



雅仕維傳媒集團有限公司
Asiaray Media Group Limited
股份代號 Stock Code : 1993



2024

**Environmental, Social,
Governance Report**

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE REPORT

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BOARD STATEMENT

The board of directors (the "Board") of Asiaray Media Group Limited (the "Company", and together with its subsidiaries, the "Group") is pleased to present the Environment, Social and Governance ("ESG") report of the Group for the year ended 31 December 2024 (the "Reporting Period").

As global expectations for corporate sustainability and climate change continue to grow, the Group is facing complex and ever-changing sustainability challenges. The Group's ESG policy with a set of systematic risk management practices has been put in place, so that the Group focuses on enhancing operating practices and improving resources efficiency to address the climate-related risks in strategic planning process.

The Group aims to balance its environmental and social impacts with its business objectives by implementing effective strategies to promote its sustainable development. The Board firmly believes that the continuous improvement of the ESG management system is important to the future sustainable development of the business performance of the Group. In the strategic planning process, the Group emphasizes the strategies in accelerating the growth of its business by mitigating environmental, social and governance risks and exploring climate-change opportunities, while developing initiatives in investing resources in enhancing the services to serve the community. As such, the Group and the management teams are committed to optimizing business performance to achieve sustainable future via ESG metric.

Regarding governance, we have continued to improve our corporate governance framework by integrating key ESG risks into the Group's comprehensive risk management system to ensure that its management and business leaders are fully aware of the importance of ESG risks and actively participate in its assessment and response initiatives.

We understand the importance of environmental protection and climate changes that are impacting our planet. This is also closely related to the future well-being of humanity. Over the past few years, we have worked to pursue innovative solutions for our customers and clients. In promoting the low-carbon business environment, we are encouraging our business units and external partners in adopting new innovations that could improve people's livelihood, and endeavour to create a sustainable and good business model while driving ecosystem in emission reduction in addressing climate change. Looking ahead, the Group will continue its initiatives to become the industrial pioneer to transform the value chain and operations so that we are part of a green, low-carbon circular economy. We will seize future opportunities to achieve exceptional returns for our shareholders and contribute to society with the best possible results performance. We will build a good balance between indigenous knowledge, modern science and technology to foster harmonious balance with nature.

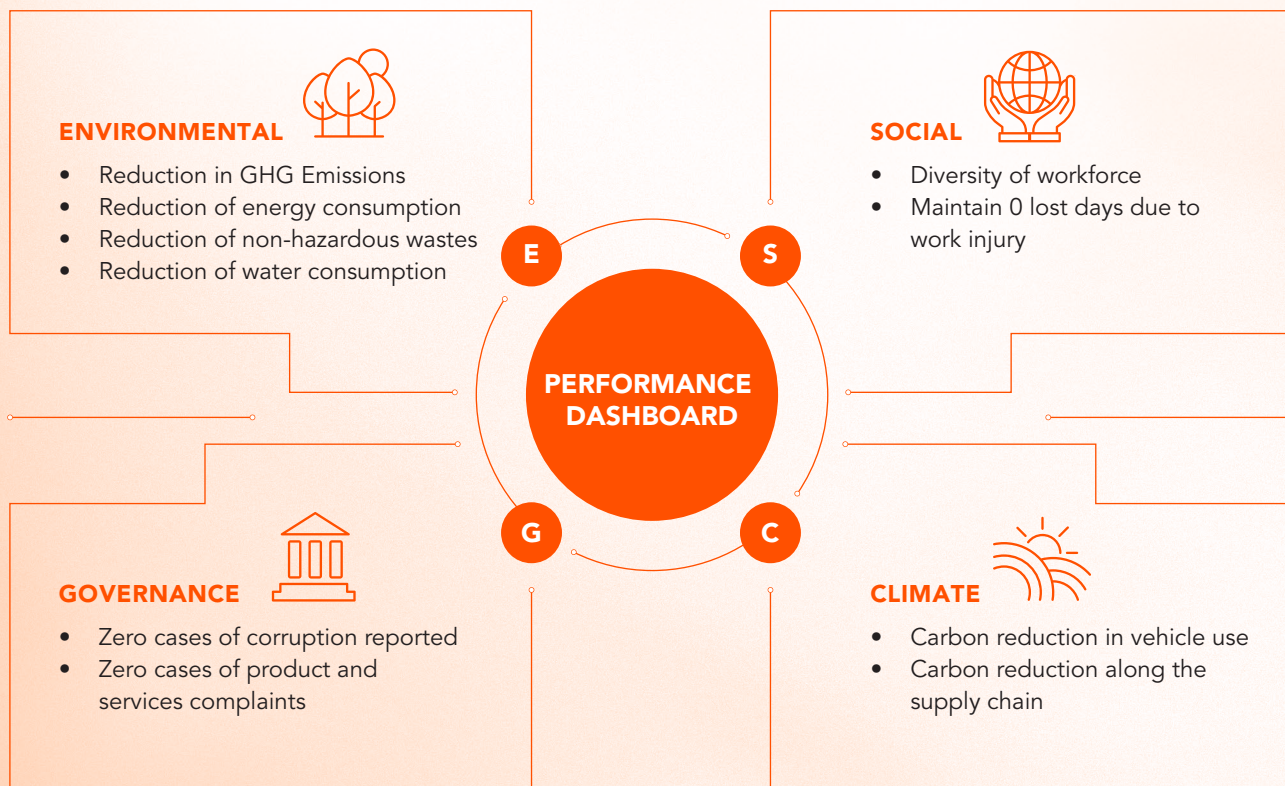
From our regular engagement with customers and clients, we appreciate the shared common understanding and commitments about the environmental protection and reduction of carbon footprint. In response, the Group will continue to evaluate our product solutions, materials to be used and adoption of new and creative methodology in our design and deliverables to our clients and customers. In 2024, Asiaray had won "UNSDG Hong Kong Achievement Awards 2024" and this demonstrated our commitment to improve our product offerings and protect nature as well.

As we move forward, the Group strongly believes that our planned actions will shape the future sustainability and prosperity of our business. As we strengthen our oversight of the ESG strategies and performances, the Group will continue enhancing our business operations in addressing the evolving sustainability trends and regulatory demands. We are and will continuously engage with our customers and clients to support our ESG roadmap and initiatives. We extend our heartfelt gratitude to our shareholders, employees, valued customers, and reliable business partners for their unwavering support throughout our sustainability journey.

With our established strengths and strategies and collective strength of business operations, and the stewardship of the Board, we have already laid a solid foundation for the Company. Our profound market insights and optimized media network, built over time, have enabled us to provide unparalleled advertising experiences for our advertisers, brands, customers, and audiences. We are poised to inspire positive change and create value that sustains.

Lam Tak Hing, Vincent *JP*
Chairman and Executive Director
24 March 2025

PERFORMANCE DASHBOARD



	2022 Figures	Reduction Target by 2032	2024 Figures	% Change vs based year 2022
Total GHG Emissions (Scope 1, Scope 2, and Scope 3)	10,430.03 tCO ₂ eq.	-5%	10,268.25 tCO ₂ eq	-1.6%
Energy Consumption	17,986.05 MWh	-5%	16,974.69 MWh	-5.6%
Non-Hazardous Waste	370.21 Tonnes	-5%	249.55 Tonnes	-32.6%
Water Consumption	1,924.82 m ³	-5%	1,155.95 m ³	-39.9%

SCOPE

This report highlights its ESG performance, with disclosure reference made to the ESG Reporting Guide as described in Appendix C2 (the “ESG Reporting Guide”) to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules” and “Stock Exchange” respectively) and Guidance set out by the Stock Exchange. The Group complied with all the “comply or explain” provisions set out in the ESG Reporting Guide. Climate-related disclosures are aligned with the Task Force on Climate-Related Financial Disclosures (“TCFD”) framework.

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, Guangzhou, Hainan, Hangzhou, Hong Kong, Macau, Shanghai, Shenyang, Shenzhen, Urumqi, Wenzhou, Wuxi, Xiamen, Yunnan, Zhengzhou, and Zhuhai, over which it has operational control.

The Group has adopted reporting recommendations from the Task Force on Climate-Related Financial Disclosures (TCFD) to discuss the risks and opportunities brought by climate change and potential impacts on our business in section Climate Change.

There were no major operational changes in the scope of this report compared with that for the period from 1 January 2023 to 31 December 2023 (the “Last Reporting Period”).

