



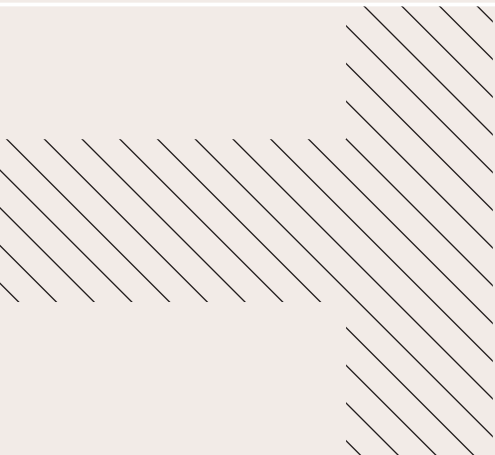
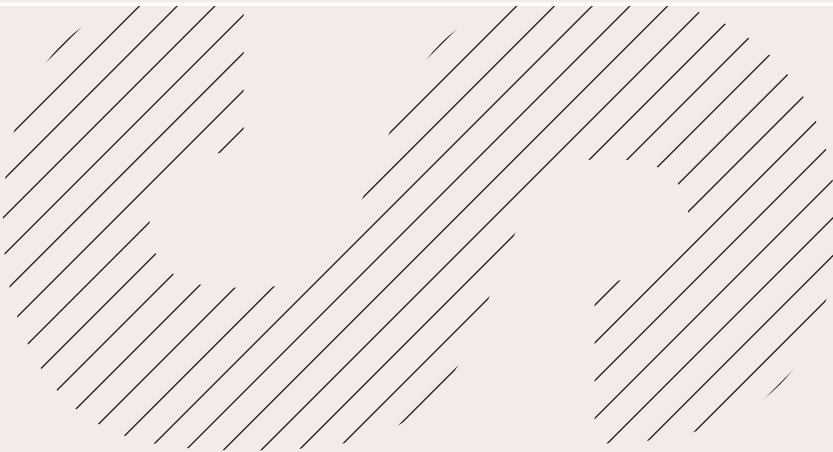
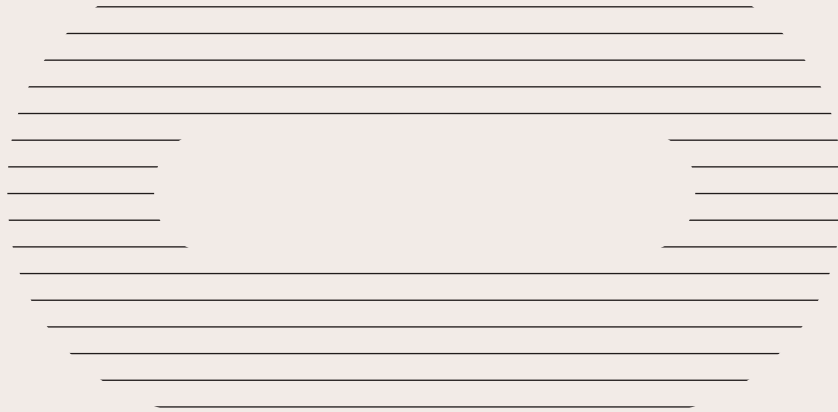
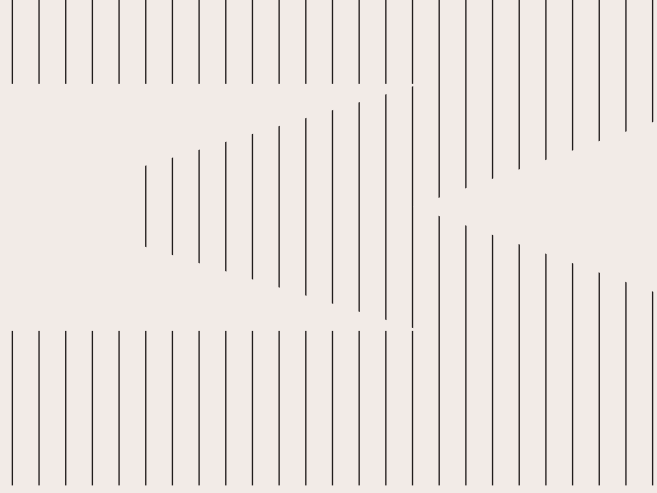
Most Kwai Chung Limited

毛記葵涌有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立的有限公司)

Stock Code 股份代號: 1716



2021

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

環境、社會及管治報告

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

INTRODUCTION, ENVIRONMENTAL, SOCIAL AND GOVERNANCE POLICIES

Most Kwai Chung Limited (the “Company”, together with its subsidiaries, the “Group”) is one of the Hong Kong’s leading advertising and media service providers. The Group provides integrated advertising and media services to customers which can be categorised into (i) digital media services under which the Group provides a one-stop advertising solution package to the customers, with different types of advertisements including video, online banner, newsfeed and advertorial, through various distribution channels including digital media platforms (which include (a) the respective fan pages of “100 Most” (100 毛), “TVMost” (毛記電視) and the Group’s contracted artistes on third party social media platforms and (b) “TVMost” website and mobile application operated by the Group) (the “Digital Media Platforms”), third parties’ TV channels, the Internet, and physical advertising spaces; (ii) print media services which include sale of book publications; and (iii) other media services which include events organisation and artistes management.

