

# 萬華媒體

One Media Group Limited  
萬華媒體集團有限公司  
Stock Code 股份代號：426

ENVIRONMENTAL, SOCIAL AND  
GOVERNANCE REPORT 2020/2021  
二〇二〇至二〇二一年  
環境、社會及管治報告



# 萬華 媒體

# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## BOARD STATEMENT AND SUSTAINABILITY POLICY

The board of directors (the "Board") of One Media Group Limited (the "Company") places importance on embedding sustainability practices into its operations in order to ensure the sustainability of its business and improve stakeholders value. Sustainability framework of the Company and its subsidiaries (the "Group") covers the core aspects of Environmental, Social and Governance ("ESG"). With this framework, the Group is committed to publishing credible, high-quality content while contributing positively to customers, the communities it operates in and the environment.

The COVID-19 pandemic that brought the world economy to a halt had proven to companies in general the importance of implementing sustainable measures in their operations. The Group, like most businesses, had faced challenges as turnover fell, due to weak global economy. The pandemic had accelerated the Group's efforts to revamp and restructure its operations to face the economic challenges. With sustainability measures in place, the Group had adapted itself to face the continuing challenges as the COVID-19 pandemic remains.

## GOVERNANCE

The Group has a sustainability policy which provides an overall framework for the identification, prioritising and management of ESG measures. The policy also serves as a guide for the implementation of measures to achieve ESG goals.

Both the Board and management play an active role in managing sustainability measures in the Group. The governance structure for sustainability management in the Group is as follows:



## SCOPE AND REPORTING STANDARD

This report is in respect of the Group's performance on ESG aspects for the financial year ended 31st March 2021. All data and activities as disclosed in this report are based on the performance of the Group's business operations in Hong Kong.

This report is prepared in accordance with the ESG Reporting Guide set out in Appendix 27 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## MATERIALITY ASSESSMENT

The Group uses the following methodology to identify its material sustainability matters:



The Group engages with its internal and external stakeholders through various communication channels to gather feedbacks from them on what sustainability issues matters to them most. This is to ensure that the sustainability measures taken by the Group bring value to the Group's stakeholders. Following from the feedbacks received, the Group will then identify the sustainability matters relevant to the Group's operations and arrange them in the order of priority.

In preparing the list of material sustainability items, the Group has also taken into account the impact of each of these items on its financial performance, business continuity, key operations and reputation. The Group's risk register was also reviewed to assist in identifying issues that may be material.

Below is the list of sustainability issues that were considered most material to the Group's operations and its stakeholders:

AREA	MATERIAL SUSTAINABILITY TOPICS
Environmental	<ul style="list-style-type: none"> <li>• Energy</li> <li>• Water and Effluents</li> <li>• Greenhouse Gas Emissions</li> </ul>
Social	<ul style="list-style-type: none"> <li>• Diversity and Equal Opportunity</li> <li>• Training and Education</li> <li>• Health and Safety</li> <li>• Contribution to Community</li> <li>• Procurement Practices</li> <li>• Product Responsibility</li> </ul>
Governance	<ul style="list-style-type: none"> <li>• Governance Structure</li> <li>• Corporate Governance</li> </ul>

# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## STAKEHOLDERS ENGAGEMENT

The Group places emphasis on ensuring stakeholder inclusiveness as part of its corporate responsibility goals. Feedbacks received from both internal and external stakeholders play a significant role in shaping the Group's sustainability strategy and policies. The Group engages with stakeholders on an ongoing basis to understand any emerging concerns and to assist in formulating solutions to better meet their expectations.

The stakeholders and engagement methods are listed below:

STAKEHOLDERS	KEY INTERESTS	METHOD OF ENGAGEMENT
Customers	<ul style="list-style-type: none"> <li>• Credible and quality content</li> <li>• Relevant and entertaining content</li> </ul>	<ul style="list-style-type: none"> <li>• Events held for readers</li> <li>• Social media and websites</li> <li>• Awards and anniversary events</li> <li>• Meetings and exhibitions</li> </ul>
Advertisers	<ul style="list-style-type: none"> <li>• Good advertising coverage and opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Events held exclusively for advertisers</li> <li>• Participation in events where advertisers will be present</li> </ul>
Community	<ul style="list-style-type: none"> <li>• Social assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Social media</li> <li>• Community events</li> </ul>
Shareholders	<ul style="list-style-type: none"> <li>• Direction and performance of the Company</li> </ul>	<ul style="list-style-type: none"> <li>• Annual general meeting</li> <li>• Announcements</li> <li>• Website postings</li> <li>• Press releases</li> </ul>
Industry peers	<ul style="list-style-type: none"> <li>• Development of Industry</li> </ul>	<ul style="list-style-type: none"> <li>• Awards</li> <li>• Meetings</li> </ul>
Suppliers	<ul style="list-style-type: none"> <li>• Competitive pricing and quality goods and services</li> </ul>	<ul style="list-style-type: none"> <li>• Meetings</li> </ul>
Employees	<ul style="list-style-type: none"> <li>• Talent retention and human capital development</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate events</li> <li>• Social functions</li> <li>• Internal communications</li> <li>• Training and development</li> </ul>

# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

### ENVIRONMENTAL



The Group is committed to manage and minimise its environmental footprint in the delivery of its products and services. The Group constantly evaluates and improves its environmental practices in order to minimise waste, reduce greenhouse gas emissions and conserve water and energy. These environmental conservation measures are central to the Group's strategy to enhance sustainability across its business operations.

## SUSTAINABILITY AREAS

### Environmental

#### (a) Outsourcing of production and distribution

The Group utilises contract printing for printing of its publications. This helps contain its costs. Delivery of its publications is also outsourced. As such, the Group does not keep track of data on consumption of materials, waste disposal, fuel usage or greenhouse gas emissions from such activities.

Nevertheless, based on the Group's commitment to reduce the impact of its operations on the environment, one of the key criteria for selection of service providers is their ability to establish and implement appropriate waste management policies. Hence, the Group engages printers who have in place established policies for reducing and recycling any waste generated, as well as ensuring proper disposal of chemical waste to approved chemical processing companies. The Group also encourages its service providers to use environmental friendly raw materials in their production process.

The waste generated from the business operations within the Group's offices is non-hazardous and can be disposed of using normal waste disposal methods. As the amount of waste generated is insignificant, the Group does not currently implement a mechanism for tracking the amounts of such waste.

#### (b) Use of resources

##### (i) Electricity

The energy consumption by the Group is mainly from its office operations. As part of the Group's strategy to reduce its carbon footprint, it strives to implement measures to reduce energy consumption across its operations. The Group inculcates awareness in conserving the use of electricity by encouraging employees to save energy and switch off lights, computers and other office equipment when not in use.

The Group's electricity usage for the financial years ended 31st March 2020 and 2021 were 474,041 kWh and 431,386 kWh respectively. The electricity usage for the year in review had reduced by 9%.

##### (ii) Water

The Group's water consumption is minimal and water is only used for general consumption in office such as drinking and cleaning. The Group is committed to maintaining and ideally reducing water consumption for its office operations.

The Group's total consumption of water for the financial years ended 31st March 2020 and 2021 were 254 m<sup>3</sup> and 266 m<sup>3</sup> respectively. The increase in consumption of water during the year mainly because the employees often washed their hands due to the increased awareness of hygiene since the COVID-19 pandemic. Other than that, the Group always commits to reduce water consumption for its office operations.

# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## SUSTAINABILITY AREAS *(Continued)*

### Environmental *(Continued)*

#### (c) Greenhouse gas (“GHG”) emissions reporting

The Group strives to reduce GHG emissions through reviewing the impact that its products and services may have on GHG emissions and deriving methods to reduce the same.

The Group has chosen its approach to report utility data from operations under its direct control in Hong Kong. Scope 2 emissions (Electricity) is reported on below. Scope 1 emissions is not applicable to the Group as there are no direct emissions from its operations. Further, the Group is not reporting on Scope 3 emissions from transport as the transportation of products has been outsourced to third parties and it does not own a fleet of vehicles.

The Group has identified GHG emissions from purchased electricity. The “Emission Factor Electricity” supplied by Hong Kong Electric is used for calculating GHG emissions.

The total carbon emission from electricity consumption for the financial years ended 31st March 2020 and 2021 were 383,973kg CO<sub>2</sub>e and 306,284 kg CO<sub>2</sub>e respectively.

#### (d) Ongoing targets

The impact on the environment created by the Group is relatively low in comparison to its scale as the production of its printed publications have reduced as most of the content is now consumed digitally. Nevertheless, the Group is committed to protecting the environment and conserving resources by aiming to reduce the use of electricity and water for the year ending 31st March 2022.



## SUSTAINABILITY AREAS

### Social

#### (a) Employees

Recruiting and retaining talent is the top priority of the Group in order for it to strengthen its operations and improve its results. Hence, the Group strives to create a positive, inclusive and safe working environment for its employees. The Group places significant emphasis on retaining its talent pool while at the same time ensuring that employees are exposed to continuous training and development. The Group further believes that diversity within the workforce and strong employee engagement will enhance the quality of the products and services it delivers. The Group also takes workplace health and safety seriously and has in place relevant policies and protocols to reduce risks of injuries at its offices. The Group’s employment practices are in compliance with the relevant laws and regulations in Hong Kong.

