

ESG Report | 2025

Pico Far East Holdings Limited Stock Code 752
(Incorporated in the Cayman Islands with Limited Liability)

Environmental, Social and Governance Report



pico

FROM GOOD
TO AMAZING
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Chairman's Message

In a year marked by continued geopolitical uncertainty, economic recalibration and rapid technological change, Pico remained focused on strengthening long-term resilience through responsible growth, innovation and disciplined execution. While navigating an evolving global landscape, we continued to reinforce our position as a global Total Brand Activation leader by delivering impactful, data-driven Integrated Brand Experiences (“IBE”) for clients across markets.

Sustainability remains integral to how we operate and create value. Pico's ESG framework is centred on responsible business practices, environmental stewardship, people development and community engagement, embedded across the Group's strategies and daily operations. Throughout the year, sustainability considerations continued to be integrated into decision-making, risk management and operational execution, including project evaluation processes and ESG considerations in vendor engagement.

Innovation and digital enablement remain key drivers of our resilience. Pico's Content, Community, Creative, Technology and Data (“3C+D”) strategies, supported by the continued enhancement of our centralised deployment centre model and AI-embedded PowerONE unified IT system, have strengthened collaboration across our global network and partner ecosystem. In parallel, we further developed a suite of in-house AI tools to support both client brand activation and internal operational efficiency. These initiatives enabled more data-driven insights, improved resource utilisation and measurable outcomes across projects, including large-scale activations that, in one representative case, reached audiences of more than 124 million. Through these capabilities, and by sharing expertise at leading industry forums, Pico advances industry practices that enable meaningful engagement with diverse communities and convey shared values that support more resilient economic, social and environmental outcomes. In this way, we contribute to global sustainability priorities.

Pico's environmental performance continued to progress in measurable ways. Carbon emissions intensity declined by 35% to 1.18 tonnes per employee compared with the previous reporting period. A key driver of this improvement has been the expansion of on-site renewable energy. Group-wide rooftop solar installations now generate approximately 4 million kWh of renewable electricity

annually, avoiding around 2,800 tonnes of carbon dioxide emissions each year. This translates to an annual carbon absorption of 140,000 mature trees. We remained committed to disciplined energy management and steady progress towards lower-carbon operations.

Our people remain central to Pico's success. We foster an “everybody learns and everybody teaches” culture through structured sharing of our vision, mission, values and culture, supported by long-established apprenticeship and cross-region learning programmes. By leveraging our global network, we actively share knowledge and perspectives across regions, strengthening collaboration, adaptability and professional growth. We remain committed to a safe, inclusive and supportive workplace, reflected in strong health and safety performance and a diverse workforce of over 2,800 employees across 37 cities worldwide, with a female-to-male ratio of 47:53.

Through Pico Global Care in Action and our broader business activities, our initiatives during the year were aligned with 10 United Nations Sustainable Development Goals, as set out in this report. Our teams contribute time, skills and resources to educational, cultural and social initiatives, including support for children and individuals in need. In parallel, we work closely with clients to deliver projects that generate positive social and community impact, applying creativity, scale and expertise to help make the world a better place.

As we continue to navigate a volatile and uncertain global environment, we remain clear that sustainable business success depends on balancing performance with responsibility. Pico will continue to maintain its global market focus on growth opportunities across diversified regions while maintaining disciplined, value-driven operations. By embedding ESG principles into our strategy, operations and partnerships, we aim to create enduring value for shareholders while contributing positively to society and the environment. I would like to thank our colleagues, clients and stakeholders for their continued trust and support as we move forward together.

Lawrence Chia Song Huat
Chairman
Pico Far East Holdings Limited

Sustainability at a Glance

50+

Driving Excellence

Years of business success

40+

Awards worldwide

2,300+

Nurturing Talent

Full-time employees worldwide

47%/53%

Female / Male workforce

64%/36%

Workforce under age 40/40 and above

6,039,433 kWh

Caring for the Environment

Total energy use

2,087 kWh

Energy use per employee

in our main operations*

3,418 tonnes

Total carbon emissions

1.18 tonnes

Carbon emissions per employee

in our main operations*

* The Group's main operations comprise offices in Asia, Australia, Europe, the Middle East and the United States.

Unless otherwise stated, information in this section applies to the financial year ended 31 October 2025.

About this Report

Corporate Profile

Pico is a global Total Brand Activation company listed on The Stock Exchange of Hong Kong Limited (“HKEX”) since 1992 (stock code: 752).

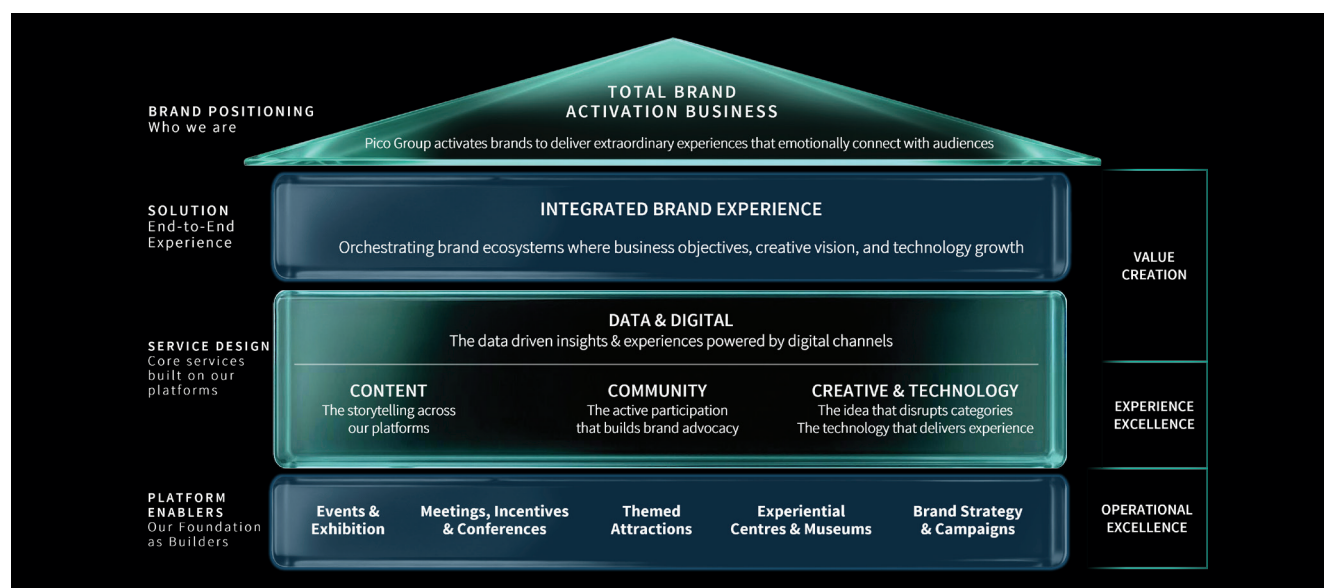
Pico’s success and leadership is built on innovation and a forward-looking willingness to embrace change. It all begins with defining our purpose, vision and mission, values and culture. Our objective is to build a resilient organisation that can move with the times and overcome challenges.

Our uniqueness and strengths are founded on the diversity of over 2,300 inspired professionals working in 37 cities around the world. They deliver cross-platform campaigns

with powerful activations that utilise our Content, Community, Creative, Technology and Data (“3C+D”) strategies to deliver Integrated Brand Experience solutions that fulfil all client marketing needs. We call this Total Brand Activation.

Our Integrated Brand Experience is the cornerstone of building resilience and sustainable growth in today’s fast-changing world. Integrated Brand Experience specifically refers to the creation of strategically coordinated cross-platform solutions guided by extensive data analysis, with experiences that make audiences feel empowered, meaningfully engaged and interconnected.

Core Business



Since the establishment of Pico, our business model has evolved continuously to sustain our lead in the markets where we operate. In recent years, our transformation has been guided by these overarching strategies:

- Business model resilience: Using Content, Community, Creative, Technology and Data (“3C+D”) strategies to deliver Integrated Brand Experience (“IBE”) solutions that fulfil all client marketing needs.
- Operational and technological resilience: Building a data-driven enterprise for operational excellence, and strategically adopting AI and data tools to drive growth and achieve greater productivity and efficiency.
- Organisational resilience: Designing an organisational structure and cultivating an “apprenticeship” model of talent development and upskilling to foster future growth.
- Financial resilience: Establishing robust financial foundations to ensure smooth and continuous short- and long-term operations and protect the value of our organisation.

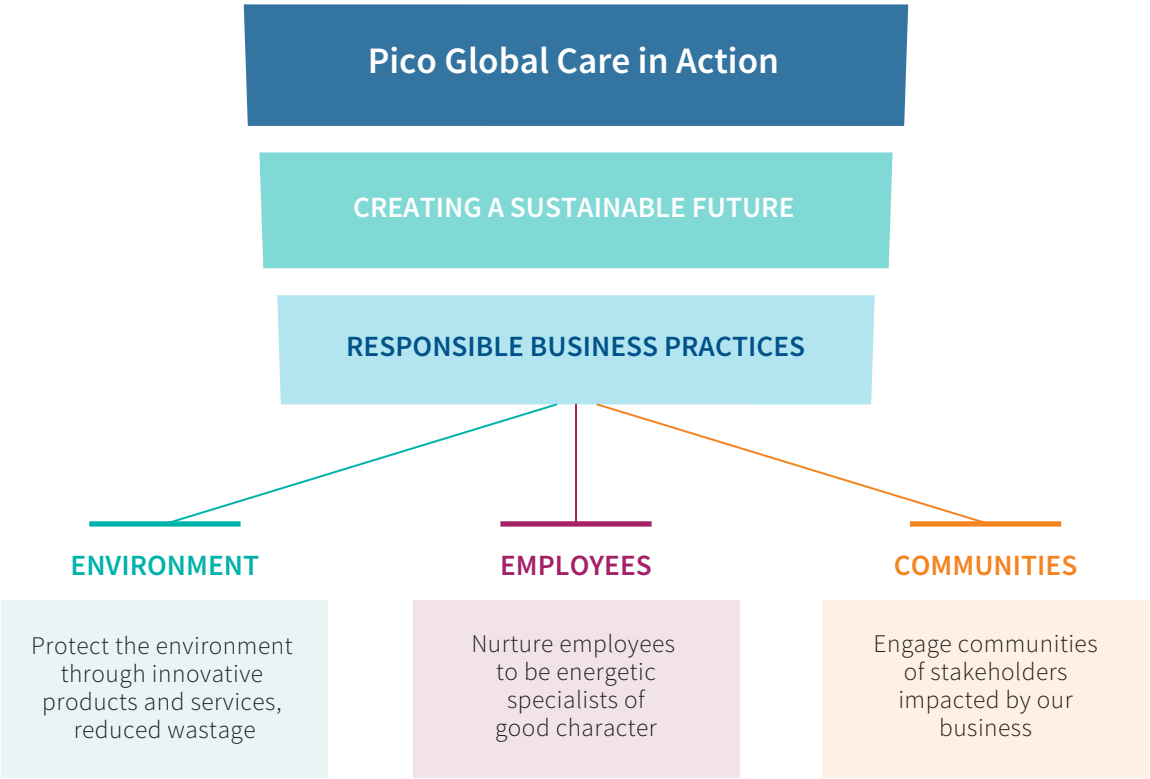
During the year, Pico took a variety of actions to maintain its corporate culture. Internally, we periodically broadcast group strategies and thought leadership, celebrate staff achievements and circulate news and highlights including updates on AI and other technological applications. By enabling information and know-how to flow freely within the Group, we ensure that everyone’s aims and efforts are in alignment while promoting our culture of embracing change. Feedback and comments from staff also aided the Board in decision-making and forming strategy.