This Environmental, Social and Governance Report (“ESG Report”) summarises the environmental, social and governance (“ESG”) initiatives, plans and performances of the Group and demonstrates its commitment to sustainable development.

The Group believes sustainability is the key to achieving continuing success and has integrated this key concept into its business strategy. In order to pursue a successful and sustainable business model, the Group recognises the importance of integrating ESG aspects into its risk management system and has taken corresponding measures in its daily operations and governance perspective.

The ESG Governance Structure

The Group has established the ESG working taskforce (the “Taskforce”). The Taskforce is composed of full-time staff from relevant departments and is responsible for collecting relevant information on its ESG aspects for compiling the ESG Report. The Taskforce periodically reports to the board of directors (the “Board”), assists in identifying and assessing the Group’s ESG risks and the effectiveness of the internal control mechanisms. The Taskforce also examines and evaluates the Group’s performances in different aspects, such as environmental protection, labour practices, and other ESG aspects. The Board sets the general direction for the Group’s ESG strategies, ensuring the effectiveness of risk management and internal control mechanisms.

SCOPE OF REPORTING

The ESG Report covers the Group’s business activities in Hong Kong, which represent the Group’s major sources of revenue. The Group will extend the scope of disclosures when and where applicable. The ESG key performance indicators (“KPIs”) are shown in the ESG Report as well as supplemented by explanatory notes to establish benchmarks.

REPORTING FRAMEWORK

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

Information relating to the Group’s corporate governance practices has been set out in the Corporate Governance Report on pages 17 to 29 of the Group’s 2021 Annual Report.

REPORTING PERIOD

The ESG Report specifies the ESG activities, challenges and measures being taken during the financial year ended 31 March 2021 (“2021”).

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STAKEHOLDER ENGAGEMENT

The Group values its stakeholders and their feedback regarding its businesses and ESG aspects. In order to understand and address their key concerns, the Group has maintained close communication with its key stakeholders including, but not limited to, shareholders and investors, customers and business partners, employees, suppliers, regulatory bodies and government authorities, as well as media, non-governmental organisations (“NGOs”) and the public.

In formulating operational strategies and ESG measures, the Group takes into account the stakeholders’ expectations and strives to improve its performance through cooperation with the stakeholders, resulting in creating greater value for the community by utilising diversified key communication channels, which are shown below:

Stakeholders	Key Communication Channels	Expectations and Concerns
Shareholders and investors	<ul style="list-style-type: none"> • General meetings and other shareholder meetings • Financial reports • Announcements and circulars • Website 	<ul style="list-style-type: none"> • Shareholders’ rights and interest • Financial performance • Corporate governance • Accurate, complete and timely information disclosure
Customers and business partners	<ul style="list-style-type: none"> • Customer satisfaction surveys • Customer service team • Website • Social media platforms 	<ul style="list-style-type: none"> • User satisfaction • Privacy protection • Compliant operation
Employees	<ul style="list-style-type: none"> • Employee opinion surveys • Channels for employees feedback such as forms and suggestion boxes • Regular performance reviews • Staff seminars 	<ul style="list-style-type: none"> • Remuneration • Career development • Fair working environment
Suppliers	<ul style="list-style-type: none"> • Supplier management meetings and events 	<ul style="list-style-type: none"> • Fair and open procurement • Stable relationship
Regulatory bodies and government authorities	<ul style="list-style-type: none"> • On-site inspections 	<ul style="list-style-type: none"> • Regulatory compliance • Corporate governance • Contribution to society
Media, NGOs and the public	<ul style="list-style-type: none"> • Media and website • ESG reports • Community investment programmes 	<ul style="list-style-type: none"> • Contribution to society • Accurate, complete and timely information disclosure • Compliant operation

