

# 2021 ENVIRONMENTAL, SOCIAL, GOVERNANCE REPORT



 **Asiaray Media Group**  
雅仕維傳媒集團

雅仕維傳媒集團有限公司

Asiaray Media Group Limited

股份代號 Stock Code : 1993

# ENVIRONMENTAL, SOCIAL, GOVERNANCE REPORT

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## SCOPE AND REPORTING PERIOD

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

This ESG report covers the Group’s overall performance in two subject areas, namely, Environmental and Social aspects of its business operations in various cities in the People’s Republic of China (the “PRC”), namely Beijing, Chengdu, Fujian, Guangzhou, Hainan, Hangzhou, Hong Kong, Qingdao, Shanghai, Shenzhen, Tianjin, Urumqi, Wenzhou, Wuxi, Xi’an, Yichang, Yunnan, Zhengzhou and Zhuhai, from 1 January 2021 to 31 December 2021 (the “Reporting Period”), unless otherwise stated.

## STAKEHOLDER ENGAGEMENT AND MATERIALITY

The Group values input and feedback from its stakeholders as they bring potential insights to the Group’s business. The Group communicates with different stakeholders through regular engagement activities to better understand their concerns and expectations on the Group’s ESG and business performance.

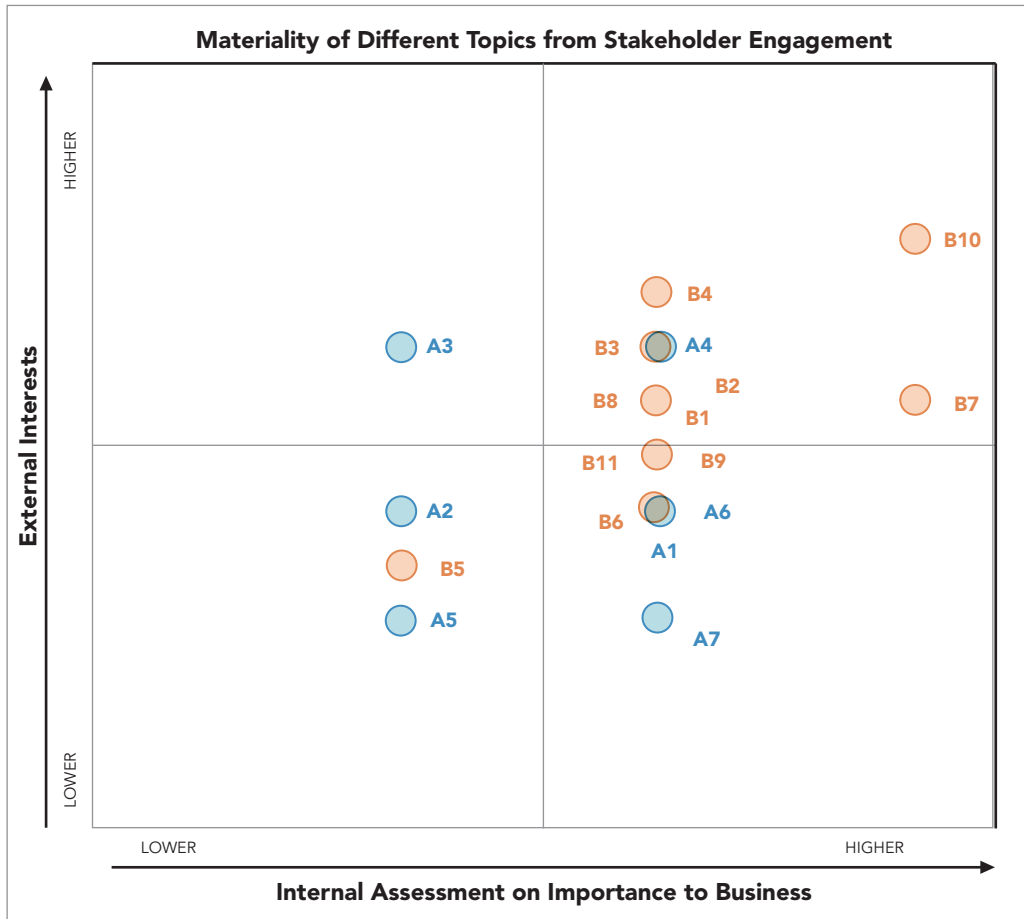
### Materiality Assessment

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



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

Materiality Matrix



**Environment**

A1	Energy
A2	Water
A3	Air Emission
A4	Waste and Effluent
A5	Other Raw Materials Consumption
A6	Environmental Protection Measures
A7	Climate Change