Our Approach

In our mission of “deliver tomorrow’s impactful experiences today”, we are guided by the principle of creating value for stakeholders with sustainable business practices and compliance with ESG standards. Specifically, we are committed to:

- Managing our activities while caring for the environment through innovative business offerings and reduced operational wastage.
- Nurturing employees as individuals to create a rewarding, safe and healthy environment, and a workforce that embraces diversity, equity and inclusion.
- Engaging stakeholders impacted by our business, including regulators, shareholders, clients, partners and communities.

Our commitment to sustainable operations is fulfilled by the Pico Global Care in Action initiative and underpinned by responsible business practices which respect our diverse stakeholders and serve communities. Pico Global Care in Action helps to manage our environmental impact, support sustainability, and attract and nurture our team of energetic, forward-looking employees.



The Group is committed to working with its partners in long-term, mutually respectful relationships. By conducting business responsibly and ensuring optimal results for clients, stakeholders, communities and the environment, we contribute to building a better world for us all.

The United Nations has developed 17 overarching Sustainable Development Goals (“SDGs”) for a better and more sustainable future. Pico’s management framework uses them as the basis of sustainable strategies which are relevant to and materially impact our business and stakeholder interests.

The SDGs that most closely align with our business model are outlined below, with explanatory details in the corresponding sections.



From this basis, processes are put into place to devise initiatives, set targets and review performance:

- 1. Establish ESG governance**
Ensure ESG governance structure is in place.
- 2. Level setting**
Agree on Pico-specific definition of ESG.
- 3. Assessment**
Determine strategically important ESG risks and opportunities through engagement with stakeholders – including management and employees.
- 4. Integration**
Integrate important risks into business strategies and risk management processes.
- 5. Monitoring and evaluation**
Create internal mechanisms to monitor and oversee management of ESG issues.
- 6. Communication**
Ensure proper disclosure of ESG risks, measures taken and progress towards targets, and shape key ESG messages.
- 7. Continuous improvement**
Review, refine and revamp, as required.

Report Scope and Boundaries

This is the ESG report of Pico Far East Holdings Limited and its subsidiaries (“Pico” and “the Group”). It details the Group’s ESG commitments, managerial approach to ESG, and overall ESG performance between 1 November 2024 and 31 October 2025 (the “reporting period”), a period which matches the financial year of the Group. This is the same period covered in the Group’s Annual Report. For a more complete picture of the Group, this report should be read in conjunction with the Annual Report.

This report highlights the Group’s care and respect for employees, communities and the environment through its global operations during the above reporting period, unless otherwise stated. The Group utilised stakeholder engagement to define its organisational boundaries for calculating environmental and social performance.

This report has been prepared in accordance with the requirements of the Environmental, Social and Governance Reporting Guide (the “Guide”), Appendix C2 of the Rules Governing the Listing of Securities on HKEX.

While developing this report, Pico engaged with a wide range of stakeholders to ensure that we fulfilled the requirements of the Guide. The information disclosed in this report represents the most relevant ESG issues identified by those key stakeholders. As suggested by the Guide, the issues are organised into broad environmental and social categories.

We will continue to communicate our progress and gradually enhance the transparency and scope of our sustainability performance in future reports.

Reporting Principles

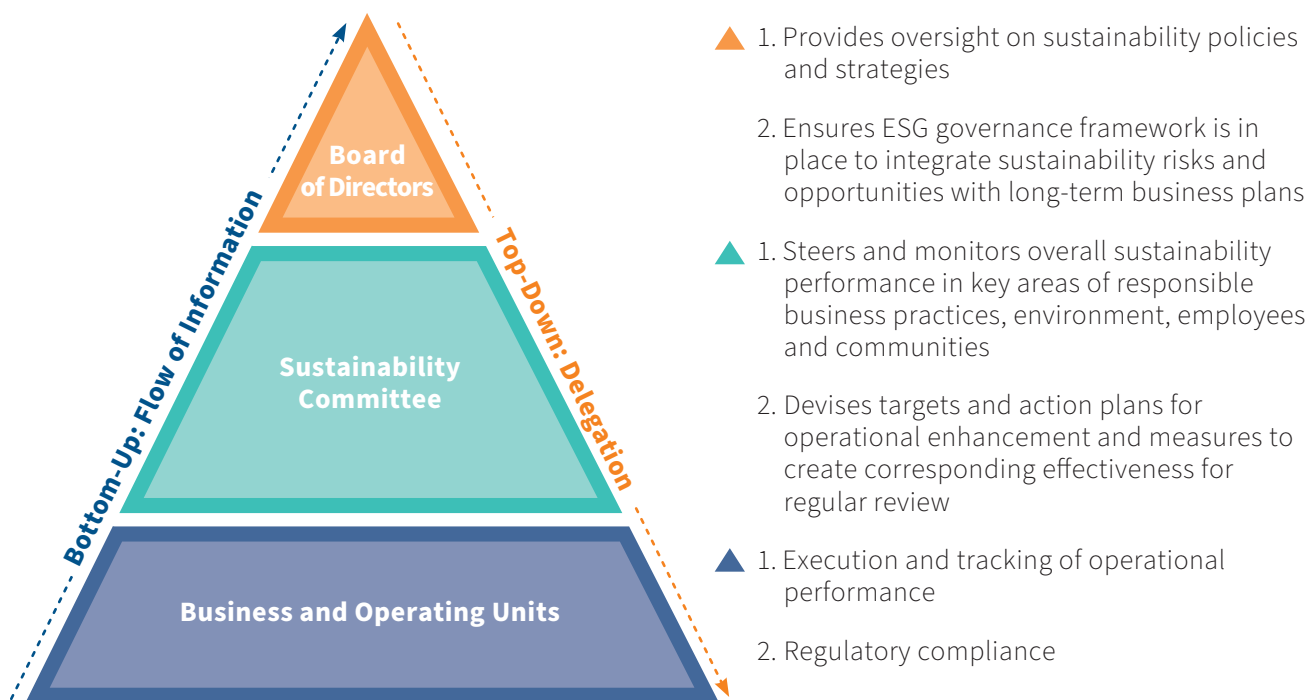
This report has been compiled in accordance with the following principles:

■ □ □ Materiality	■ ■ □ Quantitative	■ ■ ■ Consistency
(i) The process which identifies and the criteria for the selection of material ESG factors; (ii) A description of significant stakeholders identified, and the process and results of the stakeholder engagement.	Information on the standards, methodologies, assumptions and/ or calculation tools used, and source of conversion factors used, for the reporting of emissions/ energy consumption.	Consistent approaches are used wherever possible to calculate these Key Performance Indicators (“KPIs”). Any modifications that may have an impact on a meaningful comparison will be declared.

Governance Structure

The Group is governed by a Board of Directors (the “Board”) comprising three executive directors, including the Chairman, and five independent non-executive directors during the reporting period. The Board is responsible for ensuring that the Group’s strategic direction and policies will effectively deliver its sustainability-related initiatives. Board members are committed to ensuring that our business operates responsibly and the Group acts in the best interest of stakeholders and shareholders.

The Board delegates day-to-day management of all operational ESG issues to a Sustainability Committee, which includes representatives of senior management from various segments of our operations. The Committee tracks ESG-related goals, targets and performance, and compares them to industry benchmarks and historical data to ensure their continued relevance. Further, the Committee oversees the consistent collection of data and conducts periodic audits to verify accuracy. Finally, it leads our long-term ESG strategic development and reports at regular intervals to the Board, offering comprehensive insights on our ESG initiatives’ effectiveness and efficiency.



The Board’s Statement

The Board recognises the significance of effective sustainability practices and has created an ESG management framework for all important business decisions. The Board is ultimately responsible for setting our ESG strategic direction, policies and reporting, and for overseeing the treatment of all ESG issues.

The Board delegates day-to-day management of all ESG aspects of operations to the Sustainability Committee, which regularly evaluates, prioritises and manages ESG-related issues. The Committee also ensures that appropriate and effective ESG risk management and internal control systems are in place.

The Board holds meetings and engages in discussion with the Sustainability Committee at least annually on the effectiveness of ESG risk management and internal control systems, and the progress made toward ESG-related goals. The related impacts and implications to the Group’s businesses are also considered during these discussions.

Stakeholder Engagement and Materiality Assessment

The Group maintains a thorough understanding of stakeholder perceptions and expectations regarding ESG-related issues. The Group gains this by engaging stakeholders – including employees, clients, regulators, suppliers, shareholders and communities – in open and ongoing dialogue in the form of staff meetings and annual general meetings, and via client services and other channels. By collecting and assessing their input, the Group can devise ESG management strategies focused on areas which materially impact both stakeholders and Pico’s operations, thus creating sustainable value for stakeholders. The disclosures in this ESG report reflect the primary interests and concerns of these stakeholders during the reporting period and are prioritised accordingly. Pico’s business conduct is fundamentally governed by our Responsible Business Practices. The other areas of focus are Environment, Employees and Community Engagement.

Focus

Responsible Business Practices

Topic

- Building Resilience
- Product and Service Quality
- Ethical Conduct
- Intellectual Property Rights Protection
- Confidentiality, Privacy and Data Protection
- Managing the Environmental and Social Risks of our Supply Chain

Environment

- Protecting the Environment
- Environmentally-Friendly Solutions
- Emissions and Waste Management
- Joining Clients to Support Environmental Sustainability
- Promoting Environmental Protection in Communities
- Climate Change

Employees

- Employer of Choice
- Diversity, Equity and Inclusion
- Labour Standards
- Employee Health, Safety and Well-Being
- Talent Acquisition and Development

Communities

- Engaging with Communities
- Joining Clients to Support Communities
- Joining Clients to Support Economic Development and Foster Innovation
- Supporting Cultural Heritage



Responsible Business Practices

Disclosures in this section support SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; and SDG 9: Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.