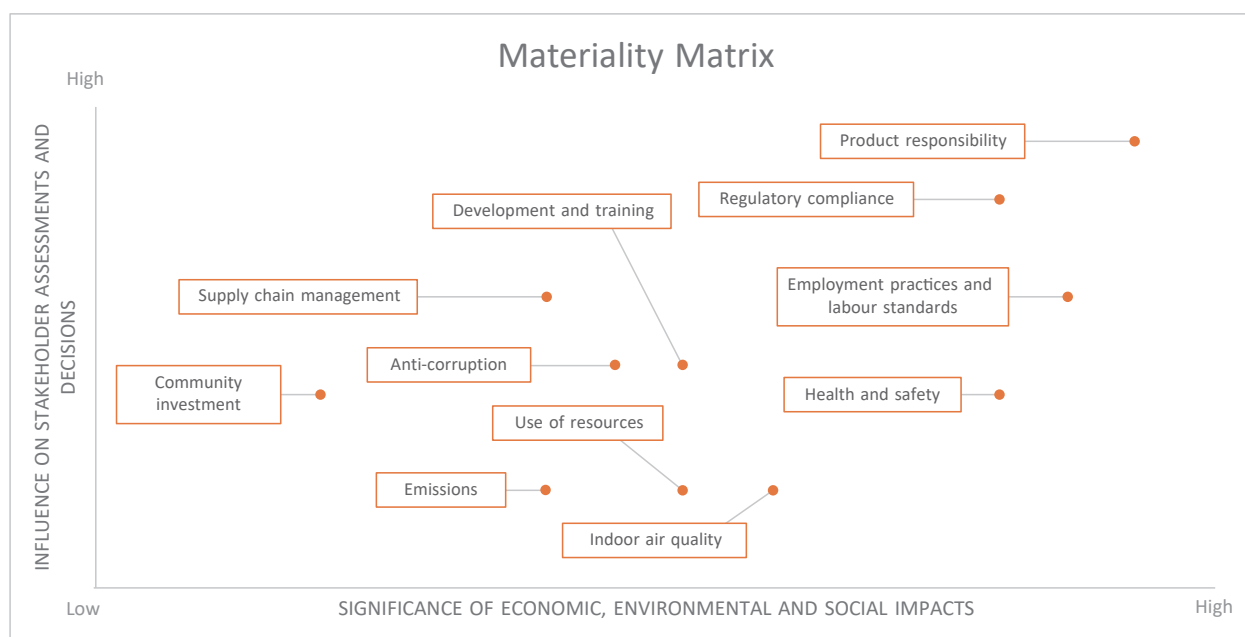
The Group aims to collaborate with its stakeholders to improve its ESG performance and create greater value for the wider community on a continuous basis.

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

MATERIALITY ASSESSMENT

The management and employees who are responsible for the key functions of the Group have participated in preparing the ESG Report, assisted the Group to review its operations, identified key ESG issues and assessed the importance of these issues to its businesses and stakeholders. The Group has compiled a questionnaire in reference to the identified material ESG aspects to collect the information from the relevant departments and business units of the Group regularly.

The following materiality matrix summarises the Group’s material ESG issues as set out in the ESG Report:



The Group confirmed that it has established appropriate and effective management policies and internal control systems for ESG issues, and confirmed that the disclosed contents are in compliance with the requirements of the ESG Reporting Guide.

CONTACT US

The Group values feedback from its stakeholders. If you have any questions or suggestions regarding the ESG Report or the Group’s performance in sustainable development, please feel free to contact us by emailing to ir@mostkwaichung.com.

A. ENVIRONMENTAL

A1. Emissions

The Group strives to protect the environment through the implementation of control activities and monitoring measures in its business activities and workplace. The Group is committed to promoting a green environment by introducing environmentally friendly business practices, educating its employees to enhance their awareness of environmental protection and complying with the relevant environmental laws and regulations.

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As a corporation providing advertising and media services, the Group's daily operations have limited impact on the environment. Its emissions are limited to greenhouse gas ("GHG") emissions and non-hazardous waste, which are mainly derived from the use of resources in its offices and warehouse in Hong Kong. With the aim to reduce GHG emissions and non-hazardous waste generation, the Group focuses on nurturing and strengthening employees' awareness of environmental protection in their daily work process, and actively implementing the Group's environmental protection measures.

In order to mitigate the environmental impact caused by the Group's operations, it has adopted and implemented relevant environmental policies. These policies apply the waste management principle of "Reduce, Reuse, Recycle and Replace" as well as the emission mitigation principle, with objectives of minimising adverse environmental impacts and ensuring the waste disposal or emissions are handled in an environmentally responsible manner.

Within the Group's policy framework, it continually looks for different opportunities to pursue environmentally friendly initiatives and enhances its environmental performance by reducing the use of energy and other resources.

During 2021, the Group was not aware of any material non-compliance with the relevant environmental laws and regulations in Hong Kong in relation to air and GHG emissions, discharges into water and land, and generation of hazardous and non-hazardous waste. The relevant laws and regulations include, but are not limited to, the Waste Disposal Ordinance (Cap. 354).

Air Emissions

In view of the Group's business nature, it considers the air emissions generated were not significant.

GHG Emissions

The principal GHG emissions of the Group were generated from electricity consumption. The Group actively adopts electricity conservation and energy-saving measures as well as other initiatives to reduce GHG emissions, including:

- Encouraging staff to utilise teleconferences and video conferences to reduce GHG emissions related to transportation needed for meetings;
- Actively adopting measures for environmental protection and energy conservation. Relevant measures are described in the section headed "Energy Consumption" in Aspect A2; and
- Actively adopting paper-saving measures in the offices. The relevant measures are described in the section headed "Waste Management" in this aspect.

Through the above GHG emissions mitigation measures, the employees' awareness of reducing GHG emissions has been enhanced.

Since the Group neither owns any vehicles nor has any activities that result in a significant amount of direct GHG emissions (Scope 1) during the operations, energy indirect GHG emissions (Scope 2) due to purchased electricity was the only GHG emissions source. In 2021, the Group's total GHG emissions decreased by approximately 22.06% from approximately 49.55 tCO₂e in 2020 to approximately 38.62 tCO₂e in 2021 due to the decrease in the GHG intensity of the electricity generated by the power company.