Stakeholders’ feedback

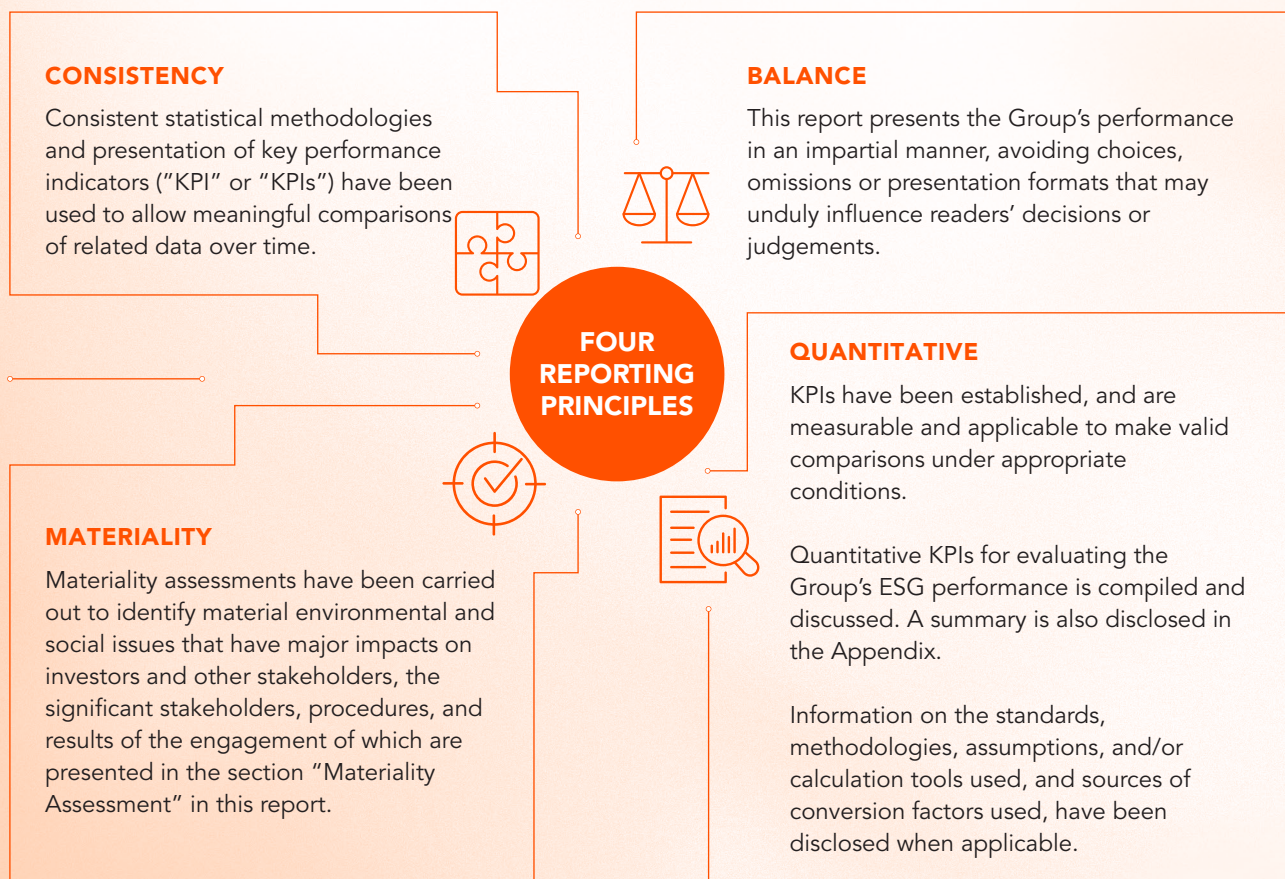
The Group is committed to fulfilling its corporate social responsibilities. As part of our core values, our goal is to safeguard the environment and provide a harmonious and safe workplace for our employees. We believe sustainability is one of the keys to our continued success and strives to become Hong Kong and China’s leading out-of-home media company for a better life.

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’s website. The Group welcomes stakeholders’ feedback on our approach and performance. Please give your suggestions or share your views with us by email at ir@asiaray.hk.

REPORTING PRINCIPLES

This report is prepared in accordance with the ESG Reporting Guide. The contents covered herein are in compliance with the provision of “Comply or Explain” as well as four reporting principles of materiality, quantitiveness, balance and consistency required in the ESG Reporting Guide.

The content of this report follows four reporting principles:



SUSTAINABILITY STRATEGIES AND FRAMEWORK

Our Approach to Sustainable Development

The Group's core values are built on the strong heritage of value creation for our stakeholders and the communities in which we operate. Over the years, we developed our sustainability framework to incorporate sustainability into our business operations, aiming to build a more robust and resilient organisation. We are dedicated to growing our businesses conscientiously, harmonising environmental principles with economic considerations, and making a beneficial difference for our stakeholders while actively supporting our communities. Our core values continue to serve as our compass in all that we do to achieve long-term shareholder value and business sustainability.

Built upon our core values, the Board established an ESG framework in steering our ongoing commitment to sustainable business operations that prioritized the interests of our stakeholders, integrating them into business tactics in our operations. The ESG framework is the roadmap for all subsidiary business groups to align their daily operations towards fostering long-term value creation.

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE REPORT

The ESG framework includes four perspectives integrating sustainability into service delivery and business solutions. The four perspectives are “Empowering People”, “Caring for Environment”, “Enhancing Operation Management” and “Caring for Community”. We identified the United Nations’ Sustainable Development Goals (“SDGs”) and integrated these goals into ESG framework. We then develop initiatives to align our business operations with the ESG capabilities to consistently enhance sustainability.



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 significant portion waste printed advertising materials from landfill through the cooperative efforts with designated recycling companies for recycling and reprocessing;
- Continued the upgrades of advertising panels to LED lighting in advertising spaces;
- Provided free or affordable advertising periods for environmental organisations to raise awareness about social and environmental issues at advertising spaces in Hong Kong and Mainland China; and
- Continued to focus on the success of its core businesses, operating sustainably, creating a positive impact on the environment, embracing equality and diversity and contributing to local communities are also an integral part of mission.

The Group is planning to implement more environmental initiatives and projects to enhance performance for long-term sustainability. For instance, the Group will endeavor to expedite the replacement of advertising panels with LED lightings at its advertising spaces.

THE GROUP'S COMMITMENT TO GREEN ECONOMY

The Group is committed to investing in products and services solutions using low-carbon methodology and green resources. We recycle as much as possible. By simplifying the end-of-life management of the product cycle and business operation, the Group will assist partners and enterprises to reduce emission and promote the transition to green economy.

We established three guiding principles to form the backbone of transition in reducing GHG emissions and achieving resource efficiency:

- To embrace new technology and creativity in design and implementation toward an inclusive green economy with low-carbon, resource-conserving, diverse and circular.
- To accelerate the pace in deploying renewable energy sources and enabling technologies to provide products solutions and to achieve energy efficiency and emission reduction.
- To focus on growing wealth and wellbeing for people and the community, offering experiences and knowledge for creating a green, a decent livelihood and sustainable ecosystems for people to learn and prosper.

THE GROUP'S AWARDS IN 2024

The Group is strongly dedicated to sustainability to serve the business and the community. We are people-oriented and customer-centric to cultivate loyal and satisfied customers through innovative design and experiences that meet their every need. We emphasises truthful and transparent product promotion and adhere strictly to the government's environmental ordinances and regulations. To fulfil this commitment, the Group work diligently to achieve the high standards outlined by professional bodies and industry organisations. A summary of awards received by the Group in 2024 is shown below:

Awards & Recognitions	SDGs
Hong Kong Awards for Environmental Excellence (HKAEE) – Certificate of Participation	#3, #8, #9, #11, #12, #13, #17
UNSDG Hong Kong Achievement Awards 2024 – Recognized Project	
2024 Standard Chartered Corporate Achievement Awards – Sustainable Corporate (Social Responsibility) – Outstanding Award	
IAI AWARDS – Excellence Award	
OOH Contextual Marketing Awards – Gold Award	
The Spark Awards 2024 – Media Campaign of the Year; 5 Gold Awards; 3 Silver Awards; 7 Bronze Awards	
ESG Pledge Scheme	
Hong Kong Green Organisation Certification	
Caring Company Scheme	
ESG (Environmental) compliance of used Computers Disposal – Certificate of Appreciation	
Events	
「友您為師邁向明天」師友計劃 mentorship programme	#3, #4, #5, #11
EmpowHER 2B Initiative – Partnering corporate	
2025 IBF Para World Championships – Gold Sponsor	
2025 IBF World Cup – Platinum Sponsor	
Hong Kong Volunteer Award 2024 – Media Partner	
HK2A ESG Marketing Excellence Award 2024 – Media Sponsor	
Red Cross Community Resilience Partnership Programme (Charity sale) – Supporting partner	

Despite the numerous award recognition, the Group has been endeavored to achieve SDGs via systematic measurement and identify gaps for improvement.

The Group had used Social Impact Assessment Questionnaire (SIAQ) outlined by the United Nations Development Programme (UNDP) to evaluate the effectiveness of business operation towards achieving the 17 Sustainable Development Goals (SDGs).

The social impact assessment report concluded that the Group demonstrates a strong commitment to sustainability. The initiatives were implemented towards achieving the set targets, reducing its environmental impact, promoting social welfare, and ensuring good governance.

Major positive outcomes from the assessments including:

- a) Efforts made to reduce waste and energy consumption through the use of LED lighting and recycling initiatives.
- b) Strong commitment to employee welfare, including providing medical insurance and training on occupational health and safety.
- c) Good governance structure and strong leadership make inroads into solving ESG and climate related issues.
- d) Well-established and systematic approach to risk management demonstrated the Group's commitment to governance and accountability.
- e) Engagement with stakeholders, which including employees, customers, and communities, through various channels, such as social media and community events, to develop insights towards achievement of ESG targets.