The Group is firmly committed to operating with integrity, honesty and transparency in all business activities, stakeholder interactions and strategic initiatives. This disciplined approach to responsible conduct reinforces Pico's standing as a trusted partner, contributes to sustainable shareholder returns and promotes high standards of business practice.

Building Resilience

Prolonged global economic volatility and uncertainty have changed consumer behaviours and thus clients' expectations. The flexibility inherent in Integrated Brand Experience, together with the expertise and diversity of our people, has enabled Pico to respond swiftly and effectively to these evolving demands.

Supported by a broad spectrum of capabilities, we deliver innovative brand activation solutions that span multiple consumer-brand interactions across diverse touchpoints. These solutions frequently incorporate immersive technologies such as AI, AR, drones and robotics. Through the precise collection, analysis and application of targeted data, we enhance the effectiveness of our brand solutions and deliver tangible value for clients, while advancing the Group's growth as a data-driven enterprise.

The convergence of data, technology and creative expertise enables us to develop integrated solutions that engage audiences seamlessly across multiple platforms, venues and geographies. Even at scale and across complex touchpoints, these campaigns deliver immersive and personalised brand experiences, cultivate brand communities and support clients’ long-term, sustainable growth. Beyond project delivery, Pico also contributes to industry-wide resilience and innovation by sharing insights and expertise at leading industry forums.

Notable achievements and projects involving Pico include:

State Farm Insurance “Open the Vault” Campaign



Pico’s Infinity Marketing Team delivered the “Open the Vault” campaign for State Farm Insurance as part of its Batman vs Bateman initiative. This multifaceted activation leveraged popular online influencers, a cross-platform social media strategy, audience incentives and the iconic Batman IP to drive strong engagement and brand awareness.

The livestream attracted 90,000 concurrent viewers, achieved a total reach of more than 124 million, and generated over 21,000 new registrations on State Farm Insurance’s website.

Connect Marketplace Hong Kong



At Connect Marketplace Hong Kong, Asia Pacific’s premier MICE industry event, Pico showcased its integrated services and activations through a booth centred on the Group’s “Content, Community, Creative, Technology and Data” strategies and sustainability-led innovations. Visitors experienced flagship projects including the Ranger Buddies Quest campaign and the Singapore Pavilion at COP28. Pico’s leadership also took part in panel sessions, sharing insights on integrating brand experience with data-driven solutions to enhance client ROI and deliver measurable outcomes.

Middle East Event Show



At the Middle East Event Show, Pico senior leaders demonstrated industry thought leadership on the evolving future of events. Pico Europe, Middle East and Africa (“EMEA”)’s Executive Director – Head of Abu Dhabi moderated a panel discussion exploring how smart cities and event technology are transforming event delivery. The session examined global advancements such as AI-driven crowd management, digital twins and IoT-enabled platforms, illustrating how cities are integrating event technology into smart city frameworks to enhance connectivity, operational efficiency and attendee experiences.

In a separate keynote session, Pico’s Executive Creative Director, Middle East and North Africa, shared insights on data-driven personalisation in events. The presentation highlighted how leveraging data can enable customised content, networking and agendas based on individual preferences, significantly enhancing relevance and engagement. It emphasised that the future of events will be increasingly shaped by data-powered personalisation, delivering measurable and meaningful brand experiences for audiences worldwide.



Product and Service Quality

Client satisfaction

Client satisfaction is fundamental to the Group's long-term success. We strive to be our clients' partner of choice by continuously enhancing our service quality. High levels of satisfaction support repeat business, referrals and positive word-of-mouth.

For many years, the Group has used structured surveys to collect client feedback and assess satisfaction levels. All responses are reviewed promptly and escalated to management where necessary, enabling timely follow-up and resolution.

During the reporting period, in addition to receiving numerous compliments, the Group recorded five complaints or instances of negative feedback (2024: eight). All cases were subsequently addressed.

The Group views complaints as a valuable source of insight, providing candid feedback on our services and processes. They help identify areas for improvement, prevent recurrence of issues, and support enhancements to training and operational practices, ultimately strengthening our competitive position. We value the open, honest and constructive relationships we maintain with our clients.

The Group also regularly recognises staff members who receive client commendations. Through positive reinforcement and case sharing, we foster a strong client service culture across the organisation.

Standards of production and business operations

We are committed to delivering the highest standards of quality, health and safety. Measures implemented to support this commitment include:

- Standardising processes at our production plants.
- Upgrading and improving capabilities through quality management programmes and certification processes, such as ISO 9001 Quality Management System Certification. Further accreditations are set out in the “International Excellence” section of this report.

During the reporting period, no cases of non-compliance were recorded relating to health and safety and redress handling that would have had a significant impact on the Group. Pico continued to operate in compliance with all relevant laws and regulations, such as the Construction Sites (Safety) Regulations in Hong Kong and the Product Quality Law in mainland China.

Creating efficiencies through new services and innovations

In the more than 50 years since the establishment of Pico, we have continually transformed our business to sustain our lead in the markets where we operate. Amid ongoing global economic uncertainty and rapidly evolving market and client expectations, the “Go Digital” and “One Pico” strategies implemented several years ago have enabled the Group to pivot quickly and successfully meet demand wherever it arises.

The progressive, industry-leading initiatives launched by the Group in previous years continued to deliver tangible results during the reporting period. Our centralised deployment centre model, which consolidates project management, procurement and production processes, continued to enhance operational efficiency and support gross margin improvement. This model remains a unique competitive advantage that creates value for all stakeholders. In parallel, we are building a global partner platform comprising a localised network of efficient, robust production and supply chains, facilitating improved vendor and resource management.

All systems, processes and data are being integrated under our AI-embedded Pico PowerONE unified IT system to enhance the efficiency and effectiveness of the Group’s business processes and operations. Commenced several years ago with automation and a centralised data repository, PowerONE is being expanded with advanced data analytics technologies, a supplier relationship management system, and a customer relationship management system, and is progressively being rolled out across the Group.

As digital elements increasingly form part of client activations, these solutions also enable more systematic collection and analysis of audience behaviour data. The Group’s proprietary AI-powered ExQ™ Experience Analytics tool supports the measurement and evaluation of audience experiences through both quantitative and qualitative indicators, providing actionable insights to inform continuous improvement of experience effectiveness and value creation for clients.

Ethical Conduct

All individuals associated with Pico are required to conduct themselves in accordance with both the letter and spirit of the Group's ethical code, anti-corruption practices, anti-money laundering policies, and other related policies and guidelines. Under no circumstances do we offer or accept bribes or similar types of consideration, directly or indirectly, during the course of business. Measures implemented under the Group's Code of Ethics and Business Conduct include:

- Regular staff training programmes for anti-corruption practices, sound operational practices and business ethics.
- The "Pico Whistle-blower Line" encourages the reporting of any suspected ethical violations. All reports will be taken to our Internal Audit Department and Legal and Compliance Department for investigation and monitoring. The Pico Whistle-blower Line is promoted through regular staff training and the Group intranet. A set of frequently asked questions is provided to ensure the transparency of the Line's procedures.
- The Code of Ethics and Business Conduct is available on the Group intranet and is accessible to all staff.

Directors and staff are required to participate in continuous professional development to refresh their knowledge and skills and to ensure that their ethics and values remain aligned with those of the Group, including in the area of anti-corruption. All new directors and staff are provided with relevant orientation training. The training materials are also available on the Group intranet and the Pico Academy e-learning platform.

During the reporting period, no legal or non-compliance cases regarding corruption, bribery, extortion, fraud or money laundering were brought against the Group or its employees that would have had a significant impact on the Group. Pico will continue to observe relevant laws and regulations such as the Prevention of Bribery Ordinance in Hong Kong and the Law on Anti-money Laundering in mainland China.

Intellectual Property Rights Protection

Our Code of Ethics and Business Conduct requires employees to strictly adhere to security measures and internal controls established to safeguard the integrity and validity of Pico's intellectual property, as well as that of our clients and third parties.

All trademarks and patents are centrally managed by the Group's Legal and Compliance Department. Established management systems ensure the protection of intellectual property rights, enable document traceability, and help the Group remain up to date with relevant laws and regulations.

During the reporting period, no cases of non-compliance related to intellectual property rights were recorded that would have had a significant impact on the Group. Pico will continue to act in accordance with applicable laws and regulations, such as the Trademark Law, Copyright Law and Anti-unfair Competition Law in mainland China, and the Trade Marks Ordinance in Hong Kong.

Confidentiality, Privacy and Data Protection

The Group strongly emphasises the protection of proprietary company information and personal data. Our Code of Ethics and Business Conduct and Information Technology Policy clearly state that the proprietary information and personal data of other companies, suppliers and customers must be treated with sensitivity and discretion. Unauthorised disclosure of any confidential information is forbidden and may lead to disciplinary or legal action.

Our information technology policies include measures to strengthen information security and minimise the risk of information leakage. These include:

- Installation of antivirus software and computer firewalls.
- Mandatory periodic changes of passwords.
- Provision of security training for employees.

The Group requires all staff members to report any exceptions or irregularities observed in the execution of its information technology policies. Reports will be followed up in accordance with established policies. Our Legal and Compliance Department provides internal education and monitors and implements all relevant consumer data protection and privacy policies.

During the reporting period, no cases of non-compliance were recorded related to confidentiality, privacy or data protection that would have had a significant impact on the Group. Pico will continue to act in accordance with the relevant laws and regulations, such as the Personal Data (Privacy) Ordinance in Hong Kong and the Personal Data Protection Act in Singapore.

Managing the Environmental and Social Risks of our Supply Chain

The Group is committed to reducing the environmental and social risks inherent in our supply chain. The Pico Sustainability Policy specifies that the environmental performance of suppliers and partners is one of our highest priorities. Our stringent sourcing process ensures that our production materials are as environmentally friendly as possible.

Regarding social risks, our goal is to ensure that all actions taken by the Group and its suppliers and partners are consistent with sound and ethical business practices. Our Code of Ethics and Business Conduct requires that our personnel and suppliers comply with all applicable anti-bribery and corruption laws. The selection of partners, subcontractors and suppliers is conducted using objective and impartial criteria.

