

雅仕維傳媒集團有限公司
Asiaray Media Group Limited

Stock Code: 1993

**2017 Environmental, Social
and Governance Report**



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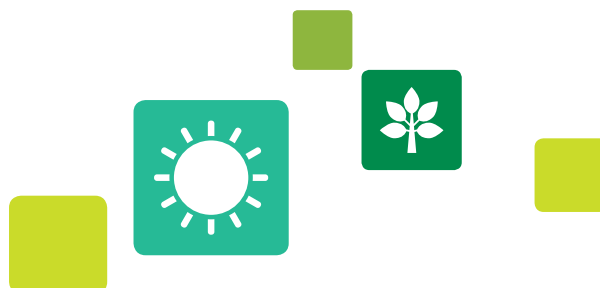
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SCOPE AND REPORTING PERIOD

This is the second environmental, social, and governance (the “ESG”) report for Asiaray Media Group Limited (the “Company”) and its subsidiaries (collectively referred to as the “Group”), highlighting its ESG performance, with disclosure reference made to the ESG Reporting Guide of Appendix 27 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “HKEx”) and guidance set out by the HKEx.

This ESG report covers the Group’s overall performance in two subject areas, namely, environmental and social, of its business operations in Beijing, Chengdu, Fujian, Guangzhou, Hong Kong, Hainan, Hangzhou, Qingdao, Shanghai, Shenzhen, Urumqi, Wuxi, Xi’an, Yichang, Yunan and Zhengzhou, the People Republic of China from 1 January 2017 to 31 December 2017, unless otherwise stated. As to the aspect of governance,

corporate governance practices appropriate to the conduct and growth in the business of the Company in accordance with all applicable rules and regulations have been disclosed under the section “Corporate Governance Report” of the annual report of the Company for the year of 2017, which was published on 27 April 2018.

STAKEHOLDER ENGAGEMENT AND MATERIALITY

The Group values input and feedback of its stakeholders as they bring potential impacts to the Group’s business. Internal and external stakeholders have been involved in regular engagement activities to share views regarding the Group’s operation and performances. The Group has specifically engaged the board of directors, senior management, frontline staff, suppliers and clients to gain further insights on ESG material aspects and challenges in the reporting period. Through meetings and surveys, the Group and its stakeholders identified the following top five material aspects:

- Employment;
- Health and Safety;
- Development and training;
- Consumer data protection; and
- Customer Service.

The above aspects were strictly managed through the Group’s policies and guidelines. Management of the aspects have been described in separate sections below. The Group is committed to conducting its business in a transparent, equitable, legal and socially responsible manner. The Group will continue to participate in meetings and gatherings with stakeholders to understand their expectations and concerned material aspects and feedback on its ESG performances.

STAKEHOLDERS' FEEDBACK

The Company actively promotes effective communications with all stakeholders through our regular newsletter, notices, announcements, and reports via its Facebook, WeChat and Weibo accounts as well as its website. The Company welcomes stakeholders' feedback on our environmental, social and governance approach and performance. Please give your suggestions or share your views with us via email at ir@asiaray.com.

THE COMPANY'S MISSION AND VISION ON SUSTAINABILITY COMMITMENT

I am proud to present the Group's second ESG report. We believe our report continues to demonstrate our unwavering commitment to sustainable development and dedication to corporate governance, environmental protection, and human capital.

The report also underpins our core values of integrity, excellence and benevolence. Our commitment to integrity is reflected in our exceptional internal management and corporate governance. We strive to deliver superior advertising solutions with consideration to environmental concerns and economic feasibility. Our benevolence is shown through our efforts in creating a better living environment for our communities. The highlights of our sustainability achievements during the reporting year include:

- Formed a Green Committee in which senior management in different units are committed to fully supporting the subject of eco-green and to implement the Group Environmental Policy in day-to-day operations
- Reduced 8% of all printed advertising materials with efficient implementation of Waste Management Plan and creative business model
- Diverted 100% of waste printed advertising materials from landfill through the effort of cooperating with appropriate collectors for recycling and reprocessing
- Upgraded and replaced 364 pieces of advertising panels with LED lighting

Asiaray continues to support WWF on promoting Earth Hour via our diversified media resources



Xiamen Airport



Shenzhen Metro



Asiaray appointed as the exclusive advertising agency of the 2017 FIA Formula E Hong Kong E-Prix, for the second consecutive year