STAKEHOLDER ENGAGEMENT

The Group adheres to the principles of openness and transparency, actively listens to and responds to the expectations and concerns of our stakeholders, and continuously updates ESG-related information through the Group's website throughout the period to ensure the timeliness and accuracy of the information. We recognise that effective communication with our stakeholders is crucial to the sustainable development of the Group. Therefore, we have established a stable communication mechanism and diversified communication channels to ensure that the views and suggestions of all parties are fully considered and incorporated in the decision-making process. We actively listen to and analyse stakeholders' views on ESG issues to ensure adaptable and effective strategies.

In order to manage relationships with stakeholders in a systematic manner, the Group relies on established control procedures over the needs and expectations of stakeholders for effective control and management of relevant matters that may affect the Group's operating and management systems. We maintain close contact and interaction with a wide range of stakeholders, including government/regulatory authorities, shareholders/investors, employees, customers, suppliers and the community, through a diverse range of channels. This engagement enables us to develop or improve existing strategies to meet the evolving needs of the community, environment and businesses.

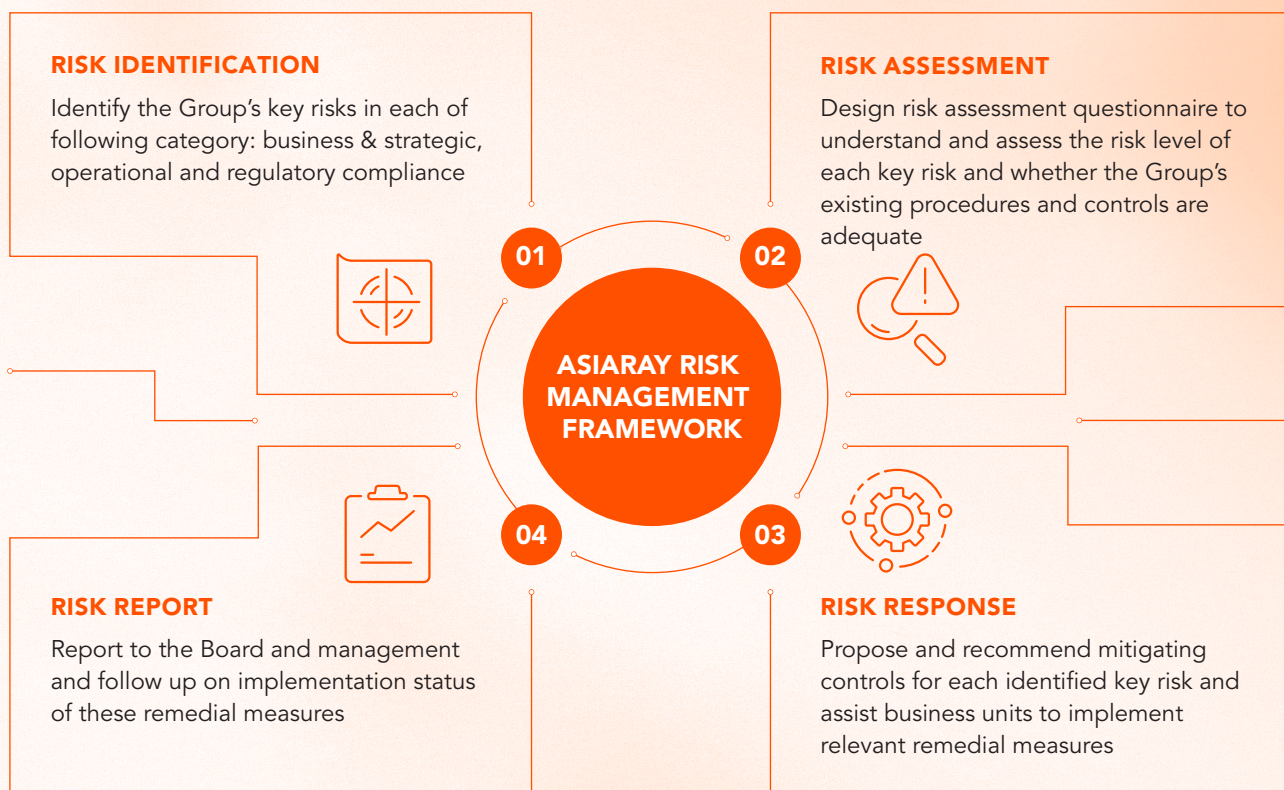
Key stakeholders and related engagement methods include, but are not limited to, the following:

Stakeholders	Expectation and Requirement	Communication Channels	Management's Response
Government/ Regulatory Authorities	<ul style="list-style-type: none"> • Compliance with laws and regulations and active response to policy guidance • Green operation to minimise environmental impacts 	<ul style="list-style-type: none"> • Regular reports or announcements for transparency of operational information • Regular communication with regulatory authorities for timely feedback 	<ul style="list-style-type: none"> • Upholding the principle of integrity and ensuring compliance in our operations • Establishment of a sound internal control system • Invest in green projects to protect nature and environment
Customers	<ul style="list-style-type: none"> • Reasonable price • Safe products and services • High quality services and products 	<ul style="list-style-type: none"> • Customer service email and hotline • Products and service quality 	<ul style="list-style-type: none"> • Ensuring contractual obligations are in place to protect customers' benefits and rights • Improve the quality of products and services to maintain customer satisfaction • Use environmental friendly materials and sourcing
Employees	<ul style="list-style-type: none"> • Humanity • Health and safety • Wellness • Career development • Labour rights • Respect employees' role in their family 	<ul style="list-style-type: none"> • Conferences • Training, seminars and briefing sessions • Occupational health and safety • Equal Opportunities • Employee activities • Holiday celebration • Monthly birthday celebration 	<ul style="list-style-type: none"> • Expand occupational safety training and increase the percentage of trained employees • Encouraging employees to participate in continuous education and professional training • Ensuring contractual obligations to protect labor rights • Increase awareness of equal job opportunity and inclusion • Motivation to enhance employee engagement

Stakeholders	Expectation and Requirement	Communication Channels	Management's Response
Shareholders	<ul style="list-style-type: none"> • Stable investment returns • High transparency of information • Sound corporate governance system 	<ul style="list-style-type: none"> • Disclosure of information on the websites of the Company and the Stock Exchange • Direct communication at general meetings • Investor meetings to enhance trust 	<ul style="list-style-type: none"> • Management's extensive experience and expertise to ensure the sustainable development of the business • Enhancing transparency through regular dissemination of information on the Stock Exchange's and the Company's website • Continuous improvement of internal control and risk management system • Maintaining close communication with investors through various channels and respond to their concerns in a timely manner
Suppliers	<ul style="list-style-type: none"> • Stable demand forecasts • Maintaining good co-operation with the Company • Enhancement of corporate reputation and brand value 	<ul style="list-style-type: none"> • Business visits to enhance mutual understanding • Daily contact by email and telephone • Product promotion seminar to share market opportunities 	<ul style="list-style-type: none"> • Ensuring contractual fulfilment and maintaining supply chain stability • Developing and implementing best practices and procedures for supply chain management • Establishing long-term co-operation with quality suppliers
Community	<ul style="list-style-type: none"> • Environmental protection and ecological restoration • Reducing greenhouse gas and waste emissions • Efficient use of resources and recycling • Community engagement and co-construction • Promoting local economic development and employment opportunities 	<ul style="list-style-type: none"> • Support community development program • Active participation in community activities to deepen interaction 	<ul style="list-style-type: none"> • Increasing investment in environmental protection and promoting sustainable development projects • Innovative environmental technology to enhance resource utilisation • Strengthening energy conservation and emission reduction management to minimise environmental impacts • Encouraging staff to participate in community services and public welfare activities

MATERIALITY ASSESSMENT

The Group has established a robust risk management procedure for identifying, responding to, and implementing effective risk management practices. Our risk management assessment outlines a clear procedure consisting of four key steps: risk identification, risk assessment, risk response and risk report. By diligently implementing our risk management procedure, we strive to minimise potential operational risks, safeguard our operations, protect the interests of our stakeholders, and maintain the long-term sustainability of the Group.