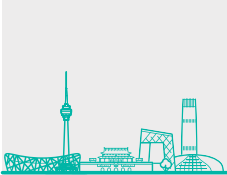
Measures to engage suppliers and ensure the proper management of environmental and social risks within the Group's supply chain include:

- Use of the deployment centre model to ensure a seamless and transparent vendor management process.
- Evaluation of potential suppliers' environmental and social risks, with results used as the basis of our supplier selection process.
- Use of an automated vendor tendering platform to ensure a fair and transparent vendor selection process. System data is monitored to ensure proper identification and management of relevant ESG risks.
- Requiring approved vendors to sign an integrity agreement.
- Regular meetings with vendor managers to ensure that our relationships are sustainable, cooperative and conducted with high integrity.
- Inspection of suppliers' products, services and working conditions.

Where appropriate, requirements are specified in tender documents during vendor selection to promote environmentally preferable products and services. Suppliers' arrangements for reusing project materials are a further criterion in the vendor selection process. The supplier selection process is documented and monitored.

Supply Chain Management Performance Summary

Suppliers by location of key Group operations:

	 Hong Kong	 Beijing	 Shanghai	 Singapore	 Dubai
2025	536	1,421	801	1,237	449
2024	529	1,828	687	1,193	551

Remark: The number of suppliers represents those engaged in the Group’s business during the reporting period to which the above practices were applied, for the purpose of managing ESG risks within the supply chain.



Environment

Pico believes that addressing and mitigating the environmental impact of our operations is essential to our business. Continuous attention and effort are required as we address key issues such as climate change, pollution, and the overuse of natural resources.

Protecting the Environment

Pico is committed to the principles of sustainable development. The Group Sustainability Policy outlines our approaches to:

- Efficient use of water, electricity and other resources.
- Proper disposal of waste and reduction of atmospheric emissions.
- Reducing energy consumption in day-to-day operations and across the development, production, marketing and distribution of products and services.

Our eco-friendly approach is built around the “3Rs” of Reduce, Reuse and Recycle.

During the reporting period, there were no non-compliance incidents recorded in relation to air or greenhouse gas emissions, discharges into water or on land, or the generation of hazardous and non-hazardous waste that would have had a significant impact on the Group. Pico will continue to observe all relevant laws and regulations, such as the Environmental Protection Law, the Atmospheric Pollution Prevention and Control Law, and the Prevention and Control of Environmental Pollution by Solid Waste Law in mainland China.

Environmentally-Friendly Solutions

Disclosures in this section support SDG 12: Ensure sustainable consumption and production patterns.

Creating distinctive brand presences for a broad and diverse client base lies at the core of the Group's business. As a result, most of our projects are inherently bespoke. This flexibility creates meaningful opportunities to support clients in moving beyond symbolic sustainability claims, by integrating tangible eco-friendly elements into events and activations, as well as by applying our sustainability expertise to a wide range of client projects.

Selected notable projects:

“Blue Zone” at COP29 in Baku, Azerbaijan



As the official contractor for the COP29 Blue Zone, Pico transformed 215,000 square metres of Baku Stadium into state-of-the-art conference and negotiation facilities, pavilions and an offsite information centre. The project pioneered sustainable design, featuring the world's first solar-powered glass arch — an innovative structure that generated electricity and reduced carbon dioxide emissions by 60 tonnes.

The initiative represented the largest temporary infrastructure ever implemented around a permanent facility in UNFCCC COP history and was realised by a diverse multinational team of over 1,200 professionals. Pico distinguished itself as the only ISO 20121 sustainable event management certification auditee among the host country's contractors, underlining its leadership in environmentally responsible event delivery while leaving a lasting legacy of permanent infrastructure and knowledge transfer for Azerbaijan.

New Year's Eve Drone Light Show in Bahrain



Pico delivered a New Year's Eve 2025 drone light show in Bahrain, illuminating the night sky with precisely choreographed formations and dynamic light displays. This cutting-edge aerial performance provided a sustainable alternative to traditional fireworks while creating a memorable celebration experience for audiences. The project exemplified Pico's commitment to innovative entertainment solutions that prioritise environmental responsibility without compromising creative impact.

The Group has also implemented a range of eco-friendly practices to minimise the environmental impact of its own offices and production facilities.

Reducing wood consumption

Wood is frequently used in our operations for structures and furniture. Measures taken in several offices to reduce its consumption include:

- Where possible, replacing wood-built installations with digital solutions.
- Use of standardised and reusable systems for wall frames, platforms, counters and other structures.
- Use of Pico Promo+ digital screens in place of traditional wood-built promotional installations. The screens can be tailored to almost any size and are completely reusable. Energy-efficient, they are supported by an intelligent split-screen system and are cloud update-enabled.
- Use of light projections in place of wooden display materials.
- Use of furniture made from reclaimed wood.
- Use of advanced cutting machines and optimised software to ensure that wood components are produced with minimal waste.
- Reuse of larger wood scraps to make smaller panels or structural supports for exhibition and event projects.



Pico Hong Kong adopted lightweight paper-based boards to replace traditional wood-based display panels for directional signage and backdrops in selected installations, thereby reducing logistics-related emissions and improving end-of-life handling for non-structural exhibition materials.

Reducing electricity consumption

Electricity is the most significant energy resource consumed by our offices and production plants, and also our largest source of carbon emissions. The Group's target is to continuously improve electricity consumption efficiency. Measures implemented by several offices include:

- Conducting electricity audits to create benchmarks for improvement.
- Installation of solar panels and solar-powered outdoor lighting.
- Replacement of incandescent and fluorescent lighting with LED lighting in offices and on signage products, and removal of superfluous lighting.
- Scheduling production in batches to optimise electricity consumption.
- Use of timers, temperature controls and motion sensors for lighting and air conditioning.
- Setting computer screens to switch off automatically when idle.
- Posting reminders to staff on the importance of reducing electricity usage.

During the reporting period, our main operations recorded a 41% reduction in electricity consumption per employee, which contributed to a 35% reduction in total greenhouse gas emissions per employee compared with the previous reporting period. A key contributing factor was the reduced reliance on purchased electricity following the adoption of solar panels. Further details are provided in the "Environmental Performance Summary" section of this report.

Rooftop Solar Adoption Across Key Facilities

To reduce reliance on electricity generated primarily from fossil fuels and support the Group's transition towards low-carbon operations, the Group has continued to operate and expand rooftop solar photovoltaic systems across multiple facilities, including those in Beijing, Dongguan and Singapore.

Across the Group, solar installations generate an estimated 4 million kWh of renewable electricity annually. This reduces reliance on purchased electricity and avoids approximately 2,800 tonnes of carbon dioxide emissions each year. The environmental benefit is equivalent to the annual carbon absorption capacity of around 140,000 mature trees.

Beijing facility



Dongguan facility



Singapore facility



Efficient water use

We are committed to using water resources as wisely as possible in our offices and production plants. Our target is to continuously improve the Group's water consumption efficiency. Initiatives implemented to enhance water efficiency include:

- Controlling water pressure and using push-type taps to reduce wastage.
- At production centres, reusing water from spray paint booth water curtains through water circulation systems.
- Posting reminders to encourage staff to conserve water.

During the reporting period, water consumption per employee at our main operations decreased by 5% compared to the previous reporting period.

Efficient paper use

Measures taken in several offices to ensure efficient use of paper include:

- Replacement of traditional paper-based procedures with digital communications and operations, such as mobile applications for internal approval workflows and the use of digital platforms in place of paper orders at exhibitions where Pico is the official service provider.
- Adoption of a centralised paper ordering system to simplify usage monitoring and enhance the ability to set paper reduction targets.
- Use of e-greeting cards for clients and other stakeholders.
- Provision of recycling bins.
- Posting reminders for staff to save paper.

During the reporting period, paper consumption per employee remained steady compared to the previous period. Details are provided in the "Environmental Performance Summary" section of this report.

Red Packets Recycling



Pico staff actively participated in a recycling initiative to collect used red packets following the Chinese New Year celebrations. The campaign aimed to raise awareness of waste reduction in everyday practices while encouraging collective environmental responsibility. All collected red packets were delivered to a designated recycling organisation, ensuring proper material recovery and supporting the circular economy.

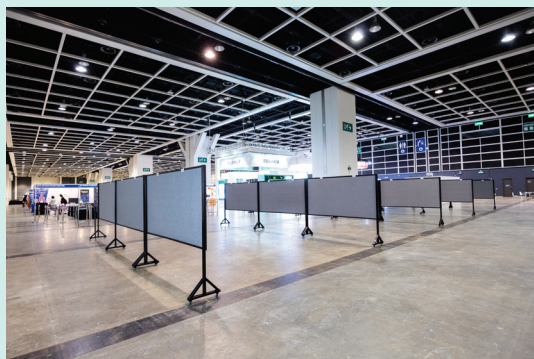
Use of other resources

The event and exhibition industry traditionally requires significant resources to create desired ambiances and audience experiences. Pico encourages all our clients to reuse items wherever possible. In cases where items cannot be reused, we pursue other options.

Ultimately, our clients make the final decisions regarding the methods and materials used in their solutions. With increasing support for environmentally friendly initiatives, more clients are adopting eco-friendly approaches.

Eco-friendly solutions provided to clients and/or adopted by several of our operations include:

- Providing digital solutions to reduce the need for physical decorative items.
- Replacing single-use plastic water bottles with reusable water carboys at exhibitions and events, and with drinking fountains in offices.
- Use of biodegradable plastic rubbish bags in convention centres under our management.
- Reuse of carpet, utensils, furniture and a variety of other decorative items.
- Provision of recycling bins in exhibition halls and offices during installation and dismantling work.
- Donation of used items from exhibits and events to communities or employees.



Pico Hong Kong reused materials originally deployed in client exhibitions and events by donating a total of 73 display boards to local schools for continued use. This post-event reuse supported educational activities while extending the useful life of exhibition materials and reducing unnecessary disposal.

Reducing our carbon footprint

Among other measures, the Group took the following steps during the reporting period to shrink our carbon footprint:

- Using local vendors to reduce carbon emissions from transportation.
- Delivering digital events with a smaller carbon footprint than that of physical events.
- Implementing a standard videoconferencing system globally, enabling offices to communicate and share documents digitally, thereby reducing the need for business travel.
- Providing electric vehicle charging stations at offices to support low-emission staff transportation.

Emissions and Waste Management

Disclosures in this section support SDG 12: Ensure sustainable consumption and production patterns.

The Group is committed to minimising the environmental impact arising from emissions and waste generated by its business activities. The Group's air emissions are primarily composed of indirect greenhouse gas emissions arising from the use of purchased electricity. Other emissions include exhaust gases generated from sawing, spray painting and welding activities at our production plants in Dongguan, Shanghai and Dubai. Measures taken to reduce and control electricity consumption were explained in previous sections of this report.

The Group's target is to continuously reduce its greenhouse gas emissions while operating in compliance with applicable local laws and regulations concerning exhaust gas emissions.