Our Staff at the MOONSHAKE Donation for Charity event

- Saved 17.6% of electricity by encouraging employees in practicing energy saving habits in the offices
- Made our advertising spaces available for free or affordable for environmental organisations to raise awareness about social and environmental issues. During World Wide Fund (WWF) for Nature's Earth Hour campaign, we have expanded our metro lines' media network available for promoting the event to 9 cities in Hong Kong, Beijing, Haikou, Xiamen, Shenzhen, Wuxi, Kunming, Lijiang and Xishuangbanna
- Developed creative digital platform MOONSHAKE Donation for Charity which encouraged our business partners to change the traditional festive etiquette of gifting mooncakes to gifting donations to support the elderly in need. In 2017, the Group donated HKD21,486 to charity
- Been appointed as the exclusive advertising agency of the 2017 FIA Formula E Hong Kong E-Prix, mega electric racing event with the focus on energy and the environment, for the second consecutive year

In the coming years, we are committed in putting further efforts in contributing to the environment, society and innovation through our daily business operations. We aim to source eco-friendly ink and sticker for advertising production, and to upgrade more existing advertising panels and replace them with LED lightings.

Outdoor advertising plays an important role in metropolitans. Asiaray commits to managing our products and services with great consideration with safety, environmental protection, and aesthetic appearance. We believe there will be a more intimate relationship between the society and outdoor advertising, and closer connection with people's lives. Asiaray aims to become a role model in the advertising industry, maintains high standards of deliverables while contributing to sustainable development and corporate responsibility. Together with the society and business partners, we will make a better and greener world.

A. ENVIRONMENTAL

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

Given the business nature, the Group recognizes its daily operations with an impact on the environment, thus an Environmental Policy Statement was established in 2016. The Company's top management endorses it and regularly reviews it to ensure it is compatible with its strategic direction. The Group commits to ensuring the Company in compliance with all relevant local and national environmental legislation, regulations and requirements, as well as obtaining all necessary environmental permits and licenses for operation. The Group commits to making continuous efforts in using natural resources (energy, materials and water) as efficiently as possible, promoting energy efficiency and energy conservation in its operations and offices, as well as minimising its overall emissions and impacts on the environment.

In Hong Kong's printing production, most of ink we used have been accredited with international certifications such as the GREENGUARD Gold Certification. The certified products have been scientifically tested and have met some of the world's most rigorous, third-party chemical emissions standards. For our printing activities in the Mainland China, we use imported ultraviolet (UV) ink, which meets the Chinese government's environmental ink standard. UV ink is lightfast and more environmentally friendly than solvent-based inks. When procuring ink, we give priority to environmentally friendly ink carrying safety certifications, while meeting the expected quality at the same time. The Group's productions in Mainland China use a unique metal-free adhesive material that is not only environmentally friendly but have also passed independent testings and fulfilled the industrial flame-retardant requirement.

During the reporting period, the Group has also partnered with major property management clients in Hong Kong to support Charter on External Lighting which is launched by the Environment Bureau to promote the awareness on minimising light nuisance and energy wastage posed by external lighting installations.



1. EMISSIONS

(i) Air Emission

During the reporting period, the Group's business did not involve any gaseous fuel consumption. Vehicle operation during the reporting period mainly involved the use of passenger cars and light goods vehicles for local business commuting and daily operation, which resulted in a total emission of 0.93 kg of sulphur oxides (SO_x), 363 kg of nitrogen oxides (NO_x), and 33 kg of respiratory suspended particles (PM) emission. To lower our emissions, the Group has renewed all operation vehicles to meet the European emission standards (EURO 5 & 6), and continuously encourages its employees to utilize public transportation as much as possible.

(ii) Greenhouse Gas (GHG) Emissions

Scope of Greenhouse Gas Emissions	Emission Sources	Emission (in tonnes of CO ₂ e)	Total Emission (in percentage)
Scope 1 Direct Emission			
Combustion of fuel for mobile combustion source	Petrol	172	2
Scope 2 Indirect Emission			
Purchased Electricity		8,648	96
Scope 3 Other Indirect Emission			
Freshwater Consumption & Wastewater Treatment		2	2
Paper Waste Disposal		84	
Business air travel		88	
Total		8,994	100

Note 1: Emission factors were made reference to Appendix 27 of the Main Board Listing Rules and their referred documentation as set out by Hong Kong Exchanges and Clearing Limited, unless stated otherwise.

