不涉及包裝材料的使用
		Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced	The Group's business does not involve the use of packaging materials
A3 : 環境及 天然資源 A3: The Environment and Natural Resources	一般披露	減低發行人對環境及天然資源造成重大影響的政策。	環保,以綠色為優
	General Disclosure	Policies on minimising the issuer's significant impact on the environment and natural resources	Environmental Protection, Prioritizing Green
	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	環保,以綠色為優
		Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them	Environmental Protection, Prioritizing Green



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Environmental, Social and Governance Areas, General Disclosures and KPIs		In Chapter	
社會			
Social			
B1 : 僱傭 B1: Employment	一般披露	有關薪酬及解僱，招聘及晉升，工作時數，假期，平等機會，多元化，反歧視以及其他待遇及福利的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料。	人本，以幸福為任一員工概況
	General Disclosure Information on	(a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment, and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.	People-oriented, with Happiness as Our Responsibility – Employee Profile
	B1.1	按性別、僱傭類型、年齡組別及地區劃分的僱員總數	人本，以幸福為任一員工概況
	B1.1	Total workforce by gender, employment type, age group and geographical region	People-oriented, with Happiness as Our Responsibility – Employee Profile
	B1.2	按性別、年齡組別及地區劃分的僱員流失比率	人本，以幸福為任一員工概況
B1.2	Employee turnover rate by gender, age group and geographical region	People-oriented, with Happiness as Our Responsibility – Employee Profile	



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社會			
Social			
B2 : 健康與安全 B2: Health and Safety	一般披露	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。	人本，以幸福為任－健康與安全
	General Disclosure 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.	People-oriented, with Happiness as Our Responsibility – Health and Safety
	B2.1	因工作關係而死亡的人數和比率	人本，以幸福為任－健康與安全
	B2.1	Number and rate of work-related fatalities	People-oriented, with Happiness as Our Responsibility – Health and Safety
	B2.2	因工傷損失工作日數	人本，以幸福為任－健康與安全
	B2.2	Lost days due to work injury	People-oriented, with Happiness as Our Responsibility – Health and Safety
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	人本，以幸福為任－健康與安全	
B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored	People-oriented, with Happiness as Our Responsibility – Health and Safety	



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社會			
Social			
B3： 發展及培訓 B3: Development and Training	一般披露	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	人本，以幸福為任－人才發展
	General Disclosure	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	People-oriented, with Happiness as Our Responsibility – Talent Development
	B3.1	按性別及僱員類別劃分的受訓僱員百分比	人本，以幸福為任－人才發展
	B3.1	The percentage of employees trained by gender and employee category	People-oriented, with Happiness as Our Responsibility – Talent Development
B4： 勞工準則 B4: Labour Standards	一般披露	有關防治童工或強制勞工的： (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。	人本，以幸福為任－員工概況
	General Disclosure	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour.	People-oriented, with Happiness as Our Responsibility – Employee Profile
	B4.1	描述檢討招聘慣例的措施以避免童工及強制勞工	人本，以幸福為任－員工概況
B4.1	Description of measures to review employment practices to avoid child and forced labour	People-oriented, with Happiness as Our Responsibility – Employee Profile	
B4.2	描述在發現違規情況時消除有關情況所採取的步驟	人本，以幸福為任－員工概況	
B4.2	Description of steps taken to eliminate such practices when discovered	People-oriented, with Happiness as Our Responsibility – Employee Profile	

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社會			
Social			
B5： 供應鏈管理 B5: Supply Chain Management	一般披露	管理供應鏈的環境及社會風險政策。	共進，以合作為重－供應商管理
	General Disclosure	Policies on managing environmental and social risks of the supply chain.	Growth Together, Focusing on Cooperation – Supplier Management
	B5.1	按地區劃分的供應商數目	共進，以合作為重－供應商管理
	B5.1	Number of suppliers by geographical region	Growth Together, Focusing on Cooperation – Supplier Management
	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	共進，以合作為重－供應商管理
	B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored	Growth Together, Focusing on Cooperation – Supplier Management



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社會			
Social			
B6： 產品責任 B6: Product Responsibility	一般披露	有關所提供產品和服務的健康與安全，廣告，標籤及私隱事宜以及補救方法的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料。 General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.	創造，以質量為本 Creation, Prioritizing Quality
	B6.1	已售或已運送產品總數中因安全與健康理由而須回收的百分比	本公司不涉及產品回收
	B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons	The Company does not involve any recall of the product
	B6.2	接獲關於產品及服務的投訴數目以及應對方法	創造，以質量為本－竭誠服務
	B6.2	Number of products and service related complaints received and how they are dealt with	Creation, Prioritizing Quality – Sincere Services
	B6.3	描述與維護及保障知識產權有關的慣例	創造，以質量為本－產品研發
	B6.3	Description of practices relating to observing and protecting intellectual property rights	Creation, Prioritizing Quality – Research and Development of Products
	B6.4	描述質量檢定過程及產品回收程序	創造，以質量為本－精益質量
	B6.4	Description of quality assurance process and recall procedures	Creation, Prioritizing Quality – Lean Quality
	B6.5	描述消費者資料保障及私隱政策，以及相關執行及監察方法	創造，以質量為本－竭誠服務
B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored	Creation, Prioritizing Quality – Sincere Services	



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社會			
Social			
B7： 反貪污 B7: Anti- corruption	一般披露	有關防治賄賂，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。	祥生，為幸福而生－責任治理
	General Disclosure	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.	Shinsun, Pursuing Happy Life – Responsible Governance
	B7.1	於匯報期內對發行人或其僱員提出並已審結的貪污訴訟案件的數目及訴訟結果	祥生，為幸福而生－責任治理
	B7.1	Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the Reporting Period and the outcomes of the cases	Shinsun, Pursuing Happy Life – Responsible Governance
	B7.2	描述防範措施及舉報程序，以及相關執行及監察方法	祥生，為幸福而生－責任治理
	B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored	Shinsun, Pursuing Happy Life – Responsible Governance
B8： 社區投資 B8: Community Investment	一般披露	有關以社區參與來了解營運所在社區需要和確保其業務活動會考慮社區利益的政策。	社區，以溫暖為心
	General Disclosure	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.	Community Building with Warmth as The Focus
	B8.1	專注貢獻範疇	社區，以溫暖為心
	B8.1	Focus areas of contribution	Community Building with Warmth as The Focus
B8.2	在專注範疇所動用資源	社區，以溫暖為心	
B8.2	Resources contributed to the focus area	Community Building with Warmth as The Focus	

SHINSUN 祥生