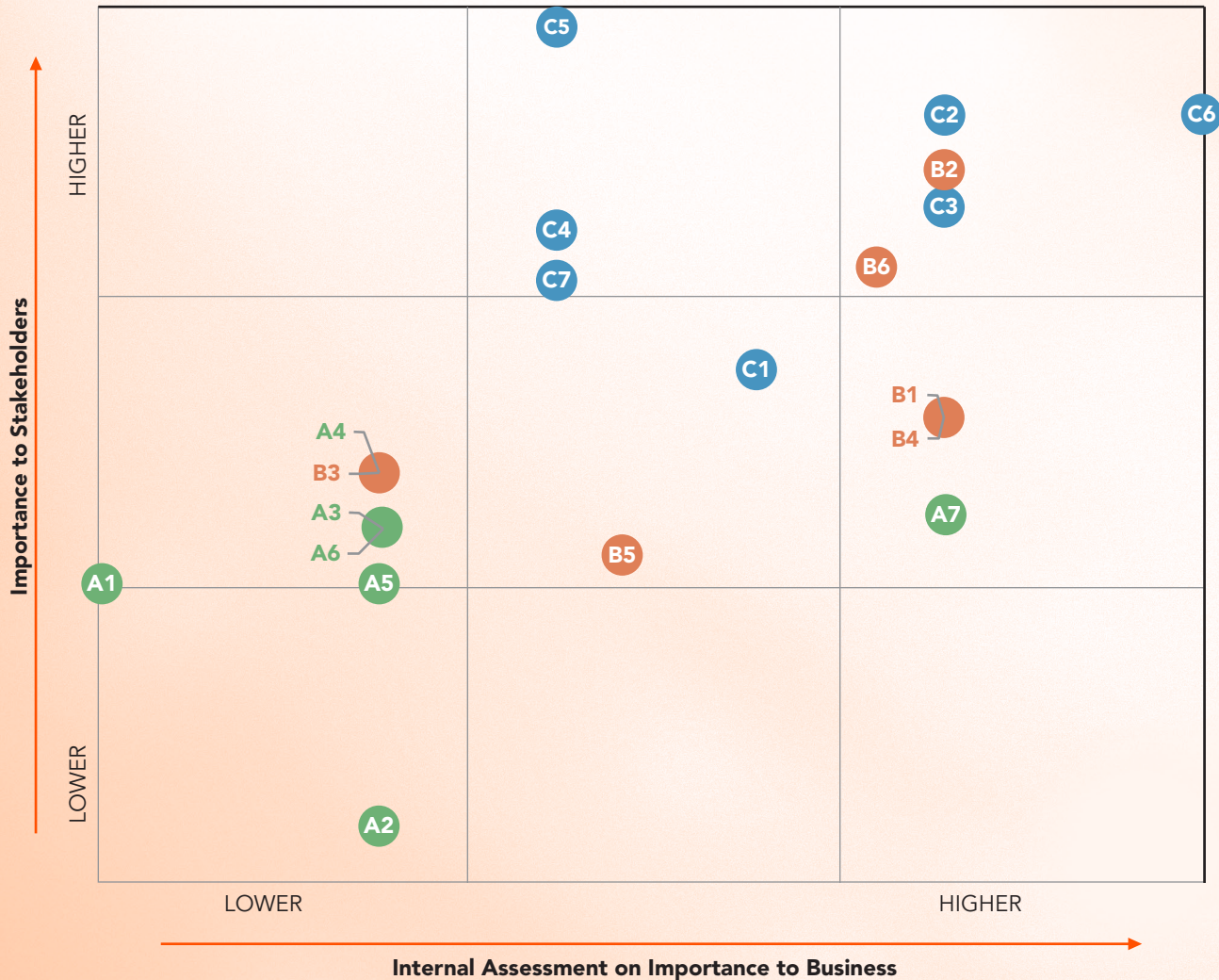


During the Reporting Period, the Group engaged the Board, management, shareholders, suppliers, contractors, and business partners, to gain insights regarding ESG related risks and challenges of the Group's operation.

Considering the particularity of local laws, regulations, industry-specific best practices, and guidelines across different jurisdictions, the material topics and areas of focus for business operations. The critical areas of focus are aligned with the objectives outlined under the three pillars including environmental aspects, social aspects and operational practices. Result of the materiality assessment and the consolidated list of material aspects are presented in the following matrix and table respectively.

Materiality Matrix

Materiality of Different Topics from Stakeholder Engagement



Environmental Aspects		Social Aspects		Operational Practices	
A1	Energy	B1	Employment	C1	Supply Chain Management
A2	Water	B2	Occupational Health and Safety	C2	Intellectual Property
A3	Air Emission	B3	Development and Training	C3	Data Protection
A4	Waste and Effluent	B4	Labour Standards	C4	Customer Service
A5	Other Raw Materials Consumption	B5	Diversity & Inclusion	C5	Product/Service Quality
A6	Environmental Protection Measures	B6	Fair and Competitive Remuneration	C6	Anti-corruption
A7	Climate Change			C7	Community Investment

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

- Anti-corruption;
- Intellectual Property;
- Occupational Health and Safety;
- Data Protection; and
- Product/Service Quality.

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.

CORPORATE GOVERNANCE

The Group recognizes the importance of ensuring its business operation align with standards of the Stock Exchange in promoting sustainable development, protecting the natural environment and fulfilling ethical responsibilities. Reviews and updates on relevant policies and procedures are conducted regularly to ensure their effectiveness according to market changes and compliance with the latest regulatory requirements.

We uphold the highest ethical standards in caring for people, society and nature. We implement sound governance principals which underpins the overall direction accountability to enhance the investment value of business operation and provide long-term returns to our stakeholders. Please refer to the Annual Report for more details on the corporate governance principles and practice.

Our approach to corporate governance emphasizes a quality Board, sound internal controls, transparency and accountability. The Board has overall responsibility of direction and supervision and overseeing sustainability in promoting the long-term success of the Company as well as making decisions in the best interests of the Company including sustainability initiatives and investment decisions.

The Board has the highest level of oversight for sustainability initiatives and reporting and manages this responsibility. Board members are briefed on and have discussions if there are critical ESG risks and climate-related risks identified throughout the year.

ESG Governance at the Group

The Group has adopted the following approaches to identify, manage and review material ESG issues:

Identify:

The management of the Company engages 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 developing initiatives in embedding sustainability in business decision-making.

Assess:

Apart from assessing the performance of the Group's ESG measures through discussion with the Group's stakeholders, the management of the Company identifies and assesses the Group's performance in respect of environmental protection and climate change.

Review:

The management of the Company will review the progress made against ESG-related goals to guide the Group to achieve better ESG performance. We have adopted a risk management process to review the Group's risks including ESG risks and climate-related transition risks. Through the Group's risk management process, a robust risk management practices have been put in place to ensure financial and operational functions, compliance control systems, material control and asset management are periodically assessed and monitored.

ESG Management Working Group

The ESG Management Working Group, otherwise known as the Corporate Green Committee, is assigned to have the responsibility in the Group's sustainability. The ESG Management Working Group consists of representatives from various departments to:

- identify issues that may affect business sustainability, shareholder value and supply chain responsibility;
- collect, analyse and validate data to ensure accurate data for reporting;
- report to the Board on the Group's ESG performance against targets and goals;
- monitor and track progress against sustainability targets and initiatives; and
- assist the Group's in the evaluating the climate-related risks and make appropriate disclosures in according to the Listing rules and TCFD's guidance on climate-related financial disclosure.

A. ENVIRONMENTAL

A1. EMISSIONS

There was no non-compliance with relevant laws and regulations that have a significant impact on the Group relating to air and greenhouse gas emissions, discharges into water and land, and 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:

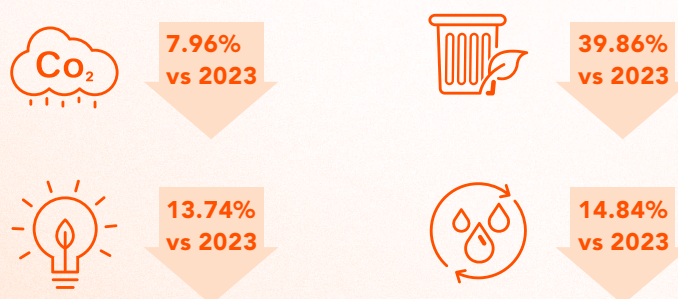
- Air Pollution Control Ordinance of the Laws of Hong Kong;
- Waste Disposal Ordinance of the Laws of Hong Kong;
- Water Pollution Control Ordinance of the Laws of Hong Kong;
- Environmental Protection Law of the PRC;
- Law of the PRC on the Prevention and Control of Environmental Pollution by Solid 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 with 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 on the preconditions that business activities would not be affected.

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 been named as a "Hong Kong Green Organization" for nine consecutive years since 2016 under the Hong Kong Green Organization Certification ("HKGOC") by the Environmental Campaign Committee and Environmental Protection Department, and has obtained the Basic Level Energywi\$e Certificate and Good Level Wastewi\$e Certificate for the Reporting Period.

Key metrics performance is shown as below:



A1.1. Air Emissions

During the Reporting Period, the Group's business did not involve any gaseous fuel consumption, and only consumed petrol for its vehicles for the daily business operations. The Group-owned, fossil-fuelled vehicles (consisting of passenger cars and light goods vehicles) contributed to the emissions of nitrogen oxides ("NO_x"), sulphur oxides ("SO_x") and respiratory suspended particles ("RSP"). The higher emission was attributed to travels by employees in selling and servicing activities after the local travel restrictions were lifted. See below for the breakdown of 2024 air emissions, as well as comparisons with the Last Reporting Period.

Mobile fuel source	2023 air emissions (non-GHG) from vehicle operations*		
	NO _x (kg)	RSP (kg)	SO _x (kg)

Petrol	237.67	22.07	0.55
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Mobile fuel source	2024 air emissions (non-GHG) from vehicle operations		
	NO _x (kg)	RSP (kg)	SO _x (kg)

Petrol	319.91	30.24	0.64
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Note: Emission factors for calculations on environmental parameters throughout this report were made reference to Appendix C2 to the Listing Rules and their referred documentation as set out by Hong Kong Exchanges and Clearing Limited, unless stated otherwise.