Note 2: Combined margin emission factor of 0.70 tCO₂/MWh, 0.76 tCO₂/MWh, 0.63 tCO₂/MWh, 0.65 tCO₂/MWh and 0.63 tCO₂/MWh were used for purchased electricity in eastern, northern, southern, central and north-western Mainland China respectively.

There were 8,994 tonnes of carbon dioxide equivalent (carbon dioxide, methane, nitrous oxide and hydrofluorocarbons) emitted during the reporting period.



a. *Scope 1 — Direct Emissions*

Combustion of fuel for mobile source (petrol)

Passenger cars and light goods vehicles were utilised during the reporting period, contributing to a total consumption of 63,437 litres of petrol, resulted in 172 tonnes of carbon dioxide equivalent emissions.

b. *Scope 2 — Energy Indirect Emissions*

Purchased Electricity

Electricity consumption by the Group was supplied by Hong Kong Electric and national electricity grid in Mainland China. For some of the Group's offices and advertising media, electricity usage was included in the management fee and rental fee, hence data was not available. During the reporting period, the Group consumed approximately 282,136 kWh of electricity for office and approximately 12,631,101 kWh of electricity for most advertising operations (digital billboards, display panels and screens). Overall, the Group contributed to a consumption of 12,913,236 kWh and emitted 8,648 tonnes of carbon dioxide equivalent during the reporting period.

The Group is strongly dedicated to reducing its carbon footprint throughout its operations. The Group continuously makes efforts to identify new eco-friendly printing solutions, and invest in research and development. LED lighting was utilized as much as possible in advertising solutions. Over 70% of the Group's airport advertisements in Mainland China used LED lighting.



“WrapLED” crossover solutions at One Peking in Tsim Sha Tsui, Hong Kong

We are particularly proud of our dismountable LED solution which offers highly energy efficient advertisements. It enables static graphic to display during day time, while LED lighting is only switched on during night time. This greatly reduce the overall power consumption of the advertisement panel. One of the Group's applications of dismountable LED is “WrapLED” crossover solutions at One Peking in Tsim Sha Tsui, Hong Kong. The “WrapLED” utilises dismountable LED that aims to promote energy saving advertising solutions to our advertisers. During the day, the use of LED lights is reduced with static graphic displays and natural lighting, while the animated advertisement is only shown at night time. Compared with conventional digital billboard, this application optimized the use of natural lighting and reduced the overall energy consumption.

c. *Scope 3 — Other Indirect Emissions*

Water Consumption and Wastewater Discharge

The Group mainly involved water consumption in the offices, in which payment for most water usage has been included in the management fee to the landlord, thus consumption data cannot be obtained. During the reporting period, the Group's offices consumed approximately 3,134 m³ of water, contributing to an emission of 1.27 tonnes of carbon dioxide equivalent to fresh water consumption. It is assumed that all water consumed was discharged for wastewater treatment by the local government authorities, resulted in an emission of 0.60 tonnes of carbon dioxide equivalent. In general, water usage in the Group's offices and operations is relatively low and insignificant.

Paper

A total of 17,431 kg of waste paper generated from offices was estimated to be disposed at landfills (under the assumption that all paper, whether is stored or purchased within the organization boundary, will eventually be disposed at landfills unless collected and recycled), contributing to an emission of 84 tonnes of carbon dioxide equivalent. The Group will work on the data consolidation on waste paper generated from production in all operations and shall disclose in the next reporting period. The Group has adopted intranet for e-document for various administrative and human resources processes, which significantly reduced the use of paper. Employees are reminded and encouraged to use recycled paper for internal use printing, and offices in different geographical locations will continue to review the feasibility on paper recycling at where the businesses operate.

Business Air Travel

The Group keeps track of its employees' business travelling and their relative carbon emission throughout the year. During the reporting year, the Group's business air travel contributed to a total of 88 tonnes of carbon dioxide equivalent emissions, mostly for meetings and conference. The Group shall continue to explore feasibility of video conferencing to enable video conferencing and presentation materials sharing among various parties to allow staff to communicate with internal and external parties in different geographical locations.



(iii) Hazardous Waste and Non-hazardous Waste

Hazardous Waste

During the reporting period, hazardous waste from the Group was mainly from lubrication oils and inks used for in-house printing operations. Ink cartridges and lubrication oils were collected by licensed waste contractors and were disposed in accordance with the local waste management regulations. The amount of hazardous waste generation was insignificant, thus related data is not reported.