**Social**

B1	Employment
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B2	Occupational Health and Safety
B3	Development and Training
B4	Labour Standards
B5	Supply Chain Management
B6	Intellectual Property
B7	Data Protection
B8	Customer Service
B9	Product/Service Quality
B10	Anti-corruption
B11	Community Investment

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

- Anti-corruption;
- Development and Training;
- Product Quality;
- Customer Data Protection; and
- Customer Service.

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

### STAKEHOLDERS' FEEDBACK

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

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

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

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

- Maintained the diversion of 100% waste printed advertising materials from landfill through the cooperative efforts with designated recycling companies for recycling and reprocessing;
- Initiated the upgrades of advertising panels to LED lighting in our advertising spaces;





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- Provided free or affordable advertising spaces for environmental organisations to raise awareness about social and environmental issues at metro lines in Hong Kong and Mainland China; and
- Awarded with the Hong Kong Green Organisation by Hong Kong Awards for Environmental Excellence (“HKAAEE”) since 2016.

In the coming years, the Group will implement more strategies to advance environmental performance for the long-term sustainability. For instance, the Group will endeavor to expedite the replacement of advertising panels with LED lightings at our advertising spaces.

### GOVERNANCE STRUCTURE

#### Board Responsibilities

Sound corporate governance forms the foundation of the Group’s operations. The Group believes that establishing and implementing sound ESG principles and practices will help enhance the investment value of an enterprise and provide long-term returns to our stakeholders. The Board has the overall responsibility of overseeing sustainability issues related to the Group’s operations and strategy. By setting a strategic direction, the Board sets a clear vision and strategy that guides the ESG measures or systems, reflecting the Group’s core values. The Board will adopt the following approaches to identify, manage and review material ESG issues:

*Identify:* The Board will engage key stakeholders, including the Group’s major customers, major suppliers, management team, and employees to identify material ESG issues and risks inherent in the Group’s business operations. The Board believes that open dialogue with stakeholders plays a crucial role in maintaining our business sustainability.

*Assess:* Apart from assessing the performance of the Group’s ESG measures through discussion with the Group’s stakeholders, the Board will engage a third party to identify and assess our performance in respect of environmental protection and climate change.

*Review:* The Board will review the progress made against ESG-related goals to guide the Group to achieve better ESG performance. Through the Group’s ESG Policy, a set of systematic risk management practices have been put in place to ensure financial and operational functions, compliance control systems, material control, asset management and risk management all operate effectively.

## Management working group

The Group understands that ESG matters may threaten an organisation's shareholder value, reputation, supply chain, and other issues that may affect sustainability; and business sustainability is critical to the long-term trust that the Group has built with the public. The ESG working group, consisting of representatives from various departments, continued to deal with ESG-related issues during the Reporting Period. The ESG working group is responsible for discussing the Group's ESG issues and continue to ensure that appropriate and effective ESG risk management and internal control systems are in place, and coordinating with different departments to implement actions necessary for climate disclosures, including data collection, and action execution.



# A. ENVIRONMENTAL

## A1. EMISSIONS

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

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

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

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

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

The Group's efforts in sustainability and outstanding environmental performance have been recognised by local authorities. The Group has also named as a "Hong Kong Green Organisation" since 2016 under the Hong Kong Green Organisation Certification ("HKGOC") by the Environmental Campaign Committee and Environmental Protection Department.



## A1.1 Air Emissions

During the Reporting Period, the Group's business did not involve any gaseous fuel consumption, and mainly consumed petrol for its vehicles for the daily business operations. The Group-owned, fossil-fuelled vehicles contributed to the emissions of nitrogen oxides ("NO<sub>x</sub>"), sulphur oxides ("SO<sub>x</sub>") and respiratory suspended particles ("RSP").

Mobile fuel source	Air emissions (non-GHG) from the vehicle operations		
	NO <sub>x</sub> (kg)	RSP (kg)	SO <sub>x</sub> (kg)
<b>Petrol</b>	725.14	68.23	0.85

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

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

During the Reporting Period, the Group's business operation resulted in GHG emission of 8,459.03 tonnes of carbon dioxide equivalent ("tCO<sub>2</sub>eq."), mainly carbon dioxide, methane and nitrous oxide. The overall intensity of the GHG emissions for the Group was 5.84 tCO<sub>2</sub>eq./HK\$m revenue with reference to the total revenue of the Group (in HK\$ million) in the Reporting Period.