Note*: 2023 Air emissions had been restated to include additional vehicles' petrol consumption.

A1.2. Greenhouse Gas Emissions

During the Reporting Period, the Group's business operation resulted in Greenhouse Gas ("GHG") Emissions of 10,268.25 tonnes of carbon dioxide equivalent ("tCO₂eq."), mainly carbon dioxide, methane and nitrous oxide (2023: 11,187.25 tCO₂eq (restated)).

During the Reporting Period, the Group's GHG emissions were contributed by:

- Scope 1 – Direct Emissions from operations that are owned by or controlled by the Group;
- Scope 2 – "Energy indirect" emissions resulting from the generation of purchased or acquired electricity, heating, cooling, and steam consumed within the Group; and
- Scope 3 – All other indirect emissions that occur outside the Group, including both upstream and downstream emissions.

See below for the breakdown of 2024 GHG contributions, as well as comparisons with the Last Reporting Period.

Scope of Greenhouse Gas Emissions	GHG Emission Sources	2024 GHG Emission (in tCO ₂ eq.)	2023 GHG Emission (in tCO ₂ eq.)
Scope 1 Direct Emission			
Combustion of fuel for mobile combustion source*	Petrol	93.75	95.78
Scope 2 Indirect Emission			
Purchased electricity		10,139.70	11,022.73
Scope 3 Other Indirect Emission			
Electricity used for freshwater and wastewater treatment		11.60	0.89
Paper waste disposal		12.10	18.12
Business air travel		11.10	49.73
Total Emission (Scope 1, 2 and 3)		10,268.25	11,187.25

Notes:

1. Emission factors were made reference to Appendix C2 to the Listing Rules and their referred documentation as set out by Hong Kong Exchanges and Clearing Limited, unless stated otherwise. Scope 3 emissions were only calculated based on the available emission factors from the referred documentation.
2. According to The Ministry of Ecology and Environment of People's Republic of China: Emission factor of 0.6101 tCO₂e/MWh(2024) and 0.5703 tCO₂e/MWh(2023) was used for purchased electricity from the National Grid of the PRC; Emission factor of 0.5810 tCO₂e/MWh was used for purchased electricity from the National Grid of the PRC in 2022.
3. CO₂ emissions from the Group's business air travels were reported with accordance to the International Civil Aviation Organization (ICAO) Carbon Emission Calculator.

Note*: 2023 Scope 1 direct emissions had been restated to include additional vehicles' petrol consumption.

A1.3. Hazardous Waste

Similar to the Last Reporting Period, hazardous waste generated by the Group was mainly from lubrication oils and inks that were used for in-house printing operations. The amount of hazardous waste generation was insignificant, thus related data has not been reported.

A1.4. Non-hazardous Waste

During the Reporting Period, the Group's advertising media segment generated approximately 249.55 tonnes (2023: 414.92 tonnes) of non-hazardous waste. Types of non-hazardous waste included billboard banners, MTR posters, bus body advertisements, advertisement backlight film, advertisement canvas, and general domestic waste. All of the listed non-hazardous wastes were either disposed of or recycled by licensed collectors.

See below for the detailed breakdown of 2024 non-hazardous waste generation, as well as comparisons with the Last Reporting Period.

Type of Non-Hazardous Waste	2024 Amount (in kg)	2023 Amount (in kg)
Bus Body Advertisements	143,437.50	289,950.00
MTR Posters	3,809.20	59,930.00
Advertisement Backlight Film	21,194.00	26,850.00
Billboard Banners	37,600.00	19,200.00
Advertisement Canvas	10,518.00	12,968.00
Office Wastes	32,989.50	6,022.50
Total	249,548.20	414,920.50

Note: Total office waste is estimated by extrapolating from generated office waste of randomly chosen work day.

The Group's business units also purchased a total of 2,516.95 kg of office paper during the Reporting Period, of which approximately 65% has been certified by the Forest Stewardship Council ("FSC") or the Programme for the Endorsement of Forest Certification ("PEFC"). It has been assumed that all paper, whether stored or purchased within the organisation boundary, will eventually be disposed at landfills unless collected and recycled¹.

¹ 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

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. However, as the effects of the COVID-19 pandemic have gradually subsided during the Reporting Period, business air travel have started to return to pre-pandemic levels. Nevertheless, the Group still encourages its employees to limit the use of business air travel wherever possible.

During the Last Reporting Period, to account for future changes in the Group's scope and business operations, the Group had made the decision to revise its emissions target to be based on emissions intensity instead. As such, the Group had set the long-term target of reducing its total GHG emissions intensity by 5% in 10 years from 2022, or by 2032.

The Group has recorded an increase in scope 1 GHG emissions for the Reporting Period. Based on these results, the Group shall closely monitor its GHG emissions for the next reporting period, and either implement further emissions mitigation measures or redefine its baseline depending on its progress.

A1.6. Waste Handling and Reduction Initiatives

In Hong Kong, the Group has implemented the Waste Management Plan to ensure appropriate handling of advertising wastes. Recycling protocol must be strictly followed for all used and retired advertising materials. Under all circumstances, landfill is the least preferred choice for disposal. Waste reduction campaigns are implemented within the offices to minimise waste generation during day-to-day operations and enhance employees' awareness and dedication to environmental protection. During the Reporting Period, the Group has achieved the committed initiatives in recycling and reprocessing rate for significant portion 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. This application aims to protect the advertising displays from external damages, which resulted in prolonged shelf life and reduced needs for reprinting.

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. We promote a simple and moderate, green and low-carbon lifestyle and encourage employees to adopt. The Group is evaluating the initiatives in implementing energy-efficient lighting systems. We have already implemented power-saving settings on electronic devices and encouraged employees to turn off lights and equipment when not in use. We have periodically inspection on air conditioning systems to prevent leaks and focus on enhancing operations efficiency.

Moreover, the Group recognises that the disposal of paper waste can indirectly contribute to its GHG emissions. We developed work procedures to use digital documentation and communication to reduce paper consumption and minimise the indirect emissions associated with paper waste disposal in landfills. Additionally, employees are well aware of the practice of double-sided printing is in place whenever feasible, which helps reduce paper waste and conserve resources.

Below highlights some measures taken by the Group in the office area to reduce GHG emissions:

- Installing energy-efficient lighting in work area
- Making use of standby mode for all electrical appliances, including computers, photocopiers and printers
- Placing recycling boxes next to photocopiers for the collection of paper for recycling
- Employees use electronic means such as emails and data storage devices to reduce paper consumption
- Installing water distillation water system and eliminating paper and plastic cups

During the Last Reporting Period, the Group had set the target to reduce its waste generation intensity by 5% in 10 years from 2022, or by 2032.

A2. USE OF RESOURCES

A2.1. Energy Consumption

Direct/Indirect Energy Sources	2024 Consumption (in MWh)	2023 Consumption (in MWh)
Electricity	16,601.47	19,327.95
Petrol*	373.22	351.63
Total	16,974.69	19,679.58

Note: Conversion factors were used pursuant to IEA Energy Statistics Manual and 2006 IPCC Guidelines for National Greenhouse Gas Inventories.

Note*: 2023 petrol consumption had been restated to include additional vehicles' petrol consumption.

In line with our commitment to environmental protection, the Group has implemented the Environmental Policies and Procedures, in maximising energy efficiency and reducing overall energy consumption during our operations. The Group had conducted assessments of energy efficiency and identified initiatives in improving energy saving in office and in advertising space. The improvement in advertising space is shown in A2.3.

During the Reporting Period, the Group consumed approximately 16,601.47 MWh of electricity for its office and business operations (2023: 19,327.95 MWh), which presenting 14.1% reduction. The decreases were influenced by decreases in advertising space as well as initiatives in reducing electricity in offices. The petrol consumption was 373.22 MWh (2023: 351.63 MWh), which representing 6.1% increases due to restrictions of travel were lifted in China.

Below highlights some key initiatives taken by the Group in energy saving:

- Procurement of electrical appliances with high energy efficiency ratings, such as China Energy Label Grade 1, will be prioritised over those with lower energy efficiency performance.
- Employees have adopted procedures to turn off the power supply when electrical appliances are not in use.
- Set and maintain air-conditioned room temperature between 24°C and 26°C in summer.
- Check frequently all ductwork and equipment to identify any leaks, especially around joints, coils, casings, access openings and dampers in their closed positions.
- Check regularly all automatic temperature controls to ensure that they are operating properly.

Total Group's energy consumption for the Reporting Period can be mostly attributed to the decreases in electricity used for its advertising, which saw a 13.7% decrease from the Last Reporting Period.

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 1,155.95 m³ (2023: 1,357.31 m³). This corresponds to 14.8% decrease from the Last Reporting Period respectively.

Employees have also taken measures to minimise daily water usage and improve the efficiency of water sources, and they are encouraged to turn off water taps after use and reported any potential leakage for faucets and pipes to the Administrative Department for immediate repair and maintenance.

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 advertising solutions and to invest in research and development.

The Group has been exploring different means to achieve more sustainable advertising solution, for example traditional billboards have been upgraded to digital version, taking Singapore media as an example, over 60% media assets in Singapore has been digitalized.