Non-hazardous Waste

During the reporting period, the Group has generated approximately 86 tonnes of non-hazardous waste, which included paper, cardboard, YUPO paper, stickers, backlit film, Polyvinyl Chloride (PVC) and general domestic waste. All of them were either reprocessed or recycled by licensed collectors.



Asiaray upgraded and replaced advertising panels with LED lighting

In Hong Kong, the Group has implemented Waste Management Plan to ensure appropriate handling of all advertising wastes in metro lines. Recycling protocol must be strictly followed for all used and retired advertising materials. Under all circumstances, landfill is the least preferred choice for disposal. In Mainland China, as part of the Group's waste reduction initiatives, transparent protective films were applied on some of the permanent lightbox advertisements along metro. This application helped protecting the advertising displays from external damage, which resulted in prolonging their shelf life and reducing the need for reprints.

Moreover, the Group continues to work on innovative design of the advertising display to further reduce the use of raw materials and generation of waste. For example, at selected locations, traditional paper-based display has been replaced with programmed LED displays which can be reused multiple times, and offer greater effects.

2. USE OF RESOURCES

(i) Energy Consumption

Energy Consumption Sources	Consumption (in kWh)
Electricity	12,913,236
Petrol	562,157

The Group's business operations resulted in a total energy consumption of 13,475,393 kWh from the use of electricity and petrol.

(ii) Packaging Materials

Packaging materials consumed by the Group's operation was insignificant, therefore data is not reported.

1. EMPLOYMENT AND LABOUR PRACTICES

(i) Employment

The staff handbook has provided details on standard working hours, annual performance appraisal, promotion and transfer opportunities and procedures, different types of leave and their application, salary and welfare coverage, statutory holidays and rest periods, contract termination, dismissal and retirement guidelines. The Group occasionally organizes activities and events for employees to promote better internal communication and engagement, as well as their overall wellness.

During the reporting period, there were no major changes in policies relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunities, diversity and anti-discrimination, and the Group did not note any cases of material non-compliance in relation to employment.

Equal Opportunity

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

(ii) Health and Safety

The Group has standard Health and Safety Manual and workplace safety policy in place, which ensures safety training and medical check-up are provided to all employees to make sure they have the knowledge and skills, as well as in good physical conditions to carry out the work as they are assigned to. Staff handbook also provides guidelines and procedures in terms of work injury, fire drills and work arrangement under severe weather. Moreover, the Group provides adequate personal protective equipment to designated employees and perform regular risk assessment of workplace for identifying potential risks and hazards.

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



Outdoor Advertisement Safety



Our Group has implemented a set of comprehensive safety guidelines to ensure the safety of our outdoor advertising fixtures. In the preliminary design stage, we take into consideration of every safety aspect and incorporate them in our advertising fixtures designs. This includes evaluating local environmental factors such as climate and geology to determine the appropriate safety design features. During the construction stage, a professional construction team is appointed to set up the billboards. Designated supervisors are assigned to oversee the construction process and ensure strict compliance with the design requirements and industrial safety standards. Once the installation is completed, an independent third party is employed to conduct regular inspections, and maintenance works are carried out once an issue is identified.

Safety training and internal management

Frontline employees are subjected to compulsory safety training to prevent and reduce occupational hazards. Accordingly, we have provided training on installing and dismantling advertisements in metro lines and airports. For the Hong Kong metro lines, the employees are required to pass a set of safety tests and undergo regular body checks to ensure that they are well-equipped for their jobs.

Safety issues under extreme weather conditions

Our outdoor billboards are sometimes exposed to extreme weather conditions. For each location, we have put in place the necessary safety measures. The following safety measures are carried out during severe weather warnings:

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

In addition, we conduct safety hazards assessments before typhoon seasons. We also provide contingency plans to all relevant departments in which we outline our protective measures. During the reporting year, we have not encountered any safety issue during the typhoon season.

After-sales safety maintenance and equipment testing

We are widely recognized for our after-sales safety maintenance and equipment testing services. A professional team carries out regular maintenance services and inspections to identify safety hazards and to provide prompt repair services.

(iii) Development and Training

The Group believes that employees are the key assets. The Group has continuously devoted effort to attract, nurture, and retain talents. As part of our commitment to their success, employees are provided with the necessary resources to develop their potentials. The Company considers learning and training as the essential right and responsibility of all employees. Based on employees' career development plans and needs, the Company provides necessary training through internal and external training courses, workshops, and seminars. For internal training, the 'Thunder Project' Training program was established in Mainland China offices with the aim to improve the skills and knowledge of our sales representatives and strengthening the team's management to raise sales performance.