Measures taken by the Group to control and reduce air pollutants include:

- Use of coloured aluminium composite panels, flame retardant cloth, melamine-faced board, medium density fibreboard, UV board and wallpaper in place of ordinary timber, which typically requires heavier paint application during finishing work.
- Use of water-based rather than oil-based paints when spray painting is needed. Water-based paints contain lower levels of hazardous substances.
- Adjustment of spray-painting schedules during government-issued ozone alerts and high-temperature days to help minimise VOC emissions when air quality is most vulnerable.
- Use of air cleaners and filtration systems to help reduce indoor air pollutants.

In compliance with local laws and regulations, all emissions are treated before discharge:

- Exhaust gases are treated through filtration systems such as activated carbon absorption, spray paint booth water curtains, wet spray de-dusting towers and UV photocatalyst purifiers.
- Treated exhaust gases are discharged at high altitudes in compliance with local laws and regulations.

A variety of hazardous waste is generated by our production facilities. This mainly includes activated carbon from exhaust gas filtration, wastewater from spray paint booth water curtains, and paint buckets containing paint residue. Our target is to continuously reduce the generation of such hazardous waste. Measures taken to this end include:

- Reusing wastewater until the concentration of hazardous chemicals reaches a specified threshold.
- Reusing paint buckets whenever possible.

All hazardous waste is collected and processed by qualified waste disposal companies in compliance with relevant government regulations.

The Group's business operations also generate non-hazardous waste, mainly comprising wood scrap from our production plants and paper from our offices. Our target is to continuously reduce the generation of such waste. Wherever practicable, these materials are reused or transferred to qualified parties for recycling. Other measures to promote the efficient use of wood and paper are described in previous sections of this report.

Joining Clients to Support Environmental Sustainability

Many of our clients’ activations incorporate strong sustainability elements. As a trusted partner, the Group actively supports these initiatives by helping to organise, facilitate and participate in projects that promote environmental responsibility.

These include:

Focus Area	Project with Pico Involvement
Low/zero emissions vehicles	At the Paris Air Show, Pico delivered a bespoke booth for Archer Aviation, a leading developer of electric vertical take-off and landing (eVTOL) aircraft. The activation featured refined design elements, including a suspended ceiling, integrated LED lighting, and a 15-foot curved LED wall with synchronised audiovisual content, positioning Archer’s air taxi solutions at the forefront of future urban mobility. 
	At the Paris Motor Show, one of Europe’s largest automotive exhibitions, XPENG Motors entrusted Pico with the delivery of comprehensive brand activation services. Guided by upcycling principles, the booth incorporated modular elements and recyclable base materials, reinforcing XPENG’s commitment to innovative EV technology, lifestyle value and its X-SEG (smart, efficient, green) philosophy. 

Focus Area

Project with Pico Involvement

Low/zero emissions vehicles	At the Auto Guangzhou exhibition, Pico collaborated with BYD to design and manage an immersive booth activation. The interactive space featured virtual driving simulators, racing and VR experiences, mind-wave-controlled games, motion-tracking activities and lucky draws. Together, these elements seamlessly blended digital and physical touchpoints to engage visitors while showcasing BYD's advanced electric driving technologies and reinforcing its commitment to sustainable transportation. 
Sustainable fashion	Held at Songshan Cultural and Creative Park, Taipei Fashion Week AW25 was presented under the theme "From Life, For Life", celebrating fashion as an expression of global citizenship. Pico delivered comprehensive event management and production services for the grand opening showcase featuring six Taiwanese designers, including stage design and event coordination, with a focus on innovative and sustainable fashion practices.
Natural conservation	Pico's themed attractions and entertainment specialists, Pico Play, engineered the waterfall entrance for Mandai Wildlife Group's Bird Paradise. From initial artistic renderings, the team developed intricate rockwork and a 100-metre stream at its fabrication facility in Malaysia. By utilising 3D design-matched panels, the project ensured installation efficiency and consistent quality. The result combined technical precision with creative craftsmanship to recreate a naturalistic landscape that complements the park's conservation ethos. 

Focus Area

Project with Pico Involvement

Water sustainability

The Singapore International Water Week Spotlight and the IAHR World Congress brought together nearly 500 delegates and close to 1,400 participants respectively, alongside a 2,000-square-metre integrated exhibition featuring 41 exhibitors from 12 countries. Our content and community activation specialists, MP International, oversaw all operational aspects of the events, including logistics, attendee coordination and onsite execution. The team's detailed planning and management contributed to the smooth delivery and overall success of both gatherings.



The Water Quality Forum, organised by M42 Health Environmental Sciences, Central Testing Lab and the Abu Dhabi Quality and Conformity Council, incorporated advanced digital and interactive elements delivered by Pico's technology specialists. Innovative content solutions, immersive experiences and event technologies supported knowledge exchange on water safety and sustainability. The forum enabled participants to engage in expert discussions and hands-on workshops focused on emerging practices and technological developments for safeguarding water quality and advancing long-term environmental resilience.



Promoting Environmental Protection in Communities

Disclosures in this section support SDG 13: Take urgent action to combat climate change and its impacts.

Earth Hour 2025

Pico has supported WWF Earth Hour, one of the world's largest environmental initiatives, since 2014. For Earth Hour on 22 March 2025, the Group once again mobilised its offices and subsidiaries in over 30 cities to switch off non-essential lights and electrical devices for one hour, demonstrating collective support for climate action.

In addition, the Group encouraged individuals and businesses to take part in the "Give an Hour for Earth" campaign by engaging in simple, eco-friendly activities such as planning an outdoor activity, reconnecting with nature, or watching a nature documentary. To help extend the campaign's reach, Pico also provided staff with specially designed e-cards to share the message with clients and friends.

Climate Change

With unpredictable and extreme weather becoming an increasingly frequent consequence of climate change, the Group has implemented measures to minimise the potential risks to its business operations and the safety of its staff. Central to these efforts is a Business Continuity Plan designed to ensure that critical functions and safety arrangements remain effective during disruptive events.

In line with our risk management, sustainability and related policies, we also identify, monitor and manage climate-related risks through established business processes and internal communication channels.

As outlined elsewhere in this report, the Group is further committed to minimising its own contribution to climate change by monitoring and reducing greenhouse gas emissions arising from its operations. The specific measures undertaken are described in the relevant sections of this report.



Pico team members in Thailand participated in a Marine Science and Conservation Camp, contributing to coral cutting and placement activities as well as a beach clean-up to support the restoration of coastal habitats. Participants also gained insights into marine ecosystems, reinforcing the Group's commitment to environmental preservation.



Pico Play collaborated with Currumbin Wildlife Sanctuary to plant 650 eucalyptus trees, supporting koala habitat restoration, rehabilitation and long-term well-being.

Environmental Performance Summary

HKEX ESG Reporting Guide Reference	Indicator	Unit	Year ended 31 October 2025	Year ended 31 October 2024
KPI A1.1 and A1.2	Total greenhouse gas (“GHG”) emissions (Scope 1 and 2) ^{1,2,3}	tonnes	3,418	5,129
	Total GHG emissions (Scope 1 and 2) per employee	tonnes/employee	1.18	1.82
	Total GHG emissions (Scope 1 and 2) per unit of floor area	tonnes/m ²	0.03	0.04
	GHG emissions from main operations ⁴ Direct emissions (Scope 1) – corporate vehicle	tonnes	34	30
	GHG emissions from main operations Energy indirect emissions (Scope 2) – purchased electricity	tonnes	3,384	5,099
KPI A1.3	Total hazardous waste produced by production plants ⁵	tonnes	14	16
	Total hazardous waste produced by production plants per unit of floor area	kg/m ²	0.25	0.21
KPI A1.4	Total non-hazardous waste produced by main operations – paper	tonnes	19	19
	Paper consumption per employee	kg/employee	6.71	6.74
	Total non-hazardous waste produced by production plants – wood scrap ⁶	tonnes	698	3,355
	Total non-hazardous waste produced by production plants, per unit of floor area – wood scrap ⁶	kg/m ²	12.26	43.57
KPI A2.1	Indirect energy consumption by main operations ⁷	kWh	6,039,433	10,031,337
	Indirect energy consumption per employee	kWh/employee	2,086.88	3,558.47
	Indirect energy consumption per unit of floor area	kWh/m ²	44.75	72.05
KPI A2.2	Water consumption by main operations	m ³	38,059	38,847
	Water consumption per employee	m ³ /employee	13.15	13.78
	Water consumption per unit of floor area	m ³ /m ²	0.28	0.28

Remarks:

- 1 The Group’s air emissions are primarily indirect GHG emissions arising mainly from the use of purchased electricity.
- 2 The scopes of emissions are defined in accordance with the international reporting framework published by the World Resources Institute/World Business Council for Sustainable Development, as reported in *The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard*. GHG emissions data is presented in carbon dioxide equivalent units.
- 3 GHG emissions data for both years were calculated based on emissions factors with reference to sources including the HKEX’s *How to Prepare an ESG Report Appendix 2: Reporting Guidance on Environmental KPIs*.
- 4 Main operations refer to the Group’s principal business operations across Asia, Australia, Europe, the Middle East, and the United States.
- 5 Production plants refer to our production facilities in Dongguan, Shanghai, and Dubai.
- 6 The significant year-on-year reduction in wood scrap reflects increased subcontracting and reduced fabrication at the Group’s production plants during the year ended 31 October 2025, with wood scrap arising from subcontractor-managed fabrication activities being outside the Group’s operational control and therefore not reflected in the reported figures.
- 7 Given that (a) the Group’s primary energy consumption is purchased electricity; (b) the Group does not own a significant number of vehicles; and (c) the Group does not conduct other business activities involving material direct energy consumption, direct energy consumption is not material and therefore has not been disclosed.



For over half a century, our management team has nurtured talented people and supported their growth within the organisation through well-defined career advancement paths.

Employer of Choice

Our intention to become an employer of choice is outlined in the Pico Sustainability Policy. This document sets out our vision of a harmonious and inspiring workplace where everyone can share, contribute and thrive, and which attracts talented people.

Every Pico office is obliged to provide all staff with a safe, healthy and caring working environment. Measures taken to fulfil this obligation include:

- Implementation of systems to identify employees with business acumen and leadership potential and support their development to help them realise their full potential.
- Employee performance is evaluated through annual appraisals, which foster mutual understanding and provide a basis for salary adjustments.
- Transparent compensation, dismissal, recruitment and promotion practices that consider performance from the perspectives of financial results, customer outcomes, internal processes, and learning and growth. Collectively, these perspectives form the Balanced Scorecard, a performance measurement system adopted across our offices worldwide.