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Summary of GHG emissions performance:

Indicator ¹	Unit	2021	2020
Direct GHG emissions (Scope 1)	tCO ₂ e	–	–
Energy indirect GHG emissions (Scope 2)			
– Purchased electricity	tCO ₂ e	38.62	49.55
Total GHG emissions	tCO ₂ e	38.62	49.55
Intensity ²	tCO ₂ e/employee	0.39	0.48

Notes:

- GHG emissions data are presented in terms of carbon dioxide equivalent and are based on including, but not limited to, “The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standards” issued by the World Resources Institute and the World Business Council for Sustainable Development, “How to prepare an ESG Report – Appendix 2: Reporting Guidance on Environmental KPIs” issued by The Stock Exchange of Hong Kong Limited, the “Global Warming Potential Values” from the IPCC Fifth Assessment Report, 2014 (AR5) and the “2020 Sustainability Report” published by the CLP Holdings Limited.
- As at 31 March 2021, the number of full-time employees of the Group was 99, while the number of full-time employees of the Group as at 31 March 2020 was 103. These numbers would also be used for calculating other intensity data.

Waste Management

Hazardous waste handling method

Although the Group did not generate any hazardous waste during 2021, the Group has established guidelines in governing the management and disposal of hazardous waste. In case there is any hazardous waste produced, the Group must engage a qualified hazardous waste collector to handle such waste, which complies with the relevant environmental laws and regulations.

Non-hazardous waste handling method

The Group emphasises the importance of carbon reduction and waste reduction with the principle of “Reduce, Reuse, Recycle and Replace” to promote better utilisation of environmental resources.

With the aim of minimising the environmental impact of non-hazardous waste generated from its business operations, the Group has implemented relevant measures to handle such waste and launched different reduction initiatives.

During 2021, the Group’s total non-hazardous waste disposed of was mainly office paper. Its disposal amount decreased by approximately 21.05% from approximately 0.57 tonnes in 2020 to approximately 0.45 tonnes in 2021.

Summary of non-hazardous waste discharge performance:

Type of non-hazardous waste	Unit	2021	2020
Office paper	tonnes	0.45	0.57
Total non-hazardous waste	tonnes	0.45	0.57
Intensity	tonnes/employee	0.005	0.006

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The Group's staff and assigned administrative staff in the workplace collectively take the responsibility for waste management in the offices with reference to the established environmental policies including, but not limited to, the following:

- Utilising electronic communication where applicable such as e-cards for festival greetings and e-brochures for distribution to customers;
- Promoting the use of recycled paper and toner or environmentally friendly materials;
- Using high performance and quality of all-in-one "multi-function printers" that incorporate printer, scanner and copier functions into a single device. This can be shared among different departments in order to reduce the total number of different kinds of devices so as to minimise power consumption, carbon footprint and the need for maintenance;
- Redeploying office furniture within the Group where possible to reduce the amount of waste sent to landfills;
- Sorting recycled waste into appropriate recycling bins, educating employees on sorting methods if needed; and
- Placing appropriate signage on walls and bins, stating what type of waste or recyclable should be placed in the recycling bins.

Wastewater Discharge

The Group does not consume a significant amount of water in its business operations, and therefore its business activities did not discharge a material amount of pollutants into water or land during 2021. Since the Group discharges wastewater into the municipal sewage pipeline network for processing, the amount of water consumption of the Group represents the wastewater discharge volume. The data of water consumption volume will be described in the section "Water Consumption" in Aspect A2. The majority of the water supply and discharge facilities are provided and managed by the property management company.

A2. Use of Resources

The Group continues to take initiatives to implement resource efficiency and eco-friendly measures, and is committed to optimising the use of resources in all of its business operations.

During the operations, electricity and water are frequently consumed, and the Group has established relevant policies and procedures in governing the efficient use of resources in reference to the objectives of achieving higher energy efficiency and reducing the unnecessary use of materials.

Energy Consumption

Energy policy has been developed to set energy conservation as one of the Group's fundamental policies. All employees must implement the adopted measures including the purchase of energy-efficient products and services, and assume responsibility for the Group's overall energy efficiency. By establishing an energy management system, the Group develops and regularly reviews its energy objectives and targets to continuously enhance the Group's energy performance. Unexpectedly high consumption of electricity will be investigated to find out the root cause and preventive measures will be taken.

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During 2021, electricity was the only type of energy consumed by the Group. The energy consumption increased by approximately 5.33% from approximately 99,091.00 kWh in 2020 to approximately 104,375.00 kWh in 2021.

Summary of energy consumption performance:

Type of energy	Unit	2021	2020
Direct energy consumption	kWh	–	–
Indirect energy consumption			
– Purchased electricity	kWh	104,375.00	99,091.00
Total energy consumption	kWh	104,375.00	99,091.00
Intensity	kWh/employee	1,054.29	962.05

The Group has performed the following measures to minimise energy consumption:

- Using energy-efficient LED lighting to replace energy-inefficient light bulbs in phases;
- Adopting higher energy-efficiency office equipment in the workplace;
- Posting green messages on the information portal and message board to remind colleagues to save energy; and
- Encouraging staff to participate in campaigns or activities relating to the promotion of a green environment.