By adopting digitalization and new lighting materials, the Group deployed several key projects:

a) *LED Deployment at Mong Kok New Town Mall*

The Group has championed a new initiative in transforming traditional advertising banners to LED Displays at Mong Kok New Town Mall, showcasing our dedication towards supporting green and sustainability in the our community. LED technology not only delivers more captivating advertisements but also significantly reduces energy consumption, contributing to a more sustainable environment.

This project involved using with energy-efficient LED lights in the design and implementation and major achievements included:

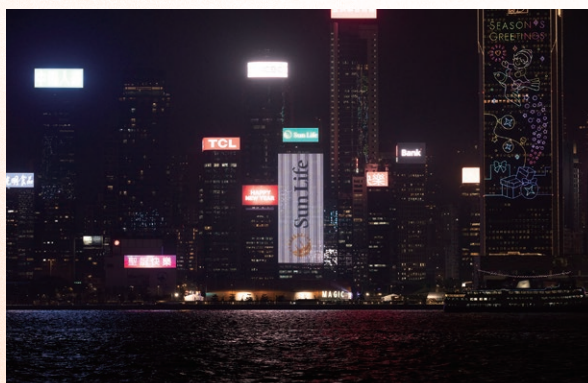
- **Cost Savings:** LEDs use significantly less power than fluorescent light fittings. The project achieved up to 40% energy consumption.
- **Carbon Emissions Reduction:** the project reduced GHG emission and pollution as LEDs have longer lifespan and reduce frequency of lighting replacements.
- **Waste Reduction:** the project eliminated the waste of 50 square meters of PVC banner material every quarter, further enhancing our commitment to eco-friendly practices.
- **Complementary Interventions:** the project is part of a broader sustainability initiative that can drive wider deployment in other outside advertising and marketing.



Digitalization project using LED at Mongkok New Town Mall

b) *Chinachem Century Tower*

Another project for LED lighting focused on energy efficiency and emission reduction. The project has employed lightweight and adaptable materials to deliver equivalent advertising impact while minimizing environmental burden. By meticulously selecting green products in the LED market, it had effectively reduced carbon emissions. This initiative has resulted in 6.5% emission reduction, which encompassing waste, transportation, and power usage.



Energy efficiency and emission reduction at Chinachem Century Tower

c) *Hang Seng Tsim Sha Tsui Building*

Another project in using big data to optimize sound data and setting, the Group has successfully achieved low sound advertisement videos and aligned with Environment and Ecology Bureau regulations. A good feedback obtained from customers that noises and pollution were acceptable to neighborhood resident.

The Group continued support to Earth Hour Campaign. Also, the Group encouraged our landlords to support the “Charter on External Lighting” launched by The Environment Bureau (ENB). To switch off lighting installations of decorative, promotional or advertising purposes which affect the outdoor environment during the preset time.

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.

A2.4. Water Use Efficiency Initiatives

While the Group has not yet implemented any official policies, water conservation practices are nevertheless encouraged throughout its offices. Overall, water consumption in the offices and business operations was insignificant, and thus the Group has not set any reduction targets for water consumption. There was no issue in sourcing water that is fit for the purpose of the Group’s daily operation.

A2.5. Packaging Materials

The Group used a minimal amount of packaging materials for transportation and distribution of advertising materials, mainly paper and wood. Since the weight of those packaging materials were too small and it had not been reported in this report.

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.

The Group is aware of the importance of protecting natural resources. We implemented different policies to manage the impact of our business operations on the environment and natural resources. Paper is an important resource consumed in the Group's daily business operations. To mitigate environmental impact and minimize paper consumption, the Group focuses on developing recycling measures and requires all employees to minimize the use of office resources such as paper and printers. In addition, the Group continues to actively promote the "Paperless Office", encouraging employees to transmit information and documents in electronic format, reduce photocopying and printing, or store drawings and product information electronically to facilitate data search, management, and sharing, further reducing dependence on and consumption of paper.

The Corporate Green Committee continues to strengthen the Group's sustainability performance across a wide spectrum of environmental issues. The 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-polyvinyl chloride are sourced for advertising production to meet growing customer demand on sustainable solutions 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.

A4. 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. The Group recognises that climate change will undoubtedly be of increasing concern to the Group and industry as a whole for the foreseeable future, and thus the Group also agrees with the latest scientific findings of the Intergovernmental Panel on Climate Change (the "IPCC") regarding climate change.

Adopted the recommendations of the TCFD, the Group went through a systematic, disciplined process for identifying, assessing and managing the Group's climate-related risks for sustainable business development. We commit to strengthening our climate risk management practices to better navigate arising challenges.

The Group has complied to climate-related disclosures for the four core elements, namely, Governance, Strategy, Risk Management, and Metrics and Targets of TCFD recommendations on climate-related financial disclosure.

A4.1. Governance

Due to the nature of business as an out-of-home media company, climate change has not posed significant threat to the Group's business operation. As such, the Group has not formulated any official policies regarding climate change. Strategies on climate change are considered to be ESG-related issues, and thus its management is delegated to the ESG task force team.

For further details of the Group's ESG governance, please refer to the section "Corporate Governance" of this report.

A4.2. Strategy

However, the Group has identified relevant climate-related risks and assessed their potential financial impacts. The climate risks identified, their time horizon, trend, and the potential financial impacts affecting the Group are shown below.

	Climate Risks	Time horizon	Trend	Potential financial impact
Physical Risks	Acute	Short term	Increase	Extreme weather events with increased severity during cyclones, hurricanes, storm surges and floods can cause supply chain interruption by bringing damage to local infrastructure, potential damage to offices and outdoor advertisements, and disruption to human resources.
	Chronic	Long term	Increase	Longer-term shifts in climate patterns can increase capital costs, operating costs, costs of human resources and increased insurance premium.
Transition Risks	Technology	Long term	Increase	During the transitional period, the Group expects increased procurement expenditures to introduce new and alternative technologies, and the additional cost of adopting/deploying new practices and processes.
	Policy and Legal	Short to medium term	Increase	Implementation of tightened environmental laws, stringent requirements on climate disclosures and carbon pricing system increases operating costs.
	Market	Short term	Increase	During the transitional period, the Group might face a decrease in revenue due to higher environmental requirements of clients, if no strategy has been set accordingly.
	Reputation	Short to medium term	Increase	Stakeholders' concerns on climate-related issues of the Group might dampen the investment sentiment of investors, impacting the stock price and market capitalisation of the Group, and hence increasing the liquidity risk.

As for opportunities arising from climate change, the Group foresees that new arising green industries may see huge growth under the pressure of climate change, which may act as potential new clients for the Group to produce advertising for.

A4.3. Risk Management

An ESG risk assessment was conducted based on assessing the possibility and impact of each identified risk into three levels: high, medium and low. Risks are then prioritised and classified into the overall risk levels, high, medium and low based on the possibility and impact ratings.

Risk levels	Definition of the overall risk levels
High	Risks at this level may have serious consequences. It is highly likely that there will be some impacts to the Group and hindrance for the Group to achieve strategic goals.
Medium	Risks at this level may have serious consequences, but they are less likely to occur. Conversely, the consequences could be minor in nature, but the probability of occurrence is higher.
Low	Risks at this level have limited harm and consequences for the Group to achieve its strategic goals, and the probability of occurrence is low.

The Group has identified its risk profile based on the climate-related risks suggested by the TCFD recommendations on climate-related financial disclosure. All climate-related risks are assessed to be in high risk levels according to the risk assessment.

	Climate risks	Overall risk level	Management Approach
Physical	Acute	Medium	<ul style="list-style-type: none"> Prepared relevant contingency strategies for extreme weather events, such as work-from-home arrangements for non-essential employees
	Chronic		
Transition	Policy and Legal	Medium	<ul style="list-style-type: none"> Engaged with professionals to provide advice on climate-related issues Continuously monitor the latest climate-related regulations and trend
	Technology	High	<ul style="list-style-type: none"> Further adopt green technology and materials for use in advertising billboards and posters
	Market	High	<ul style="list-style-type: none"> Diversify supply chain and customer base
	Reputation	Medium	<ul style="list-style-type: none"> Continuously monitor the latest climate-related regulations and trend

A4.4. Metric and Targets

To measure the level and impact of the Group's climate-related risks, the Group monitors metrics and indicators to ensure an effective and quantitative assessment. The Group monitors and reviews its Scope 1, Scope 2, Scope 3 GHG emissions (in tCO₂eq.), total GHG emissions (in tCO₂eq.) and GHG emission intensity (in tCO₂eq./million RMB revenue) regularly. A summary of metrics is shown in Appendix.

B. SOCIAL

B1. EMPLOYMENT

The Group abides by all applicable laws and regulations in Mainland China, Hong Kong, and Singapore 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;
- Employment Act of Singapore;
- 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, there was no non-compliance with relevant laws and regulations that have a significant impact on the Group relating to compensation, dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.

As of 31 December 2024, the Group had a total number of 579 employees (2023: 796), 564 full-time employees (2023: 782) and 15 part-time employees (2023: 14). Key metrics performance is shown as below:



Details of employee’s demographics were shown in Appendix.