During the reporting period, there were no non-compliance incidents recorded relating to compensation, dismissal, recruitment and promotion, welfare or other benefits that would have had a significant impact on the Group. Pico will continue to observe all relevant laws and regulations, such as the Labour Law in mainland China, the Employment Ordinance in Hong Kong, and the Employment Act in Singapore.

One China Summit in Shanghai



The One China Summit in Shanghai outlined key strategic priorities and operational updates. The programme emphasised the importance of the One China strategy across core functions, with sessions covering AI, digital tools and IBE operations. The event concluded with recognition of the One Pico spirit and appreciation for the China teams' contributions.

Diversity, Equity and Inclusion

Disclosures in this section support SDG 5: Achieve gender equality and empower all women and girls. They also support SDG 10: Reduce inequality within and among countries.

The Group is committed to providing equal opportunities in employment, learning and development, career progression, and welfare and benefits programmes for all staff members, regardless of race, religion, gender, age, disability, family status or nationality. As stated in our Corporate Human Resources Manual, all employees are treated as individuals and assessed solely on their ability to perform to expectations.

Discrimination in any form is prohibited in all areas of our business, including recruitment, remuneration and opportunities for promotion. We also strive to provide an inclusive working environment for employees with special needs.

During the reporting period, no non-compliance incidents relating to equal opportunity, diversity or anti-discrimination were recorded that would have had a significant impact on the Group. Pico will continue to observe all relevant laws and regulations, such as the Law on the Protection of Women's Rights and Interests in mainland China, and the Family Status Discrimination Ordinance, the Disability Discrimination Ordinance and the Race Discrimination Ordinance in Hong Kong.

Cultural Appreciation Activity on Malaysia at Pico Play



Pico Play offices organised a cultural appreciation activity focused on Malaysia. Staff enjoyed authentic Malaysian cuisine and explored the country's traditions, heritage and cultural expressions, fostering diversity, inclusion and cross-cultural understanding across teams.

Labour Standards

It is Group policy that all our entities fully comply with all applicable employment and related legislation in every place of operation. Child labour and forced labour are strictly prohibited. To safeguard against such risks, the Group conducts stringent identity verification procedures during the recruitment process. Recruitment practices are monitored, documented and periodically reviewed to ensure compliance.

Consistent with international best practices, the Group also integrates human rights considerations into its operations and supplier management. Ethical sourcing requirements are incorporated into supplier engagement processes, with suppliers assessed for labour-rights and modern slavery risks. Contractual terms require compliance with fair and lawful employment practices, and higher-risk suppliers may be subject to enhanced monitoring and corrective action plans where necessary.

Employees, contractors, suppliers and external stakeholders may raise concerns confidentially through established grievance and whistleblowing channels. All reports are handled through formal investigation procedures, with appropriate protection against retaliation.

Should any instance of child or forced labour be identified, the Group will initiate a swift and thorough investigation, suspend the parties involved, and collaborate with relevant authorities as appropriate. Corrective action plans will be developed based on investigation findings, with an emphasis on remediation, capacity building and monitoring improvements. The Group remains committed to continuous improvement, transparency and collaboration with stakeholders and industry peers in its determination to eliminate child and forced labour from its operations and supply chain, and to uphold labour rights.

The Group will act promptly to correct any case of non-compliance identified. We also comply fully with laws and regulations governing working hours and rest periods. Details of these protocols are set out in the Corporate Human Resources Manual.

During the reporting period, no cases of non-compliance were recorded relating to labour standards on working hours, rest periods, or child and forced labour that would have had a significant impact on the Group. Pico will continue to observe all relevant laws and regulations, including the Decision of the State Council on Working Hours of Workers and Staff in mainland China, the Employment Act in Malaysia, as well as legislation concerning child and forced labour such as the Law on the Protection of Minors and the Provisions on the Prohibition of Using Child Labour in mainland China, and the Employment Ordinance in Hong Kong.

Employee Health, Safety and Well-Being

Disclosures in this section support SDG 3: Ensure healthy lives and promote well-being for all at all ages.

Health, safety and well-being are matters of great importance to the Group. We closely monitor current and emerging safety legislation in all jurisdictions in which we operate to ensure ongoing compliance with our obligations. The Group's health and safety commitments are set out in detail in our Corporate Human Resources Manual.

The Group has established health and safety committees in all major operations. These committees conduct ongoing reviews of management systems and policies, including the Safety Policy in Hong Kong and the Emergency Handling Procedure in Dongguan. Comprehensive regulations and guidelines have been implemented for operations involving fire, electricity, machinery and other occupational risks. Emergency Response Teams have also been established to respond promptly and effectively to emergency incidents.

Other occupational health and safety measures adopted by several offices include:

Health and well-being

- Providing physical examinations and free vaccinations for employees.
- Providing adjustable-height desks to enable staff to work in an optimal neutral posture, reducing fatigue and the risk of injury.
- Providing health check-up kiosks to enable staff to monitor their health.
- Providing fitness facilities in offices to encourage regular physical activity.
- Organising staff activities and forums on topics such as physical fitness, mental health, healthy diets and lifestyles.
- Conducting regular checks of cooling tower water to prevent legionella bacteria risks.
- Posting reminders in offices to encourage fitness and healthy lifestyles.

Pico Health Week in EMEA



As part of Pico Health Week in the EMEA region, dental and eye check-ups were arranged for both production and office employees. The initiative reflects the Group's commitment to supporting employee well-being and fostering a healthier, more productive workplace.

Dubai Run Participation



Pico staff in Dubai participated in the Dubai Run, held as part of the Dubai Fitness Challenge. By joining the citywide event alongside nearly 280,000 runners, employees promoted physical wellness, strengthened team cohesion, and reinforced the Group's focus on well-being.

Pico Korea Sports Day



Pico Korea organised a Sports Day for staff, featuring activities such as giant ball rolling and three-legged races. The event promoted physical well-being, teamwork and creative problem-solving, reinforcing employee engagement and collaboration.

Singing Bowl Experiential Workshop in Hong Kong



A Singing Bowl Experiential Workshop was organised to promote relaxation and mindfulness among staff. Participants explored the calming and meditative effects of singing bowls, with active engagement contributing to a positive and restorative experience. The initiative formed part of the Group's ongoing efforts to foster a healthy, positive and joyful workplace environment.

Chinese Therapy Wellness Activity in Shanghai



In Shanghai, staff participated in a Chinese therapy wellness activity aimed at supporting overall well-being. Conducted in a guided setting, the session involved the use of therapy equipment and provided a calming environment in which participants could relax, rest and recharge.

Team-Building Cooking Experience in Taiwan



In Taiwan, staff participated in a team-building cooking activity aimed at strengthening collaboration and communication. Guided by professional instructors, participants worked together to complete timed culinary tasks, promoting teamwork, coordination and problem-solving. The activity also provided an opportunity for reflection and connection, contributing to stronger interpersonal relationships and a more cohesive working environment.

Safety

- Automated external defibrillators installed in workplaces.
- Requirement for on-site workers to wear PPE such as masks, goggles and earmuffs where necessary.
- Regular fire drills and other safety training exercises to ensure employees are safety-aware and prepared for emergencies.
- Regular inspections by safety officers of conditions at production facilities and project sites.

During the reporting period, no non-compliance incidents were recorded related to the provision of a safe working environment and protection from occupational hazards that would have had a significant impact on the Group. Pico will continue to observe the relevant laws and regulations, including the Occupational Safety and Health Ordinance and the Fire Safety (Commercial Premises) Ordinance in Hong Kong, Measures for the Supervision and Administration of Employers' Occupational Health Surveillance and Law on the Prevention and Control of Occupational Diseases in mainland China, and the Fire Safety Act in Singapore.

Commitment to Workplace Safety with Responsibility Pledges in Dongguan



The Dongguan production plant held a safety responsibility signing ceremony involving operations staff, production leaders and safety officers. The session reviewed the achievement of zero safety incidents in 2024, outlined ongoing improvement measures, and reinforced accountability for workplace safety. Representatives read and signed safety responsibility pledges, followed by a collective affirmation of commitment. The company reiterated its strict compliance with safety regulations and its objective of maintaining a zero-accident record.

Occupational Health and Safety Performance Summary

	2025	2024	2023
Number of work-related fatalities	0	0	0
Rate of work-related fatalities	0	0	0

	2025	2024
Lost days due to work injury	5	95

Remark: The rate of work-related fatalities is calculated based on the number of fatalities per 200,000 hours worked.

Talent Acquisition and Development

Disclosures in this section support SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Pico takes great pride in helping staff members grow and realise their full potential. With our “apprenticeship” model of talent development and upskilling, we offer a number of programmes to support managers and staff in their careers and personal development, fostering a culture where “everybody learns and everybody teaches”. Our commitment is reflected in the aforementioned Balanced Scorecard, which includes learning and growth as one of its four performance measurement parameters.

The Group’s local learning and development programmes form an important part of the career path for high-potential employees, while a wide range of corporate training courses enhance the skills and capabilities of employees at all levels. These include:

- Programmes developed and delivered in-house, or provided by local and overseas external training organisations, covering areas such as industrial and technical knowledge, health and safety, business administration and other subjects.
- Platforms that make learning more accessible and effective, including our Pico Academy internal e-learning platform, which disseminates experience and knowledge on topics such as digital capabilities and leadership skills.
- Employee peer communities established through Viva Engage, an online employee communication platform, as well as other online and offline channels. These communities encourage knowledge sharing and collaboration on topics such as learning journeys, generative AI tools, data analytics and engineering, and digital marketing.
- The Talent Acceleration Programme (“TAP”), an intensive leadership development programme that brings together young, high-potential managers from across the Group. Over more than 40 years, TAP has produced over 1,000 graduates and has evolved into different formats to meet the needs of various participant groups.
- Leveraging our global network to broaden horizons with staff rotation opportunities.

37th Talent Acceleration Programme in Shenzhen



The Group's 37th edition of Pico's Talent Acceleration Programme was held in Shenzhen, bringing together staff from across the global network for ten days of growth, learning and connection. A highlight of the programme was a session led by Lawrence Chia, Chairman of the Group, who shared insights on leadership, resilience and his long-term vision for the business. The Programme continues to be a cornerstone of Pico's commitment to developing purpose-driven leaders for the future of marketing.

Pico's In-house Developed AI Tools Training in Beijing



Pico Beijing conducted an internal training session on Pico's in-house developed AI design tool and workflow system. The tool supports design asset management and sharing across teams, while providing a unified platform to enhance collaboration efficiency in creative workflows. The training aimed to familiarise staff with the system's functionalities and promote more consistent and efficient collaboration across design teams.