##### (i) Employment practices

The Group has in place human resource policies and practices including policies on remuneration, dismissal, recruitment and promotion, working hours, rest periods, disciplinary practice, and other benefits and welfare. These practices safeguard the interest of the employees. Further, there are also controls in place to reduce the occurrence of labour related risks and issues.

##### (ii) Diversity and Equal Opportunity

The Group practices equal opportunities and does not discriminate anyone in its recruitment process. The Group embraces diversity within its workforce as it believes that diversity promotes innovation and creativity in the delivery of products. It has in place policies that ensures fair treatment of employees, in terms of both career development and remuneration, regardless of gender, age, race, religion or other aspects of diversity.

The diversity of employees in the Group by gender is 52% females and 48% males.

# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## SUSTAINABILITY AREAS (Continued)

### Social (Continued)

#### (a) Employees (Continued)

##### (ii) Diversity and Equal Opportunity (Continued)

% of employees according to Age Group and Gender

Age	Female	Male
25 years and below	11%	4%
26 to 49 years	71%	71%
50 years and above	18%	25%

% of employees according to Type of Employment and Gender

Type of Employment	Female	Male
Permanent	97%	96%
Contract	3%	4%

Attrition rate of employees according to Age Group and Gender

Age	Female	Male
25 years and below	0	0
26 to 49 years	21%	15%
50 years and above	5%	2%

##### (iii) Employee training and development

With the continuous changing media landscape, the Group implements both internal and external training programmes to ensure that employees are able to keep abreast of technology changes and developments within the industry as well as improve the skills required for performing their duties. Annual performance reviews and appraisals are also adopted as a major component of employee development and to track employee performance.

The total number of training hours for the year ended 31st March 2021 was 66 hours and the number of employees trained were 3. Out of the 66 hours, 25 hours were for management training and 41 hours for technical training. The training covers corporate finance, accounting, taxation, corporate governance and media industry development.

##### (iv) Employee engagement

Employee engagement levels are keys to the productivity of an organisation and the Group is dedicated to building a cohesive team and increase job satisfaction for employees. To this end, the Group encourages open communication and organises regular activities such as group and team luncheons, celebration and gatherings during major cultural festivals to build team camaraderie and foster a sense of community within the workplace.

##### (v) Health and safety

Workplace health and safety is paramount to the well-being of employees and sustainability of business operations. The Group is therefore committed to providing a safe working environment for its employees and has implemented appropriate health and safety measures to achieve this aim. At the same time, the Group continues to carry out regular safety inspections and trainings, including lifts and fire extinguisher maintenance, as well as fire drills. Based on the data collected within the Group, there were no recorded accidents for the year ended 31st March 2021.

##### (vi) Child and forced labour policies

The Group complies with relevant labour laws in Hong Kong, including the Employment Ordinance (Chapter 57 of the Laws of Hong Kong) and Employees' Compensation Ordinance (Chapter 282 of the Laws of Hong Kong). The Group has adopted a policy prohibiting any form of child or forced labour.

# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## SUSTAINABILITY AREAS *(Continued)*

### Social *(Continued)*

#### (a) Employees *(Continued)*

##### (vii) *Ethical conduct and anti-corruption*

The Group is committed to a high standard of corporate governance for long term sustainability hence it adopts ethical business practices throughout its operations. Employees are reminded to maintain integrity in performing their roles and to always be mindful of potential conflict of interest situations. Employees are also required to act in compliance with statutory and regulatory requirements at all times when carrying out their duties, including applicable anti-bribery and money laundering regulations.

##### (viii) *Anti-sexual harassment*

The Group also has an anti-sexual harassment policy to provide a working environment free of sexual harassment to all employees. Any concerns about sexual harassment may be reported to the individual's immediate superior or to the Human Resources Department and will be treated with utmost confidentiality.

#### (b) Sound procurement practice and product responsibility

The Group is aware that procuring good quality products from suppliers with constant supply is crucial to ensure that the Group can continue to deliver good quality products and services to its customers. As such, the Group has in place procurement guidelines, procedures and processes to build a sustainable supply chain. One of the Group's major goals is to continue building strong relationships with its suppliers by maintaining ethical procurement practices and adopting fair and equitable treatment of suppliers.