Through these energy conservation measures, the employees' awareness of energy conservation has been enhanced.

Water Consumption

The water consumption of the Group is limited to basic cleaning and sanitation in the offices and warehouse. The Group encourages all employees and customers to develop the habit of conserving water consciously. The Group has been strengthening its water-saving promotion, posting water-saving slogans, and guiding employees to use water reasonably.

Due to the Group's effort to encourage water conservation and the cooperation of employees, the Group's total water consumption decreased by approximately 31% from approximately 125.00 m³ in 2020 to approximately 86.25 m³ in 2021.

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Summary of water consumption performance:

Indicator	Unit	2021	2020
Total water consumption	m ³	86.25	125.00
Intensity	m ³ /employee	0.87	1.21

As the Group's operations are mainly based in Hong Kong, the Group does not have any issue in sourcing water that is fit for purpose.

Packaging Materials

The Group did not consume significant amounts of packaging materials for its products as it does not have any industrial production or manufacturing facilities.

A3. The Environment and Natural Resources

Although the core business of the Group has limited impact on the environment and natural resources, as an ongoing commitment to good corporate social responsibility, the Group recognises the responsibility in minimising the negative environmental impacts of its operations in achieving sustainable development to generate long-term values to its stakeholders and the community.

The Group has established guidelines for mitigating environmental impacts and adopting industry best practices targeted at reducing natural resources consumption and emissions. The Group regularly assesses its businesses' environmental risks and adopts preventive measures in reducing those risks while ensuring compliance with relevant laws and regulations.

Indoor Air Quality

Good indoor air quality is important as employees spend most of their time working in the offices. Indoor air quality in the workplace is regularly monitored and measured. Air pollutants, contaminants and dust particles are filtered by air purifying equipment in the workplace, and regular cleaning of the air conditioning system is conducted to ensure satisfactory indoor air quality.

B. SOCIAL

B1. Employment

Human resources are the foundation for the development of the Group. Hence, the Group has established relevant policies to fulfil its vision on people-oriented management and realising the full potential of employees. These policies cover compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.

During 2021, the Group was not aware of any material non-compliance with employment-related laws and regulations that would have a significant impact on the Group. The relevant laws and regulations include, but are not limited to, the Employment Ordinance (Cap. 57) and the Minimum Wage Ordinance (Cap. 608).

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Our Workforce

As at 31 March 2021, the Group had a total of 99 employees, all of whom were full-time employees working in Hong Kong. The workforce categorised by gender and age group is depicted as below:

Number of employees as at 31 March 2021

Total	99
By gender	
Male	51
Female	48
By age group	
30 or below	52
31–50	47
51 or above	–

Recruitment, Promotion and Remuneration

The Group applies robust and transparent recruitment processes based on merit selection against the job criteria, and recruits individuals based on their suitability for the position and potential to fulfil the Group's current and future needs.

The basis for remuneration and promotion is job-related skills, qualifications and performance, which ensures employees and applicants are treated and evaluated fairly. Employee's compensations consist of basic salary and variable pay, the mix of fixed and variable components is dependent upon the industry and local labour markets that the Group operates. Remuneration packages include holidays, annual leave, medical scheme, dental scheme, group insurance, mandatory provident fund and discretionary bonus.

The promotion of the Group's employees is subject to review regularly. The Group has established objective performance indicators for annual performance evaluation. Based on the evaluation results, the Group offers rewards to employees to encourage their continuous improvement.

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The Group regularly reviews its remuneration and promotion mechanism to retain talents. During 2021, the Group recorded a turnover rate of 35.4%. The breakdown of turnover rate by gender and age group is depicted as below:

Turnover rate

Total turnover rate	35.4%
By gender	
Male	54.9%
Female	14.6%
By age group	
30 or below	53.8%
31–50	14.9%
51 or above	–

Diversity, Equal opportunity and Anti-discrimination

The Group is committed to creating and maintaining an inclusive and collaborative workplace culture in which all can thrive.

The Group is dedicated to providing equal opportunity in all aspects of employment and maintaining a workplace that is free from discrimination against any individual on the basis of race, religion, colour, gender, physical or mental disability, age, place of origin, marital status and sexual orientation.

With the aim of maintaining a fair and equal working environment for all employees, the Group has zero tolerance for sexual harassment or abuse in the workplace in any form.

Unreasonable dismissal under any circumstances is forbidden in the Group. A dismissal process will only be proceeded with on a reasonable basis and concerns about the problems must be clearly communicated to the responsible employee prior to the official dismissal.

Working Hours and Rest Periods

The Group promotes the work-life balance of its employees. Based on employees' job requirements, the Group sets reasonable working hours for them. Employees are allowed to apply for flexible working hours to meet their needs when they are engaging in creative media production. In addition, the Group provides employees with annual leave, sick leave, marital leave and maternity/paternity leave other than the statutory holidays.

B2. Health and Safety

The Group is committed to providing and maintaining a safe and healthy environment for all employees. The Group has established relevant policies on the prevention and remediation of workplace accidents, and detection of potential safety hazards in the workplace so as to maintain a safe working environment.