Scope of GHG Emissions	GHG Emission Sources	GHG Emission (in tCO <sub>2</sub> eq.)	Total GHG Emission (in percentage)
<b>Scope 1 Direct Emission</b>			
Combustion of fuel for mobile combustion source	Petrol	154.61	2%
<b>Scope 2 Indirect Emission</b>			
Purchased electricity		8,007.87	95%
<b>Scope 3 Other Indirect Emission</b>			
Electricity used for freshwater and wastewater treatment		1.57	3%
Paper waste disposal		53.38	
Business air travel		241.6	
<b>Total</b>		<b>8,459.03</b>	<b>100%</b>

Notes:

1. Emission factors were made reference to Appendix 27 of the Main Board Listing Rules and their referred documentation as set out by Hong Kong Exchanges and Clearing Limited, unless stated otherwise.
2. Emission factors of 0.6101 tCO<sub>2</sub>/MWh were used for purchased electricity from national grid of Mainland China respectively.
3. CO<sub>2</sub> emissions from the Group's business air travels were reported with accordance to the International Civil Aviation Organization (ICAO) Carbon Emission Calculator.

### A1.3. Hazardous Waste

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

### A1.4. Non-hazardous Waste

During the Reporting Period, the Group's advertising media segment generated approximately 69.5 tonnes of non-hazardous waste, with an intensity of 0.02 tonne/HK\$m revenue. Types of non-hazardous waste included paper, cardboards, YUPO paper, stickers, backlit film, Polyvinyl Chloride (PVC) and general domestic waste. All of them were either reprocessed or recycled by licensed collectors.

The Group's business units purchased a total of 11.12 tonnes of office paper during the Reporting Period. Under the assumption that all paper, whether is stored or purchased within the organisation boundary, will eventually be disposed at landfills unless collected and recycled<sup>1</sup>.

### A1.5. Measures to Mitigate Emissions

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

The Group keeps track of employees' business travelling and their relative carbon emission throughout the year. The Group has adopted the use of video-conferencing software for sharing presentation materials among various parties, and to allow staff to communicate with internal and external parties from different geographical locations.

With the above measures, the Group targeted to reduce our total emissions for 5% in the coming 10 years.

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

In Hong Kong, the Group has implemented Waste Management Plan to ensure appropriate handling of all advertising wastes in metro lines. Recycling protocol must be strictly followed for all used and retired advertising materials. Under all circumstances, landfill is the least preferred choice for disposal. During the Reporting Period, with the effort of cooperating with appropriate collectors in past years, the Group has achieved 100% recycling and reprocessing rate for all printed advertising materials. Hazardous waste such as ink cartridges and lubrication oils were collected by licensed waste contractors and were disposed of in accordance with the local waste management regulations.

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

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

### *Saving Resources through LED Advertising*

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

### *Fostering a Green Office*

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

## A2. USE OF RESOURCES

### A2.1. Energy Consumption

Direct/Indirect Energy Sources	Consumption (in Litre)	Consumption (in kWh)
Electricity	N/A	13,125,500
Petrol	58,125.16	515,350
<b>Total</b>		<b>13,640,850</b>

The Group's business operations resulted in total energy consumption of 13,640,850 kWh from the use of electricity and petrol, recording a 14% drop from the last reporting period. The Group's energy intensity was 4,286 kWh/HK\$m revenue.

For some of the other Group's offices and media sites, electricity usage was included in the management fee and rental fee, hence data was not available to be reported. During the Reporting Period, the Group consumed approximately 841,983 kWh of electricity for office and approximately 12,283,517 kWh of electricity for most advertising operations (digital billboards, display panels and screens).

### A2.2. Water Consumption

The Group mainly involved water consumption in the offices, in which payment for most water usage has been included in the management fee to the landlord, thus consumption data cannot be obtained. During the Reporting Period, the Group's offices with data reported consumed water amounted to 2,535.46 m<sup>3</sup>, contributing to the water consumption intensity of 0.8 m<sup>3</sup>/HK\$m revenue. It is assumed that all water consumed was discharged for wastewater treatment by the local government authorities. In general, water usage in the Group's offices and operations is relatively low and insignificant.