##### (i) *Procurement*

The Group places strong emphasis on implementing responsible procurement processes. Procurement is centralised where all departments have to work with the procurement department for their sourcing needs. The Group also has guidelines for the selection, recruitment and evaluation of suppliers.

The Group recognises the crucial role that suppliers play in the overall business operations and it is in the Group's interest to ensure that its suppliers comply with relevant legislation and provide effective after-sales services to meet its requirements. Formal assessments are conducted on an annual basis for major suppliers for quality control and to ensure that goods and services procured are cost competitive.

##### (ii) *Product responsibility*

With fake news being rampant in this world, the Group places paramount importance on the production of unbiased content with a strong focus on unbiased, ethical and accurate reporting. As the demands of its readers are ever changing, the Group has to constantly seek feedbacks from its readers through various channels including social media in order to produce relevant content which meets consumer expectations.

Editorial policies play a central role in ensuring responsible journalism. Each publication is reviewed by the editor-in chief of the relevant editorial team to ensure that the content is accurate. There are also appropriate policies and procedures in place to respond and react in a timely manner to any complaints from readers and advertisers.

The Group complies with Hong Kong laws and regulations, including the Trade Descriptions Ordinance (Chapter 362 of the Laws of Hong Kong) to ensure its products are properly marketed and customers are treated fairly. Disclosures and marketing materials included in the Group's publications are required to meet appropriate legal and regulatory expectations for the target audience. The Group also takes relevant measures to check that products are marketed accurately and are fairly described.

Employees are made aware of the need to maintain their customers' privacy under the Personal Data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong). In addition, the Group uses security procedures and technology to protect the information held, and prevent unauthorised access, unlawful disclosure and misuse of personal information within the organisation.

The Group also observes and protects intellectual property rights. Only licensed software is permitted and employees are reminded to refrain from installing unauthorised software on office desktops or laptops.



# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## SUSTAINABILITY AREAS (Continued)

### Social (Continued)

#### (c) Community

The Group believes in contributing to the communities in which it operates in. It engages with these communities through activities to understand their needs and interests and to identify ways in which it can contribute.

The Group had participated in the “2020 Partner Employer Award” organised by the Hong Kong General Chamber of Small and Medium Business in which summer internships were offered to a number of local university students for them to gain work experience and foster a positive working attitude, thereby enhancing their competitiveness in the market.

For the financial year under review, the Group continued to support Sheng Kung Hui St. Christopher’s Home in its fund raising efforts and community projects by providing media coverage in the Group’s publication.

#### (d) Customers — readers

For the financial year under review, in light of the COVID-19 pandemic, most of the Group’s engagements with its readers were carried out virtually. For instance, “Ming Pao Weekly 明周” held a virtual concert to celebrate its 52nd Anniversary in November 2020. Besides, some of the events include engaging readers via “Mingshop 930”, an online store where sales of items are carried out live on Facebook. In addition, “明智 On Air” is an interactive online live broadcast platform where experts are invited to give their expert views on selected topics and readers can ask questions on the topics in discussion.

#### (e) Customers — advertisers

The Group maintains its relationships with its clients namely advertisers through activities such as the following:

- (i) “Ming Pao Weekly Elite Awards” for 2019 and 2020 presentations were held in June 2020 and March 2021 respectively to recognise the outstanding enterprises and brands in their pursuit of superiority, and their augment of the business profiles, both locally and internationally.
- (ii) “MING’s Beauty Best Awards 2020” was held in December 2020 to recognise outstanding beauty brands with products that emphasise both physical and mental wellbeing.



# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## SUSTAINABILITY AREAS *(Continued)*

### Social *(Continued)*

#### (f) Investors/shareholders

The Company updates investors and shareholders regularly on any significant developments in its strategy and business operations through corporate announcements, quarterly, interim and annual financial results announcements, press releases and at its general meetings.

The Company has in place a shareholders' communication policy. The details of shareholders' rights are set out in the Corporate Governance Report in the Company's Annual Report 2020/21 on pages 17 to 29. The Group's website also provides detailed information on procedures for shareholders to propose a person for election as a director.

#### (g) Ongoing targets

To enable the Group to build a more robust digital revenue, the Group has to rebuild and reskill its employees hence it will continue to provide training and development for its employees to ensure that there is a sustainable talent pool. The Group will also continue its ongoing communication and engagement with stakeholders and surrounding communities in the coming year.



## SUSTAINABILITY AREAS

### Governance

Further details on the corporate governance policies and practices of the Group are set out in the Corporate Governance Report in the Company's Annual Report 2020/21 on pages 17 to 29.