During 2021, the Group was not aware of any material non-compliance with health and safety-related laws and regulations that would have a significant impact on the Group. The relevant laws and regulations include, but are not limited to, the Occupational Safety and Health Ordinance (Cap. 509) and the Employees' Compensation Ordinance (Cap. 282). In addition, the Group achieved zero fatalities and zero lost days due to work injury during 2021.

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Health and Safety Measures

The Group follows the occupational health and safety guidelines recommended by the Labour Department and the Occupational Safety and Health Council.

The Human Resources and Administration Department (“HRA”) takes responsibility for the offices’ occupational health and safety and relevant promotions and monitoring. It is responsible for monitoring and reviewing the safety and security management system periodically, and performing regular checks in the offices to ensure the safety of employees.

Moreover, first aid boxes are available at easily accessible locations in both the offices and warehouse. The HRA is responsible for ensuring the supplies inside the first aid boxes are not expired and sufficient in amount.

The Group also offers comprehensive health care coverage including, but not limited to, health benefits to all employees. Health and safety communications are provided to employees to raise their awareness of occupational health and safety issues.

Other Health and Safety Measures

With regard to the outbreak of Coronavirus Disease 2019 (“COVID-19”), the Group is highly conscious of the potential health and safety impacts brought to its employees. Apart from strengthening the sanitation in its operations to ensure a healthy and safe working environment, precautionary measures are also implemented. For example, employees are required to wear surgical face masks and undergo temperature checks when entering the workplace. On the other hand, the Group ensures sufficient disinfection supplies such as surgical face masks and hand sanitisers for the employees.

B3. Development and Training

The Group regards its staff as the most important asset and resource. It recognises the valuable contribution of its talents to the continued success of the Group. The Group is committed to inspiring its employees to deliver excellence. This is achieved through the development of a training strategy that focuses on creating value and serving the needs of customers, talents and society. In light of this, the Group provides regular training, development programmes and training sponsorship for employees.

To ensure the effectiveness of the training programmes, the Group has developed relevant policies on controlling the training related procedures. A training plan is developed by the management based on the requirements from various departments and employees. Training contents are regularly updated to ensure contents are relevant to stakeholders’ changing needs such as laws and regulations, market trends, product trends and customer behaviour changes. The Group encourages and supports employees to participate in personal and professional training to fulfil the needs of the Group’s development. The Group also encourages the culture of sharing knowledge and experience. On the other hand, the Group provides on-the-job training to the new employees.

B4. Labour Standards

Prevention of Child Labour and Forced Labour

Child and forced labour are strictly prohibited during the recruitment process as defined by the Group’s policies as well as laws and regulations. The Group strictly complies with local laws and conducts recruitment based on the Employment Ordinance (Cap. 57). Copies of personal identification documents are collected during the process to assist the selection of suitable candidates and to verify candidates’ personal data. The HRA also ensures identity documents are carefully checked. If a violation is involved, it will be dealt with in the light of circumstances as clearly stated in the Group’s Staff Handbook.

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Furthermore, employees of the Group only work overtime if necessary and on a voluntary basis. The Group also prohibits any punishments, management methods or behaviours involving verbal abuse, physical punishment, physical abuse, oppression or sexual harassment against its employees for any reason.

During 2021, the Group was not aware of any material non-compliance with child and forced labour-related laws and regulations that would have a significant impact on the Group. The relevant laws and regulations include, but are not limited to, the Employment Ordinance (Cap. 57).

B5. Supply Chain Management

Suppliers of the Group's integrated advertising and media services are primarily artists, social media platforms, third party production houses and photographers, whereas suppliers of its print media services mainly comprise printers, photographers and book writers in Hong Kong. The Group has maintained long term and stable relationships with its major suppliers. All suppliers are evaluated carefully and are subject to regular monitoring and assessment.

It is believed that local procurement can support local economic development and create job opportunities for the local community. Also, sourcing locally is beneficial to the environment, as it reduces emissions and energy usage caused by shipping and storage. Therefore, the Group takes an approach to purchase goods and services from suppliers within the region close to its operation. During 2021, the Group had more than 200 suppliers in total, all of them were located in Hong Kong.

Environmental and Social Risks of Supply Chain

In view of the increasing concerns for corporate social responsibility in society, the Group is aware of the importance of managing environmental and social risks of its supply chain. The Group has embedded environmental and social considerations in the procurement process and supplier communication. The Group will continue to monitor its supply chain regarding the environmental and social standards.

The Group has formulated policies and procedures to ensure that all of its suppliers are environmentally and socially responsible. The Group's policies also ensure that the potential suppliers could compete in a transparent and fair way. The Group should not differentiate or discriminate against certain suppliers. The procedures include measures to prevent all kinds of business bribery and conflict of interest of employees and suppliers.

B6. Product Responsibility

The satisfaction of customers is the cornerstone of the sustainable development of the Group. The Group is convinced that the success of its clients means the success of the Group, and has been emphasising the customer-centric business philosophy in the operations at all levels of the Group. Therefore, the Group strives to optimise and improve the quality of products and services according to the requests of the customers.