### A2.3. Energy Use Efficiency Initiatives

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

LED lighting is utilised as much as possible for advertising solutions to save electricity and environment. The Group has been progressively replacing existing fluorescent tubes with LED tubes for advertising panels. During the Reporting Period, numerous advertising panels in the metro lines in Hong Kong were upgraded to LED lighting. By using LED tubes, the energy consumption of lighting could be significantly reduced. LED lighting is also widely used across the media sites in Mainland China, with over 70% of the Group's airport advertisements fitted with LED lighting system.

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

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

With the above measures, the Group targeted to reduce the energy consumption for 5% in the coming 10 years.

### A2.4. Water Use Efficiency Initiatives

Water conservation practices are encouraged throughout the offices. Overall, water consumption in the offices and business operations was insignificant, and there was no issue in sourcing water that is fit for the purpose of the Group's daily operation.

### A2.5. Packaging Materials

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

### A3. THE ENVIRONMENT AND NATURAL RESOURCES

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

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

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

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

Eco-friendly materials such as non-polyvinylchloride are sourced for advertising production to meet growing customer demand on sustainable solution and to minimise environmental impact.

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

#### Climate Change

A warming planet creates a wide range of risks for business, from disrupted supply chains to rising insurance costs to labour challenges. With the increasing threat of climate change and the associated physical damage, change in market perception and shift in preference of the public towards more environmentally friendly products and services, the financial, reputational and strategic risk implications are becoming increasingly prominent. Climate change will undoubtedly be of increasing concern to the Group and industry as a whole for the foreseeable future. The Group has identified the following risks that climate change pose.

##### *Physical Risks*

As a out-of-home media company operated in Greater China, our production team may operate anywhere throughout the whole country. Extreme weather events, such as typhoons, storm surges and rainstorms, will hinder and disrupt our production, transportation and ultimately our revenue. During extreme weather events, on-location production may be forced to stop, and our production schedule may be forced to delay which will incur extra costs. Team workers are advised to remain in a safe place until it is safe to resume normal activities.



The main operation of the Group scatters in the downtown area of main cities in China which may be vulnerable to snowstorms during extreme weather events. The devastating floods that have killed 71 people and affected more than 11 million people in Zhengzhou last year sounded an alarm bell to the Group. Extreme weather not only can impact our normal operation but can also cost human life even in the metropolitan area.

Besides our own physical operation risk, the main revenue of our Group comes from our clients all over the country. Extreme weather may hinder the production and operation of our clients, which eventually impact our revenue.

### *How to mitigate physical risk*

Our production team will consider climate risk as a major factor starting from the planning of all projects. Historical climate data of production location will be carefully analysed to minimise the possibility of extreme weather. During the production process, everyday observatory prediction will be closely monitored. Furthermore, our finance team will factor in extreme weather risks during our budget planning.

### *Transition Risks*

Transition risk refers to the financial risk related to the process of adjustment towards a lower-carbon economy which can be prompted by, for example, changes in climate policy, technological changes, or a change in market sentiment and perception.

The key transitional risks are around meeting policy requirements and implementing TCFD recommendations. Advertising heavily polluting products and services, such as for fossil fuels, aviation and petrol-engined cars, will be a huge concern. Reputation risk of our clients may eventually have averse impact on our revenue. Legislation against high-carbon advertising, focusing on fossil fuel companies, petrol and diesel engine cars and aviation are starting to introduce in some European countries, which may eventually affect the attitude of the regulators in China.

### *How to mitigate transition risks*

Enhancing communications of sustainability and climate change actions through different means to reach different client's groups and stakeholder groups will be the first step to mitigating our transition risks. We will try our best to diversify our client in different city to mitigate our risk.

### *Opportunities*

In December 2000, the EU committed to a binding target of a net domestic reduction of at least 55% in Greenhouse Gas (GHG) emissions by 2030, compared to the carbon emission in EU at 1990 levels. The EU has set out a long-term strategy of becoming climate neutral by 2050. China has committed to a carbon peak emission before 2030 and be completely neutral by 2060, although this is not legally binding. We foresee that losing of advertising from the heavy pollution industry will not only be merely offset by new arising green industries but may even have huge growth under the climate pressure.