Employment Performance Summary

Employee Profiles	2025		2024	
Total number of employees	2,894		2,819	
By gender				
– Female	1,353	47%	1,316	47%
– Male	1,541	53%	1,503	53%
By age group				
– Under 40	1,862	64%	1,758	62%
– 40 and above	1,032	36%	1,061	38%
By employment type				
– Full-time	2,364	82%	2,677	95%
– Other	530	18%	142	5%
By geographical region				
– Hong Kong	257	9%	254	9%
– Mainland China	846	29%	878	31%
– Singapore	386	13%	349	12%
– United Arab Emirates	250	9%	398	14%
– Other	1,155	40%	940	34%
	2025		2024	
Employee Turnover Rate	15%		10%	
By gender				
– Female	15%		11%	
– Male	14%		9%	
By age group				
– Under 40	17%		11%	
– 40 and above	11%		8%	
By geographical region				
– Hong Kong	16%		19%	
– Mainland China	10%		9%	
– Singapore	16%		6%	
– United Arab Emirates	17%		7%	
– Other	18%		12%	

Training and Development Performance Summary

Training Metrics	2025	2024
Percentage of employees trained	100%	100%
By gender		
– Female	100%	100%
– Male	100%	100%
By employee category		
– Senior management	100%	100%
– Middle management	100%	100%
– General	100%	100%
Average training hours per employee	9 hours	8 hours
By gender		
– Female	11 hours	8 hours
– Male	8 hours	7 hours
By employee category		
– Senior management	11 hours	9 hours
– Middle management	15 hours	11 hours
– General	9 hours	7 hours



Communities

Disclosures in this section support SDG 1: End poverty in all its forms everywhere; SDG 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture; SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; SDG 9: Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation; and SDG 10: Reduce inequality within and among countries.

We believe in giving back to the communities in which we operate. Our Pico Global Care in Action initiative involves staff in a wide range of community-focused activities, from charity work and sponsorship to the donation of time, money and effort in support of disaster relief, health and education projects.

Engaging with Communities

In addition to donating to numerous charitable organisations during the reporting period, Pico staff around the world also participated in a diverse range of corporate social responsibility (“CSR”) activities, giving back in ways that reflect local community needs. These activities included initiatives supporting child and youth development, care for the elderly, and addressing the needs of local communities.

Child and youth development

Young people are the future and should be given every opportunity to live healthy, happy, productive lives. During the reporting period, our local offices continued to support child and youth development.

Activity	Engaging Organisation	Location
Staff organised a community visit to support children with disabilities. Activities included celebrating children’s birthdays, assisting with feeding, providing basic comfort care, engaging in interactive games, and donating daily necessities. A total of 30 staff members participated as part of the Group’s community outreach efforts.	Thien Phuoc Charity Center	Vietnam

Education Infrastructure Support through Pico Global Care in Action



Pico continued its multi-year partnership with Branches Community Projects to support the construction and renovation of educational facilities for UMOJA Tanzania. The initiative forms part of Pico Global Care in Action (“PGCiA”), through which the Group contributes to community development in underserved regions.

UMOJA Tanzania focuses on youth development by improving access to education and holistic learning opportunities. In 2025, renovation works were completed across multiple sites, resulting in the provision of new classrooms and multipurpose learning spaces. These enhanced facilities improved access to quality education and enabled the delivery of academic learning, life skills and psychosocial support programmes, alongside extracurricular activities that support students’ long-term development.

Through PGCiA, Pico remains committed to initiatives that generate positive social outcomes and strengthen community well-being.

Servicing local needs

We are committed to making a positive contribution to the communities in which we operate. During the reporting period, our offices initiated a number of programmes to help address local community needs.

Activity	Engaging Organisation	Location
Staff joined the “Hawker for a Day” programme at Dignity Kitchen, working alongside persons with disabilities to prepare 300 meal boxes for distribution to the elderly and the homeless. The activity provided staff with first-hand experience of inclusive employment while supporting community food needs. 	Project Dignity	Hong Kong
Participation in “Skip Lunch Day”, with staff donating lunch money to support services for street sleepers and residents living in cage homes and cubicles.	The Community Chest of Hong Kong	Hong Kong
Staff supported the “Shoes for Life” project by assisting with the sorting and repackaging of donated shoes and clothing, and by making a monetary contribution to further its mission of supporting communities in Africa affected by jigger infestations and inadequate footwear.	STEP30	Taiwan

Joining Clients to Support Communities

Many of our clients’ activations include strong community care components. As a trusted partner, we often support these initiatives by helping to organise, facilitate and participate in related projects.

Focus Area	Project with Pico Involvement
Physical health & well-being	Pico partnered with Qatar Free Zones Authority to deliver Qatar National Sport Day on the beach. The event offered a wide range of activities, including volleyball, football, obstacle courses, tug-of-war, yoga and a dedicated children’s area. Culinary stations, live entertainment and interactive amenities further enhanced the overall community sports experience. 
	Pico partnered with Abu Dhabi Entertainment Company to deliver WE ACTIVE, a seasonal community programme at ACTIVE Al Maryah Island centred on the themes of Move, Breathe and Thrive. The series featured fitness challenges, mindfulness sessions, creative workshops and live entertainment, with Pico providing end-to-end project management, programming, production and audiovisual solutions.
	MGM China partnered with Singapore’s Art-Zoo collective to present a collection of mega-sized inflatable creatures in Macau. Pico provided art coordination, production and installation services for the project. The ocean-themed “Splashes of Joy” experience featured three immersive play zones for families, combining entertainment with educational elements to raise awareness of ocean conservation. 

Focus Area

Project with Pico Involvement

Physical health & well-being

Pico coordinated the opening ceremony of the ISF World School Sport Games (Gymnasiade) in Bahrain, the largest multi-sport event organised by the International School Sport Federation. The team delivered comprehensive technical and production services, culminating in a fireworks display that illuminated the city skyline.



Healthcare industry advancement

Pico transformed the Heart of Healthcare event in Singapore into an immersive showcase of medical advances and healthcare careers. The multi-zone experience featured more than 20 specialised career areas, RFID-enabled interactive installations, and multimedia presentations using curved LED technology. Designed to connect emerging talent with industry opportunities, the event inspired the next generation of healthcare professionals while fostering meaningful engagement across the healthcare sector.



Focus Area

Project with Pico Involvement

Healthcare industry
advancement

APSS-ROBAC, a leading regional event for anaesthesia professionals, bariatric specialists and healthcare leaders, successfully concluded after three days of programme activities. Organised by Pico's MP International, the conference provided a structured platform for knowledge exchange and collaboration on patient safety and obesity anaesthesia.

The team supported the full conference journey, from development of the scientific programme to facilitation of networking opportunities, ensuring a well-coordinated and professionally delivered experience for participants.



The International Dental Show (IDS), the world's largest dental industry showcase, attracted 1,351 exhibitors and 164,000 professional visitors. At the event, Pico designed and executed the booth for leading dental materials company HASSBIO. Featuring the brand's signature colours, the booth incorporated an LED display and presentation area to showcase HASSBIO's Amber® product range.



Focus Area

Project with Pico Involvement

Community engagement

Pico collaborated with Muscat Municipality to deliver the inaugural Muscat Flower Festival as part of the Muscat Nights celebration. The project transformed Qurum Natural Park into a floral showcase featuring more than 200 plant varieties and over one million blooms. It brought together the creative vision of world-renowned floral designers alongside local Omani talent. The festival attracted record visitor numbers, enriching community life and establishing a new cultural highlight on Oman's event calendar.



Women's empowerment

Platform 09, an ecosystem dedicated to nurturing professional Arab women in business, adopted the theme "Garden of Ideas" for its latest edition. Pico delivered immersive activations, production, audio-visual and lighting solutions and live performances, creating a seamless and engaging experience for participants.



Focus Area

Project with Pico Involvement

Education

At the Learning & Teaching Expo, Pico delivered the “Infrastructure x Education” feature area for the Development Bureau and the Construction Industry Council. Spanning approximately 1,200 square metres, the showcase presented Hong Kong’s infrastructure development through innovative formats, including the city’s first 3D infrastructure map, a seven-foot block figure installation, and six thematic pavilions. The experience successfully translated complex infrastructure concepts into engaging and accessible learning experiences.

Led by the Development Bureau, the initiative exemplifies a STEAM-focused approach that strengthens the connection between education and Hong Kong’s long-term infrastructure development.



Sustainable agriculture

Bahrain’s Ministry of Municipalities Affairs and Agriculture engaged Pico to deliver comprehensive design, production, installation and event management services for the Bahrain Animal Production Show. The five-day exhibition, held at the Bahrain International Endurance Village, showcased advancements in animal husbandry and agricultural innovation, supporting food security and community development across the region.



Joining Clients to Support Economic Development and Foster Innovation

Many of our activations incorporate elements that contribute to economic development and human well-being, with a focus on affordable and equitable access. As our clients’ partner, we often help to organise, facilitate and participate in such initiatives.

Focus Area	Project with Pico Involvement
Advanced technology & industrial innovation	SEMICON Taiwan, themed “Breaking Limits: Powering the AI Era”, brought together more than 1,100 exhibitors across 3,700 booths, reinforcing its role as a leading platform for the semiconductor industry. Pico supported the exhibition by delivering comprehensive services and customised brand environments tailored to the diverse objectives of participating clients. Through thoughtful spatial planning, technology-focused displays and curated showcase areas highlighting R&D achievements, the Group created immersive experiences that connected semiconductor brands with emerging industry developments and evolving audience expectations. 
	At GITEX, one of the world’s leading technology showcases, Pico conceptualised, built and delivered multiple immersive brand activations for a range of partners. These projects demonstrated the Group’s continued strength in innovative experiential solutions. By integrating advanced technologies with refined design, the activations created interactive, technology-driven experiences that engaged global audiences and supported clients in strengthening their brand presence. 

Focus Area

Project with Pico Involvement

Advanced technology & industrial innovation

At Automatica, a leading global platform for smart automation and robotics, the Group supported Hanwha Robotics in showcasing its next-generation collaborative robot technologies. As the appointed strategic partner, Pico designed and executed a prominent booth that reinforced Hanwha's industry positioning. Through an end-to-end delivery approach, the team created an integrated physical environment and seamless brand experience that effectively conveyed Hanwha's vision and enabled strong engagement with international audiences.



For the fourth consecutive year, Pico served as the official service provider for the Bluetooth Asia Conference, delivering conference management as well as stand design and build services. The event occupied a 3,600-square-metre venue and showcased advancements in Bluetooth applications and related innovations.

Pico provided comprehensive operational and technical support, demonstrating the Group's capability in planning and executing large-scale industry events. The conference attracted over 3,200 industry professionals and featured participation from 62 enterprises worldwide.