During 2021, the Group was not aware of any material non-compliance with laws and regulations that have a significant impact on the Group, concerning product health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress. The relevant laws and regulations include, but are not limited to, the Trade Descriptions Ordinance (Cap. 362), the Copyright Ordinance (Cap. 528) and the Personal Data (Privacy) Ordinance (Cap. 486).

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Intellectual Property Rights

The Group believes that its brand and intellectual property rights are critical to its success. The Group believes that its strong client base is mainly due to its strong brand names and reputation. Therefore, the Group's continuing success and growth of both print media services and digital media services segments depend on its ability to protect and promote its brands, trademarks, copyrights and other intellectual property rights.

The Group registered a number of trademarks in Hong Kong and branded its business by using "Most" as its brand name. It manages the security of its assets such as financial information, intellectual property, or employee details entrusted to the Group by third parties. For any infringement of its intellectual property, the Group will urge infringers to cease such infringement. The HRA of the Group will take further action if the infringement continues.

The Group has adopted the following policies and procedures to prevent infringement on third party intellectual property rights:

- Continuing to obtain the license from the Composers and Authors Society of Hong Kong Limited ("CASH") for the use of melodies and lyrics registered with CASH; and
- Reviewing all creative content published by the Group by its responsible key personnel before publication and/or distribution. The responsible key personnel should ensure that the Group had obtained the right and/or permission to use the relevant photos, songs and/or lyrics prior to publishing them in its content. Such key personnel includes:
 - Senior editor who reviews the content under advertorial production and advertisement placement;
 - Publishing manager who reviews all of the book publications;
 - Assistant creative director, digital manager and assistant digital manager who review all content to be distributed on the digital media platforms; and
 - Providing reference training to staff on copyright compliance and the function and duties of responsible personnel on such compliance matters.

Customer Privacy Protection

Visitors of the Group's website at <http://www.tvmost.com.hk/> may choose to register as members. During the registration process, the Group collects its members' personal information. As such, the Group adheres to the Personal Data (Privacy) Ordinance (Cap. 486) of Hong Kong and expressly reiterates confidentiality obligations when carrying out its operations.

The Group is determined to strengthen the protection of customers' privacy. The Group's employees are trained to maintain the confidentiality of its customers' information. The Group also has a data backup system through which backed up data is stored in different locations to reduce the risk of data loss. The Group has also implemented firewall, anti-virus and anti-spam solutions for its IT systems which are upgraded constantly to prevent leakage of confidential information.

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Advertising and Labelling

The Group emphasises the importance of proper advertising and compliance with relevant requirements of media advertisements, such as posters, magazines and online advertising materials. The Group has established relevant policies and procedures. The Group also responds to feedback from audiences or the public in a timely manner. The Group strictly complies with all relevant laws and regulations regarding proper advertising.

Due to the Group's business nature, the Group considers that it has an insignificant amount of business dealing in relation to labelling matters.

B7. Anti-corruption

The Group does not tolerate any corruption, fraud or other behaviours violating work ethics. The Group values and upholds integrity, honesty and fairness in its business.

During 2021, the Group was not aware of any material non-compliance with the relevant laws and regulations that have a significant impact on the Group, concerning bribery, extortion, fraud and money laundering. The relevant laws and regulations include, but are not limited to, the Prevention of Bribery Ordinance (Cap. 201). In addition, no legal case regarding corruption was brought against the Group or its employees during 2021.

Whistle-blowing Policy

The Group has implemented the whistle-blowing policy which allows all employees as well as independent third parties, such as customers, suppliers and contractors, to report any possible improprieties, misconducts, malpractices or irregularities in matters of financial reporting, internal control or other matters to the Board or the audit committee anonymously. Reports and complaints received will be handled in a prompt and fair manner. Such policy also aims at protecting whistle-blowers from unfair dismissal, victimisation and unwarranted disciplinary actions, the identity of the whistle-blower will be kept strictly confidential where possible. Any person who is found to have victimised or retaliated against those who have raised concerns under this policy will be subject to disciplinary sanctions. In some cases, the Group might need to refer the case to the competent authorities.

Anti-corruption

The Group has also established relevant policies to define appropriate methods in handling conflict of interests, accepting advantages, leakage of confidential information, embezzlement of the Group's assets in one's position and fraudulent financial statements to comply with the relevant laws and regulations.

To further mitigate business fraud, the audit committee is also responsible for continual evaluation of the Group's internal control effectiveness, detecting potential deficiency, and identifying areas of improvement. An audit report is distributed to the responsible departments for timely remediation. The Board and the audit committee will supervise and review the implementation and effectiveness of the whistle-blowing policy on a regular basis.

B8. Community Investment

Community Participation

The Group has established policies on supporting the public by means of social participation and contribution as part of its strategic development. To nurture corporate culture and strengthen practices of corporate citizenship, the Group incorporates community investment into its social management strategies so as to sustain its corporate social responsibility and support the Group's strategic development. Employees are encouraged to donate to recognised charitable institutions in order to help the grass roots community or those in need so that they can receive proper education and medical care.