## B. SOCIAL

### 1. EMPLOYMENT AND LABOUR PRACTICES

#### B1. Employment

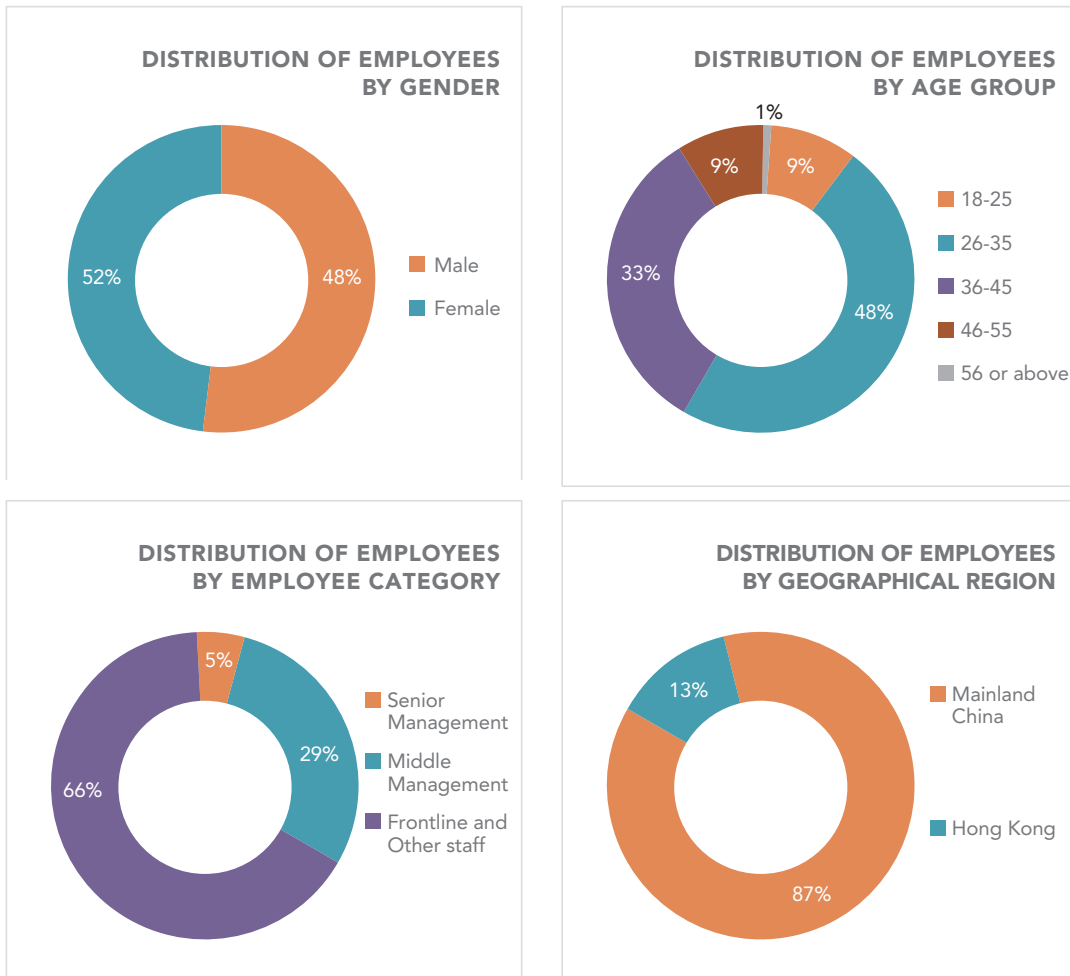
The Group abides by all applicable laws and regulations in Mainland China and Hong Kong in relation to employment during the Reporting Period, including but not limited to:

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

The Staff Handbook provides details on standard working hours, annual performance appraisal, promotion and transfer opportunities and procedures, different types of leave and their application, salary and welfare coverage, statutory holidays and rest periods, contract termination, dismissal and retirement guidelines. During the Reporting Period, the Group did not note any cases of material non-compliance in relation to employment.

*Total Employees*

As of 31 December 2021, the Group had a total number of 1,135 employees, more than 99% of which were full-time employees. The total workforce which is sorted by gender, age group, employee category and geographical region are shown below.