Turnover Figures

A total of 238 (2023: 302) employees left the Group during the Reporting Period, which corresponds to a turnover rate of 41.11% (2023: 37.94%). The high turnover rate compared to the Last Reporting Period is due to the streamlining of staff structure and restructuring the tasks for Hong Kong business. Detailed breakdown of 2024 turnover rate by employee group was shown in the Appendix.

Nurturing Diversity and Inclusion

As stated in the Group’s employment policy, as well as in accordance with the Sex Discrimination Ordinance of the Laws of Hong Kong, Disability Discrimination Ordinance of the Laws of Hong Kong, Family Status Discrimination Ordinance of the Laws of Hong Kong, and other related laws and regulations, 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 laws.

The Group Policy lays out our human rights commitments to employees, suppliers and other stakeholders to maintain equitable and safe workplaces and engage in business conduct free from discrimination and harassment.

The Group periodically organises activities and events for employees to promote better internal communication and engagement, as well as their overall wellness. During the Reporting Period, the Group has held various gathering activities for its employees, including birthday celebrations, hiking and picnic gatherings, book clubs, sports meets, outdoors team building activities, Yuanxiao Festival celebrations, Dragon Boat Festival celebrations, and Mid-Autumn Festival celebrations. Going forward, the Group shall continue prioritising steady, supportive internal communications with its employees.

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. There was no non-compliance with relevant laws and regulations that have a significant impact on the Group relating to providing a safe working environment and protecting employees from occupational hazards during the Reporting Period.

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, Workplace Safety and Health Act of Singapore, 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. The Group also provides employees' compensation insurance for its workers and provides medical insurance to all employees who have passed probation, which include general consultations, dental appointments, hospitalisations, and surgeries. In addition, the Group covers the cost of general, specialist, and Chinese medicine consultation, and extends this benefit to spouses of its employees.

To minimise the risk of work injuries, the Group also implements various measures at its workplaces. These include keeping a clear passage in work environments, conducting regular cleaning and maintenance of ventilation systems in its work areas, and monitoring and controlling temperatures in working environments to avoid employees working in extreme hot or cold conditions.

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.

Supporting Employee Wellness and Wellbeing

The Group supports our employees by providing access to resources and programmes to enhance both mental and physical wellness. Management provide feedback to employees annually by listening to their concerns and providing timely assistance when needed. The Group will review the medical coverage for employees and provide necessary support enhancing employees' physical and mental health.

The management is committed to conducting periodically workshops to improve employee health and wellbeing and establish relevant initiatives to support employees including activities, resources, and support enhancing work-life balance, reducing stress, improving job satisfaction, and fostering a positive workplace culture.

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 for 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.

Occupational Health and Safety Data

	2024	2023	2022
Work related fatality	0	0	0
Fatality rate	0.00%	0.00%	0.00%
Work injury cases >3 days	0	1	0
Work injury cases ≤3 days	0	0	0
Lost days due to work injury	0	278.5	0

B3. DEVELOPMENT AND TRAINING

The Group is committed to investing in its people and the management team regularly discusses and recommends base on business current updates and future needs. The Group 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 potential. 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.

We focus on investing in future leaders to support the Group's core businesses growth while nurturing the Group's talent pipeline to retain high-performing employees. The Group aims to incorporate business management and supervisory skills in the management training. This could assist the Group in building sustainable leadership and talent pipelines to support business growth and employees' loyalty and commitment to the Company. An appraisal are carried out annually to evaluate employees' performance. This is also supported by comprehensive performance management and reward processes to ensure equality, engagement and retention.

The Group also provides on-the-job training to its contract workers, as to ensure they can adapt to their work environment in a seamless manner. The Group values the contributions of its contract workers and thus provides development and training opportunities accordingly to support employees at work, as well as to acquire additional skills and knowledge to enhance work efficiency. Training sessions covered a wide range of aspects, including staff orientation, spatial design, presentation design, operation, occupational health and safety, market trends, sales and marketing, experience sharing, human resources, management and self-development, augmented reality and metaverse, 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 the courses from their phones and computers. The platform allows employees to share their expertise, industrial news, and knowledge with each other and the Group periodically reviews the online learning platform and improve the content and delivery to the users.

Employee Training Data

2024 average training hours for the Group was 5.06 hours per employee (2023: 10.28 hours per employee). The decline was due to safety training and physical well-being training, which were conducted in 2023 for all employees due to pandemics, was not repeated in 2024. Details of training by the employee group was shown in Appendix.

B4. LABOUR STANDARDS

There were no major changes in policies, and there was no non-compliance with relevant laws and regulations that had a significant impact on the Group relating to child labour 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, Singapore, 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 any 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.

The Group has zero tolerance towards child or forced labour. If any case of non-compliance with labour standards is discovered, the Group will immediately terminate employment and further investigate to avoid recurrence. If any incidents of child or forced labour is discovered with its suppliers or business partners, the Group will immediately terminate its business activities with the offending party to prevent further occurrence of illegal activities. In both cases, the Group will also reach out to authorities or regulators for remedial actions.

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 a quarterly basis. The Group conducted regular reviews on suppliers' performances so as to assist the selection process for suppliers in the future. The Group will continue expanding assessment criteria and procedures for 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 materials and products whenever possible. The Group encourages 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, there was no non-compliance with relevant laws and regulations that have a significant impact on the Group relating to health and safety, advertising, labelling and privacy matters relating to products and services and methods of redress.

Quality Assurance

The Group has established a standardised quality inspection process and assurance guidelines to ensure the delivery of high-quality advertising products at airports, metro lines, billboards, and buildings. The quality of every advertisement installation 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 installation 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 content 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.

In addition, there had been no products sold or shipped subject to recalls for safety and health reasons during the Reporting Period. In the case of any advertisement recalls, the Group will arrange for relevant personnel to immediately withdraw the products in question, as well as carry out review procedures to avoid recurrence.

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 work involved, thus customer complaints and product recalls will be handled in a consistent and timely manner.

Intellectual Property ("IP") and Data Protection

As stated in the Staff Handbook, employees have the responsibility to protect the Group's 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 the 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 complies with the Personal Data (Privacy) Ordinance (Cap. 486 of the Laws of Hong Kong). Any newly recruited employee needs to sign an agreement on personal data collection which gives consent to the Group to use his/her 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 be disclosed to related third party companies for banking, insurance, medical and pension fund purposes. Employees' personal data will be kept in the Group after leaving for resume checking requested by other parties and retirement handling.

Fingerprints are 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 leaves 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 (Cap. 201 of the Laws of Hong Kong), Law of the PRC on Anti-money Laundering, and the Prevention of Corruption Act of Singapore. During the Reporting Period, there were no major changes in the Group's Anti-Corruption Policy which contains 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 misconduct. 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.

In accordance with its commitment set out in the previous ESG Report, the Group has carried out anti-corruption training during the Reporting Period. In total, the Group has conducted 76 hours of anti-corruption training to 19 employees (2023: total 148 hours) and 5 hours of anti-corruption training to 5 Directors (2023: total 5 hours), covering topics such as anti-bribery, avoiding conflict of interest, and business ethics.

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.

During the Reporting Period, there was no non-compliance with relevant laws and regulations that had a significant impact on the Group relating to bribery, extortion, fraud and money laundering.

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.

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

- a) **We have actively participated in "EmpowHer" programme, not only in terms of sponsorship but also actively participate in their community work**

Asiaray Coheres the Power of "Her"

The Company has been supporting community work and was honored to be one of the partners of the EmpowHER2B project. Together with Standard Chartered Bank and 5 other corporates, we have promoted and launched a series of themed activities aimed at creating a more female-friendly workplace and becoming strong supporters behind them.

The 3-year-long EmpowHER2B project is launched by Standard Chartered Bank in collaboration with Social Ventures Hong Kong. By raising funds from corporate clients across various industries, the project aims to help women who return to the workforce, in need of mental guidance and support in career planning, or those wanting to start their own businesses, by increasing opportunities for communication and experimentation, as well as in enhancing their skills to achieve more breakthroughs and accomplishments in the workplace.



Asiaray actively support women who would like to return to workforce but encounter difficulties due to family duties



Asiaray being partner of the EmpowHER2B project

b) 友您為師邁向明天 **Mentoring Program**

Mentoring with Love, Asiaray Moves Towards Tomorrow with Young People

The Group has always supported charitable initiatives, adhering to the core value of “taking social responsibilities and caring for the community”. The Group actively fulfills its social responsibilities, and its chairman, CEO, and executive Director, Mr. Lam Tak Hing, Vincent *JP*, was awarded the China Charity Award in 2023.

The Group’s chairman, Mr. Lam, as Chairman of the Kowloon Federation of Associations’ Professional Committee, along with Mr. Kwan Tat Cheong, the executive Director, visited HSBC Headquarters with students to provide professional career guidance to aspiring youth. Through the “With Your Mentor, Moving Towards Tomorrow” Mentorship Program, we aim to cultivate more professionals for society, helping to realize young people’s dreams.

Looking ahead, the Group will continue to assist various groups in society and walk alongside ambitious young people. We will continue our core value of “Benevolence”, to actively fulfil the social responsibilities in nurturing more aspiring young people.