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

THE ESG REPORTING GUIDE CONTENT INDEX OF THE STOCK EXCHANGE OF HONG KONG LIMITED

Subject Areas, Aspects, General Disclosures and KPIs

Subject Areas, Aspects, General Disclosures and KPIs	Description	Section/Declaration
Aspect A1: Emissions		
General Disclosure	<p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer</p> <p>relating to air and GHG emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.</p>	Emissions
KPI A1.1	The types of emissions and respective emissions data.	Emissions — Air Emissions, GHG Emissions
KPI A1.2	GHG emissions in total (in tonnes) and intensity.	Emissions — GHG Emissions
KPI A1.3	Total hazardous waste produced (in tonnes) and intensity.	Not applicable to the core business of the Group.
KPI A1.4	Total non-hazardous waste produced (in tonnes) and intensity.	Emissions — Waste Management
KPI A1.5	Description of measures to mitigate emissions and results achieved.	Emissions — GHG Emissions
KPI A1.6	Description of how hazardous and non-hazardous wastes are handled, reduction initiatives and results achieved.	Emissions — Waste Management

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

Subject Areas, Aspects, General Disclosures and KPIs

	Description	Section/Declaration
Aspect A2: Use of Resources		
General Disclosure	Policies on the efficient use of resources, including energy, water and other raw materials.	Use of Resources
KPI A2.1	Direct and/or indirect energy consumption by type in total and intensity.	Use of Resources — Energy Consumption
KPI A2.2	Water consumption in total and intensity.	Use of Resources — Water Consumption
KPI A2.3	Description of energy use efficiency initiatives and results achieved.	Use of Resources — Energy Consumption
KPI A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency initiatives and results achieved.	Use of Resources — Water Consumption
KPI A2.5	Total packaging material used for finished products (in tonnes) and with reference to per unit produced.	Not applicable to the core business of the Group.
Aspect A3: The Environment and Natural Resources		
General Disclosure	Policies on minimizing the issuer's significant impact on the environment and natural resources.	The Environment and Natural Resources
KPI A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	The Environment and Natural Resources — Indoor Air Quality

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

Subject Areas, Aspects, General Disclosures and KPIs

	Description	Section/Declaration
Aspect B1: Employment		
General Disclosure	Information on: <ul style="list-style-type: none"> (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer <p>relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.</p>	Employment
KPI B1.1	Total workforce by gender, employment type, age group and geographical region.	Employment — Our Workforce
KPI B1.2	Employee turnover rate by gender, age group and geographical region.	Employment — Recruitment, Promotion and Remuneration
Aspect B2: Health and Safety		
General Disclosure	Information on: <ul style="list-style-type: none"> (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer <p>relating to providing a safe working environment and protecting employees from occupational hazards.</p>	Health and Safety
KPI B2.1	Number and rate of work-related fatalities.	Health and Safety
KPI B2.2	Lost days due to work injury.	Health and Safety
KPI B2.3	Description of occupational health and safety measures adopted, how they are implemented and monitored.	Health and Safety — Health and Safety Measures

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

Subject Areas, Aspects, General Disclosures and KPIs

	Description	Section/Declaration
Aspect B3: Development and Training		
General Disclosure	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	Development and Training
KPI B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	The Group will disclose the relevant information next year.
KPI B3.2	The average training hours completed per employee by gender and employee category.	The Group will disclose the relevant information next year.
Aspect B4: Labour Standards		
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.	Labour Standards
KPI B4.1	Description of measures to review employment practices to avoid child and forced labour.	Labour Standards — Prevention of Child Labour and Forced Labour
KPI B4.2	Description of steps taken to eliminate such practices when discovered.	Labour Standards — Prevention of Child Labour and Forced Labour
Aspect B5: Supply Chain Management		
General Disclosure	Policies on managing environmental and social risks of the supply chain.	Supply Chain Management
KPI B5.1	Number of suppliers by geographical region.	Supply Chain Management
KPI B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, how they are implemented and monitored.	Supply Chain Management — Environmental and Social Risks of Supply Chain

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

Subject Areas, Aspects, General Disclosures and KPIs

	Description	Section/Declaration
Aspect B6: Product Responsibility		
General Disclosure	<p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer</p> <p>relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.</p>	Product Responsibility
KPI B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	Not applicable to the core business of the Group.
KPI B6.2	Number of products and service related complaints received and how they are dealt with.	The Group will disclose the relevant information next year.
KPI B6.3	Description of practices relating to observing and protecting intellectual property rights.	Product Responsibility — Intellectual Property Rights
KPI B6.4	Description of quality assurance process and recall procedures.	The Group will disclose the relevant information next year.
KPI B6.5	Description of consumer data protection and privacy policies, how they are implemented and monitored.	Product Responsibility — Customer Privacy Protection

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

Subject Areas, Aspects, General Disclosures and KPIs

	Description	Section/Declaration
Aspect B7: Anti-corruption		
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.	Anti-corruption
KPI 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.	Anti-corruption
KPI B7.2	Description of preventive measures and whistle-blowing procedures, how they are implemented and monitored.	Anti-corruption — Whistle-blowing Policy
Aspect B8: Community Investment		
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 Investment
KPI B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	The Group will disclose the relevant information next year.
KPI B8.2	Resources contributed (e.g. money or time) to the focus area.	The Group will disclose the relevant information next year.

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