*Equal Opportunity*

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

### *Employee Relations*

The Group occasionally organises activities and events for employees to promote better internal communication and engagement, as well as their overall wellness. With the outbreak of COVID-19 pandemic, the Group has ceased most of the employee gathering activities. We understand that steady, supportive internal communications are vital to creating a new strategy under strict social distancing. Employee connection is prioritised, whether employee are returning to office, staying remote or both.

### **B2. Employee Health and Safety**

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

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

### *Outdoor Advertisement Safety*

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

### *Safety Training and Internal Management*

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

### *Safety Issues under Extreme Weather Conditions*

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

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

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

### *After-sales Safety Maintenance and Equipment Testing*

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

### *Safety Considerations for Creative Advertisements*

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

### *Our Responses to COVID-19*

With the outbreak of COVID-19 pandemic, the Group is highly conscious of the potential health and safety impacts brought to its employees. The Group has closely monitored the development of the epidemic situation and made timely reports to the relevant departments to facilitate assessment of their implications on Hong Kong. To contain the spread of COVID-19 in the community, the Group has implemented a series of precautionary measures that were in line with the national and local government's virus control guidelines, including cancelling large gatherings.

In addition to strengthening the sanitation in its operations, precautionary measures such as temperature screening before entering the workplace, and ensuring sufficient disinfection supplies such as face masks and hand sanitisers in the operations are also implemented.

During the time when business travel is restricted, employees meet with clients via tele-conferencing and video-conferencing tools. Furthermore, the Group has allowed more flexibility in dealing with different kinds of situation during the pandemic, including flexible working hours, working by shift and working from home during quarantined so as to protect staff from being affected due to work.



### **B3. Development and Training**

The Group believes that employees are the key assets. It has continuously devoted efforts to attract, nurture, and retain talents. As part of the Group's commitment to their success, employees are provided with necessary resources to reveal their potentials. The Company considers learning and training as the essential right and responsibility of all employees. Based on employees' career development plans and needs, the Company provides necessary training through internal and external training courses, workshops, and seminars.

The outbreak of COVID-19 has changed our training practice. Offline training has been dramatically reduced, but online training was actively promoted. During the Reporting Period, a total of 9,486 hours of offline training were conducted for over 1,543 total head counts in Hong Kong and Mainland China operations. Training sessions covered a wide range of aspects, including orientation, spatial design, operation, occupational health and safety, market trends, sales and marketing, human resources, management and self-development, etc.

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

### **B4. Labour Standards**

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

## 2. OPERATING PRACTICES

### B5. Supply Chain Management

During the Reporting Period, the Group engaged various suppliers for its printing works, advertisement installation and dismantling works. For printing activities in the Mainland China, the Group gives priority to eco-friendly inks that possess safety certifications which have passed independent testing and fulfilled industrial flame-retardant requirements as well as meeting the expected quality at the same time.

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

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

The Group procures environmentally friendly material and products whenever possible. The Group encourage suppliers who consume fewer raw materials, control emissions and pollution levels, and who track their materials accurately. The Group actively select products made out of a large proportion of recycled and recyclable materials, and which are stamped by reliable eco-labels.



### B6. Product Responsibility

The Group is dedicated in delivering value-added out-of-home advertising solutions. During the Reporting Period, the Group has won 10 awards at the IAI International Advertising Awards and 3 awards at The Best Outdoor Advertising in China, recognising the Group's professionalism and excellence in out-of-home advertising market. During the Reporting Period, the Group did not note any cases of material non-compliance regarding health and safety, advertising, labelling and privacy matters relating to products and services provided as required by related laws and regulations.

### *Quality Assurance*

The Group has established a standardised quality inspection process and assurance guideline to ensure the delivery of high-quality advertising products at airport, metro lines, billboard and buildings. The quality of every advertisement instalment is closely monitored by the Media Department. An assurance report is issued to every client for their sign-off after the completion of internal assessment. Advertisement instalment that has yet to meet the Group's quality standards will be followed up with further action. In addition, the Shanghai operation has been certified to the GB/T19001-2015 and ISO 9001:2015 standard for its publishing-related services, including advertisements.

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

### *Customer Service*

The Group has developed complaints handling procedures and action plans to deal with complaints regarding advertising products across different business units. The plan is applicable to various types of advertising products and provides detailed procedures on timeline and works involved, thus customer complaints and product recalls will be handled in a consistent and timely manner.