Mr. Lam Tak Hing, Vincent *JP* encourage youth during Mentoring Program



Mr. Lam Tak Hing, Vincent *JP* lead mentees to HSBC headquarter



Mr. Lam Tak Hing, Vincent *JP* share invaluable experience to mentees

c) 冬日保齡嘉年華 Winter Bowling Carnival

Asiaray support underprivileged children through sport

The Group believes accessing to sport should be a universal right for kids, but unfortunately, even school sports have issues with access that are dependent on socioeconomic status.

The Group has always supported sporting events such as the 2025 IBF Bowling World Cup and the Para Bowling World Championships. In 2024, the Group collaborated with Hong Kong, China Tenpin Bowling Congress and Kowloon Federation of Associations to organize “Winter Bowling Carnival” for the underprivileged youths to enjoy playing bowling. The Hong Kong, China Bowling National Team besides conducted sharing session with the youths, also acted as coaches for the youths and taught them basic bowling techniques.

We believe this event can provide a culture of growth and inclusion as sports can drive positive effects in enhancing physical and emotional well-being of these underprivileged youths.



Mr. Lam Tak Hing, Vincent JP actively involved in Winter Bowling Carnival



China Bowling National Team acted as coaches for youths

The Group will continue to collaborate with non-government charity organisations to help the people and the community in need. We offer 157 hours community work, and we recognise the positive difference that volunteers can make to its local communities and how it can provide staff members with a sense of community and purpose through volunteering events. We care for our community.

APPENDIX

Details of Performance Summary

KPIs	KPIs Description	UoM	2024	2023	2022 (Based Year)
A1.1 Emissions	Nitrogen Oxides	Kg	319.91	237.67	171.54
	Sulphur Oxides	Kg	0.64	0.55	0.39
	Particulate Matter	Kg	30.24	22.07	16.17
A1.2 Greenhouse Gas	Scope 1- Direct GHG emissions	tCO ₂ e	93.75	95.78	70.56
	Mobile Vehicles				
	Total direct carbon dioxide equivalent emission	tCO ₂ e	93.75	95.78	70.56
	Intensity of total direct GHG emissions	tCO ₂ e/ RMB'000 Revenue	<0.01	<0.01	<0.01
	Scope 2 - Energy Indirect GHG emissions				
	Purchased Electricity	tCO ₂ e	10,139.70	11,022.73	10,313.27
	Total energy indirect GHG emissions	tCO ₂ e	10,139.70	11,022.73	10,313.27
	Intensity of total energy indirect GHG emissions	tCO ₂ e/RMB'000 Revenue	<0.01	<0.01	<0.01
	Scope 3 - Other indirect GHG emissions				
	Electricity used for freshwater and wastewater treatment	tCO ₂ e	11.60	0.89	1.22
	Paper waste disposal	tCO ₂ e	12.10	18.12	18.50
	Business air travel	tCO ₂ e	11.10	49.73	26.48
	Total other indirect GHG emission	tCO ₂ e	34.80	68.74	46.20
	Intensity of total GHG emissions	tCO ₂ e/ RMB'000 Revenue	<0.01	<0.01	<0.01
A1.3 Hazardous Waste	Total hazardous waste produced	Tonnes	Nil	Nil	Nil
	Intensity of hazardous waste produced	Tonnes/ RMB'000 Revenue	Nil	Nil	Nil
A1.4 Non-hazardous Waste	Total non-hazardous waste produced	Tonnes	249.55	414.92	370.21
	Intensity of non-hazardous waste produced	Tonnes/RMB'000 Revenue	<0.01	<0.01	<0.01

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE REPORT

KPIs	KPIs Description	UoM	2024	2023	2022 (Based Year)
A2.1 Energy	Direct Energy Consumption				
	Petrol	MWh	373.22	351.63	235.16
	Total direct energy consumption	MWh	373.22	351.63	235.16
	Intensity of direct energy consumption	MWh/RMB'000 Revenue	<0.01	<0.01	<0.01
	Indirect Energy Consumption				
	Purchased Electricity	MWh	16,601.47	19,327.95	17,750.89
	Total indirect energy consumption	MWh	16,601.47	19,327.95	17,750.89
	Intensity of indirect energy consumption	MWh/RMB'000 Revenue	0.02	0.01	0.01
	Total energy consumption	MWh	16,974.69	19,679.58	17,986.05
	Intensity of total energy consumption	MWh/RMB'000 Revenue	0.02	0.01	0.01
A2.2 Total Water Consumption	Total Water Consumption	M³	1,155.95	1,357.31	1,924.82
	Intensity of total water consumption	M³/RMB'000 Revenue	<0.01	<0.01	<0.01
A2.5 Packing Material	Paper	Tonnes	Nil	Nil	Nil
	Total packaging material used for finished goods	Tonnes	Nil	Nil	Nil
	Intensity of total packaging material used for finished goods	Tonnes/RMB'000 Revenue	Nil	Nil	Nil
B1.1 Total Workforce	Total Workforce	Person	579	796	932
	By Gender				
	Male	Person	274	375	469
	Female	Person	305	421	463
	By Employee Type				
	Full-time	Person	564	782	919
	Part-Time	Person	15	14	13
	By Employee Category				
	Management	Person	139	273	295
	Frontline and other employees	Person	440	523	637
	By Age Group				
	18-25	Person	18	39	58
	26-35	Person	227	332	415
	36-45	Person	254	300	320
	46-55	Person	66	108	124
	56 or above	Person	14	17	15
	By Geographical Location				
	China	Person	484	653	768
	Hong Kong	Person	86	136	164
	Singapore	Person	9	7	N/A

KPIs	KPIs Description	UoM	2024	2023	2022 (Based Year)
B1.2 Employee Turnover rate for full time employees	Total Workforce	%	41.11%	37.94%	35.53%
	By Gender				
	Male	%	37.23%	40.00%	31.98%
	Female	%	44.59%	36.10%	38.66%
	By Employee Type				
	Full-time	%	41.84%	38.11%	35.26%
	Part-Time	%	13.33%	28.57%	38.46%
	By Employee Category				
	Management	%	29.50%	27.84%	25.76%
	Frontline and other employees	%	44.77%	43.21%	39.72%
	By Age Group				
	18-25	%	100.00%	79.49%	65.52%
	26-35	%	54.19%	41.57%	41.20%
	36-45	%	27.17%	31.33%	26.88%
	46-55	%	34.85%	31.48%	22.58%
	56 or above	%	35.71%	29.41%	40.00%
	By Geographical Location				
	China	%	34.71%	32.62%	31.12%
	Hong Kong	%	75.58%	65.44%	54.88%
	Singapore	%	55.55%	0.00%	NA
B2.1 Number and rate of work-related fatalities occurred in each of the past three years, including the reporting year.	Number of work-related fatalities	Person	0	0	0
	Rate of work-related fatalities	%	0%	0%	0%
B2.2 Lost days due to work injury	The number of lost-days as a result of work injuries	days	0	278.5	0
B3.1 The percentage of Full-time employees trained	Total percentage of employees trained	%	56.48%	98.62%	83.25%
	By Gender				
	Male	%	53.65%	114.93%	80.39%
	Female	%	59.02%	97.39%	86.15%
	By Employee Category				
	Management	%	58.99%	90.48%	80.28%
	Frontline and other employees	%	55.68%	113.58%	84.62%
B3.2 The average training hours completed by full-time employees	Average training hours per employee	Hours	5.06	11.43	12.32
	By Gender				
	Male	Hours	5.10	11.12	11.33
	Female	Hours	5.03	9.53	13.42
	By Employee Category				
	Management	Hours	4.39	11.83	11.32
	Frontline and other employees	Hours	5.28	9.47	12.85
B5.1 Number of Suppliers	By geographical region				
	China	Number	14	19	19
	Hong Kong	Number	4	4	4

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE REPORT

KPIs	KPIs Description	UoM	2024	2023	2022 (Based Year)
B6.1 Percentage of total products sold or shipped subject to recalls for safety and health reasons	Percentage of total products sold or shipped subject to recalls for safety and health reasons	%	0%	0%	0%
B6.2 Number of products and service related complaints received	Number of products and service related complaints received	No. of complaints	0%	0%	0%
B7.1 Number of concluded legal cases regarding corrupt practices	Number of concluded legal cases regarding corrupt practices	No of cases	N/A	N/A	N/A
B7.3 Number of training hours on anti-corruption	Number of hours per employee	Number	4	1	1
	Number of employees trained				
	Directors	Person	5	5	5
	Management	Person	8	19	6
	Frontline and other employees	Person	11	124	71
	Total Number of Training Hours	Hour	81	148	82
B8.1 Community Investments (e.g. education, environmental concerns, labour needs, health, culture, sport)	Community Investments (e.g. education, environmental concerns, labour needs, health, culture, sport)				
	Education	RMB'000			
	Culture	RMB'000			
	Sport	RMB'000	658.14		
	Donation	RMB'000	1,140.47	90	9
B8.2 Resources contributed (e.g. money or time)	Resources contributed (e.g. money or time) Volunteers' hours in community service	Hour	157	76.5	80



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