As Honor's official service provider at Mobile World Congress in Barcelona, Pico created an immersive and interactive showcase of the brand's AI-powered product innovations. Services included booth spatial planning, design, stage visuals and interactive segments, delivered as a tailored end-to-end solution aligned with the client's strategic goals.



Focus Area

Project with Pico Involvement

Digital economy, fintech & cyber resilience

Pico designed and delivered the ADQ Arena, the centrepiece of Abu Dhabi Finance Week. The venue served as a dynamic hub for more than 60 thought leaders and sessions, integrating sophisticated branding elements and event architecture to create a purpose-built space for dialogue and collaboration.



At the Singapore FinTech Festival, Pico delivered a 198-square-metre flagship booth for Ant International, a Grand Sponsor of the event. The immersive and interactive environment integrated digital technologies to showcase Ant International's capabilities in digital financial solutions and strengthen engagement with global fintech stakeholders. The project supported the client's positioning within the international fintech ecosystem while facilitating dialogue and connection across the digital economy.



ETHGlobal, a leading event within the Ethereum ecosystem, was held in Taipei for the first time. Pico was appointed to provide project management, production, venue operations, catering and other event services, supporting an intensive three-day programme running 24 hours a day. The event created an enabling environment for participants to develop new ideas and solutions, attracting 730 attendees from 43 countries, alongside 13 workshops and a keynote by Ethereum co-founder Vitalik Buterin.



Focus Area

Project with Pico Involvement

Tourism, culture & local economic development

At World Travel Market (WTM) London, a major global travel industry exhibition, Pico delivered design and technology solutions for Red Sea and Al Balad Development. The Red Sea booth featured a 270-degree wraparound display, creating an immersive experience that showcased its destinations to international tourism stakeholders.



At Arabian Travel Market, Pico delivered activations for brands including Peninsula Hotels, Hong Kong Tourism Board, Qiddiya City, Saudia Airlines and Riyadh Air. The designs attracted strong visitor traffic and fostered meaningful brand-audience connections at one of the world's premier travel and tourism exhibitions.



Focus Area

Project with Pico Involvement

Tourism, culture & local economic development

Pico Play led the creative development and construction of the new Wizard of Oz attraction at Warner Bros. Movie World in Australia. Featuring iconic landmarks such as the Emerald City and the Yellow Brick Road, the immersive experience enhances the park's visitor appeal and supports the continued growth of the tourism sector.



Economic growth & industry development

Pico has supported clients at the China International Import Expo (CIIE) for seven consecutive years. At the 2024 edition, the team delivered design, experiential showcases, construction and operational management for international brands including BHP, BMW Tech Office APAC, Mercedes-Benz, Olympus, GE, Siemens and Smith & Nephew. In addition to facilitating global trade and collaboration, Pico incorporated biodegradable materials into selected projects, reflecting its commitment to innovative and sustainable exhibition practices.



Focus Area

Project with Pico Involvement

Economic growth & industry development

At Auto Shanghai, Pico provided end-to-end services for international and domestic brands including BYD, Cadillac, Shiji, Deepal, Denza, Desay SV, Momenta, Nissan, Porsche, Jueying and XPeng. Services ranged from brand strategy and design to construction and on-site operations, with advanced data analytics and interactive multimedia solutions enhancing brand presence and audience engagement.



At the Sharjah Entrepreneurship Festival, Pico delivered a comprehensive audience experience across multiple themed spaces including the Creative Zone, Impact Zone, Startup Town, international pavilions and the Sustainability & Wellness area. The design and execution immersed entrepreneurs and investors in a dynamic environment that fostered innovation and engagement.



Supporting Cultural Heritage

Many of our client projects align with the goals of preserving cultural heritage. Through close partnerships with our clients, we help organise, facilitate and participate in initiatives that support these objectives.

Focus Area	Project with Pico Involvement
Cultural heritage	At Expo 2025 Osaka in Yumeshima, Japan, Pico provided comprehensive design and construction services for the 300-square-metre Vietnam Pavilion. Drawing on extensive research and expertise, the team created a pavilion that blended modern technology with Vietnamese culture and tradition, showcasing the nation’s achievements from ancient times to the present. 
	At the Santiago International Book Fair in Chile, China participated as Guest of Honour with a 500-square-metre pavilion delivered by Pico. The team provided end-to-end design, planning, construction and operational management services. Inspired by traditional Hui architecture, the pavilion expressed China’s cultural heritage while serving as a platform for dialogue and exchange among Chilean and Chinese authors, publishers, readers and scholars. 

International Excellence

The majority of our offices and client activations have received professional accreditations and honours recognising quality, environmental management and other areas of excellence.

Responsible Business Practices	
Hong Kong Commercial Times (HKCT) Business Awards 2024 • Best Brand Strategy Service of the Year	Pico
The Chinese University of Hong Kong – Asia-Pacific Institute of Business • Constituent Company of the Corporate Innovation Index	Pico
Data Literacy Association – DaLa Awards • Best Data Strategy Award	Pico
2025 Eventex Index • Top 100 Agencies & Event Organisers	Pico
Agency of the Year Awards 2025 Hong Kong <i>Presented by Marketing-Interactive</i> • Gold: B2B Agency of the Year • Silver: Event Marketing Agency of the Year	Pico
Bureau International des Expositions (BIE) Awards 2025 <i>Algeria Pavilion</i> • Silver: External Design – Module Pavilions (Type B+X) <i>Vietnam Pavilion</i> • Silver: Exhibition Design – Module Pavilions (Type B+X)	Pico
World Expolympics Awards <i>Vietnam Pavilion</i> • Bronze: Best Pavilion Team	Pico
Talentbank Career Fair 2025 <i>Maybank Booth</i> • Champion: Best Booth Design	Pico
Chief Marketer Campaigns of the Year Awards 2025 <i>State Farm Gamerhood: Neo City</i> • Icon Campaign of the Year – B2C <i>State Farm's Bobblehead YOU! Tour</i> • Best Lead Generation Campaign <i>State Farm's Jake's Jingle Quest</i> • Best Game, Contest or Sweepstakes	Pico's Infinity Marketing Team
ThinkLA IDEA Awards 2025 <i>State Farm Gamerhood: Neo City</i> • Best Branded Content Campaign	Pico's Infinity Marketing Team

Responsible Business Practices	
2025 REGGIE Awards <i>State Farm Gamerhood: Neo City</i> • Bronze: Digital, Social or Mobile Marketing • Bronze: Immersive Marketing–Gaming, eSports and Extended Reality • Bronze: Partnership Marketing <i>State Farm Jake’s Jingle Quest</i> • Gold: Immersive Marketing–Gaming, eSports and Extended Reality <i>State Farm Bobblehead YOU! Tour</i> • Bronze: Relationship Marketing (CRM, Loyalty, Retention)	Pico’s Infinity Marketing Team
Adweek Experiential Awards 2025 <i>State Farm Gamerhood: Neo City</i> • Best Use of Influencers in an Experiential Activation	Pico’s Infinity Marketing Team
Chief Marketer Campaigns of the Year Awards 2024 <i>State Farm Super Bowl – “The Big Game Came To Us!”</i> • Best Brand Awareness Campaign – Honourable Mention • Best Game, Contest or Sweepstakes – Honourable Mention • Best Influencer/Word-of-Mouth Campaign – Honourable Mention • Best Use of Social Media in a Campaign – Honourable Mention <i>State Farm Bobblehead YOU! Tour</i> • Best Community Engagement Campaign – Winner • Best Lead Generation Campaign – Honourable Mention <i>State Farm Gamerhood Challenge 2023</i> • Best Overall Use of Technology in a Campaign – Winner • Best Brand Awareness Campaign – Winner • Best Use of Video – Winner • Best Cause-Driven Campaign – Honourable Mention • Best Online-Only Campaign – Honourable Mention	Pico’s Infinity Marketing Team
Arabian Travel Market 2025 • Best Sustainable Stand • Best Stand for Doing Business	Pico EMEA
Noor Riyadh Festival 2024 <i>Saudi Event Show Awards 2025</i> • Best Community Event	Pico EMEA
International Petroleum Technology Conference 2025 <i>Petronas</i> • Best Exhibit Booth – Runner-up <i>Weatherford</i> • Best Exhibit Booth – Runner-up	Pico EMEA
C&IT Awards 2025 • Incentive of the Year Award – Shell Helix Champions Club	Pico EMEA

Responsible Business Practices	
Huawei Partner Conference 2025 • Best Support Award	Pico EMEA
M&C Asia Stella Awards 2025 • Best Professional Conference Organiser in Asia	Pico's MP International
2025 Premier of Queensland's Export Awards • Finalist – Creative Industries • Finalist – Professional Services	Pico Play
ISO 9001 Quality Management System Certification	Pico Australia Pico Beijing Pico Dongguan Pico Dubai Pico Guangzhou Pico Hong Kong Pico Malaysia Pico Shanghai Pico Singapore Pico Thailand Pico's A.E. Smith Shanghai
ISO 27001 Information Security Management System Certification	Pico Singapore
Certificate of Enterprise Credit Grade	Pico Shanghai
QAS International – Integrated Management System (PAS 99)	Pico Australia

Environment	
Hong Kong Green Organisation	Pico Hong Kong
Hong Kong Green Organisation Certification Scheme • Energywi\$e Certificate (Excellent Level) • Wastewi\$e Certificate (Good Level)	Pico Hong Kong
Green Cross Group Member by Occupational Safety and Health Council	Pico Hong Kong
ISO 14001 Environmental Management Certification	Pico Australia Pico Beijing Pico Dongguan Pico Dubai Pico Malaysia Pico Shanghai Pico Singapore Pico's A.E. Smith Shanghai
ISO 20121 Event Sustainability Management Certification	Pico Dubai Pico Singapore Pico Taiwan

Employees	
Mandatory Provident Fund Schemes Authority Good MPF Employer 5 Years+ Award	Pico Hong Kong
UNICEF, Department of Health and the Food and Health Bureau in Hong Kong Breastfeeding Friendly Workplace 2025/2026	Pico Hong Kong
Mental Health Workplace Charter Mental Health Friendly Organisation	Pico Hong Kong
Promoting Happiness Index Foundation Happy Company 10 Years Label	Pico Hong Kong
Employees Retraining Board Manpower Developer Award	Pico Hong Kong
ISO 45001 Occupational Health and Safety Management Systems Certification	Pico Australia Pico Beijing Pico Dubai Pico Malaysia Pico Shanghai Pico Singapore Pico's A.E. Smith Shanghai
SA8000 Social Accountability Certification	Pico's A.E. Smith Shanghai
Communities	
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HKEX Environmental, Social and Governance Reporting Guide

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Front and back cover: SG60 Heart&Soul Experience in Singapore



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