### *Intellectual Property and Data Protection*

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

### *Data Privacy Policy for employees*

The Group places strong emphasis on data privacy protection for employees. Any data collected in recruitment application form will be used to assess the candidate's suitability. The data of unsuccessful applicants will be kept for a period of two years for future recruitment only.

The Group strictly comply with the Personal Data (Privacy) Ordinance Cap 486. Any newly recruited employee needs to sign an agreement on personal data collection which agreed the Group to use their personal data for any lawful personnel management purposes, as well as for the facilitation of performing the assigned duties. Certain restricted personal data is allowed to disclose to related third party companies for banking, insurance, medical and pension fund purpose. Employee's personal data will be kept in the Group after leaving for resume checking requested by other parties and retirement handling.

Fingerprint is collected for security, door access and attendance checking. The Group handles all the fingerprint with due care. All access to personal data is subject to appropriate approvals and granted on a need-to-know basis. Fingerprint data will be deleted automatically once the employee leave the Group. Other attendance record will be retained for seven years.

### **B7. Anti-corruption**

The Group has zero-tolerance for bribery and corrupt activities. The Group strictly complies with the Prevention of Bribery Ordinance and Law of the PRC on Anti-money Laundering. During the Reporting Period, there were no major changes in the Group's Anti-Corruption Policy which details guidelines on bribery, conflict of interests, extortion, fraud and money laundering and there were no concluded legal cases regarding corrupt practices. Employees of the Group are prohibited from obtaining or accepting enticements, such as money, gifts, contracts, and preferential treatment to discourage solicitation. A Whistleblowing Policy is in place to encourage reports of suspected illegal activities, dishonest practices, and other misconducts. The Company Secretarial Department is responsible for handling all complaints and reports. Relevant evidence will be evaluated, and the Audit Committee will determine whether a thorough investigation is required. The Group will appoint external investigators to investigate the accusations of wrongdoing if necessary.

The Group has difficulty to convene face to face anti-corruption training during the COVID-19 crisis. However, the Group has planned all anti-corruption training topics and contents in the coming financial year to strengthen the knowledge of our staff on anti-corruption and anti-bribery area.

A Whistleblowing Policy has been established to govern the receipt, retention, and treatment of complaints regarding malpractice, impropriety or fraud relating to Group's accounting, internal accounting controls, auditing matters and suspected breaches of the Group policies. All complaints will be reviewed in accordance with the policy review procedure.

The Group will make every effort to keep all whistleblowing reports and identities of employees who have made reports confidential. In no event will there be any retaliation against someone for reporting an activity that he or she in good faith believes to be a violation of any law, rule or regulation.





### B8. Community Investment

The Group's Community Engagement Policy Statement encourages its divisions to discharge corporate social responsibilities focusing on three areas: disadvantaged communities, sports and environmental concerns. As a socially responsible corporate, the Group is sensitive to local community needs and responded through active participation in community services and financial supports.

Since the COVID-19 coronavirus outbreak in 2020, the Group has kept a close eye on the situation and continued its commitment to give back the society. The Group has formed a team specifically to plan and launch community-wide initiatives. The team has mobilised resources from all sides to search and purchase protective materials globally. Those materials were sent to the Group's business partners as well as donated to the Hubei province as a move to support the community and show the Group's appreciation to the contribution of every frontline worker during this difficult time. On top of the material donations, the Group believes that it is also necessary to promote the importance of personal hygiene and precautionary measures relating to COVID-19. Media resources throughout its extensive network including airports, metro lines as well as billboards in different cities were used to place advertisements related to this topic, aiming to share informative and positive messages to the public. The Group's contributions have been recognised by the community and attracted the attention of various enterprises which sought to co-operate with the Group in using its Out-of-Home inventory to disseminate public welfare information to support the society. During the Reporting Period, the Group continued its efforts to contribute its resources such as materials and media space to the community.

The Group has been received the Caring Company Logo since 2008 by the Hong Kong Council of Social Service, which is a testament to its long-term commitment to community investment.

During the Reporting Period, the Group contributed in a the "International Coastal Cleanup Hong Kong 2021" organised by Green Council of Hong Kong, help to remove trash and clean up the costal area of some beaches. An online game named "Where we wow AMIGO" was developed to ocean ecological knowledge of the general public. The Group was one of the major donor of the program. A total of 6.7 tonnes of marine debris was removed from the ocean throughout the whole program.





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