During the reporting period, a total of 6,972 training hours were conducted for an accumulated attendance of 3,634 employees in Hong Kong and Mainland China operations. Training sessions covered a wide range of aspects, including orientation, spatial design, operation, occupational health and safety, market trends, sales and marketing, human resources, management and self-development, etc.

Towards the end of 2017, the Group has developed an online learning platform which provides all types of training and learning opportunities for employees from different departments, whether is mandatory or optional, internal or external courses, employees can simply access from their phones and computers. The platform also provides a place for employees to share their expertise and knowledge with each other and allows them to give feedback to this newly established system, so that the platform can be improved and better utilized in the coming years.



(iv) Labour Standards

The Group's Human Resources Department is responsible for ensuring the Group in compliance with the employment and labour standards of Hong Kong and Mainland China. As stated in the Group's policy, the Company regulates the employment of child labour in all trades under the Employment of Child Labour Regulations, which is under the Employment Ordinance, and no child and forced labour is allowed in any operations. To screen job candidates during recruitment, the Group reviews the applicants' application forms and conducts identity card verification. Human Resources Department has the right to immediately terminate employment contract with employee who violates the laws and regulations, and will regularly review and update the Staff Handbook and internal policies to meet the latest regulatory requirements.

During the reporting period, there were no major changes in policies and the Group did not note any cases of material non-compliance relating to preventing child and forced labour.

2. OPERATING PRACTICES

(i) Supply Chain Management

The Group has in-house production facilities for the printing of posters, billboards and stickers, with the majority of the Group's printing works being subcontracted. The Group's advertisement installation and dismantling works were also outsourced.

The Group therefore established a standard management procedure regarding controlling and monitoring the service and product quality of suppliers and subcontractors. The Group also has established a Code of Conduct for all its suppliers and subcontractors, which was developed in accordance with Group's policies and procedures, and is used to communicate with suppliers and subcontractors regarding the Group's expectation and principles on their environmental and social performance, covering aspects such as Environment, Forced Labour, Child Labour, Discrimination, Remuneration, Working Hours, Health and Safety, Human Rights, Corruption, Conflict of Interest and Gifts and Hospitality. Suppliers and subcontractors are required to have relevant procedures in place and must strictly comply with national and local regulations. Failure to meet the provisions set forth in the Code of Conduct may lead to the termination of future business partnership.

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

(ii) Product Responsibility

During the reporting period, the Group did not note any cases of material non-compliance regarding health and safety, advertising, labelling and privacy matters relating to products and services provided as required by related laws and regulations.

Quality Assurance

The Group has established a standardised quality checking process and assurance guideline to ensure the delivery of top quality advertising products at airport, metro lines, billboard and buildings. Implemented by the Media Department, the quality of every advertisement instalment is closely monitored. An assurance report is issued to every client for their sign-off after the completion of internal assessment. Advertisement instalment that has yet to meet the Group's quality standards will be followed up with further action. In addition, our Shanghai office also operates its quality management system in accordance with GB/T19001-2008/ISO9001:2008 International Certification of Registration. The certification is applied to all publishing related services, including advertisements.



Customer Service

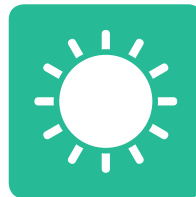
The Group has a standard follow up and action plan for different business units for handling customer complaints relating to advertising products. The plan was developed to be applicable for various types of advertising products and has listed detail procedures on timeline and works involved, thus customer complaints and product recalls will be handled in a consistent and timely manner.

Intellectual Property and Privacy Matters

As stated in the Group's staff handbook, employees have the responsibility to protect the Group's intellectual property, including patents, copyrights, trademarks, service marks, research and development achievements, trade secrets, technical data and other related rights. They are not allowed to damage, delete or take advantage of any asset or documents without the Group's approval. Staff handbook also has a data privacy protection clause in which employees are only allowed to use computer, information and software authorized by the Group and the use of internet, intranet and emails shall be strictly for work purposes. Employees shall not disclose any confidential information to any unauthorized personnel or parties. The Group's IT department has system set up for ensuring network security and management. No infringement was identified during the reporting period.

(iii) Anti-corruption

During the reporting period, there were no major changes in the Group's anti-corruption policy which details guidelines on bribery, conflict of interests, extortion, fraud and money laundering and there were no concluded legal cases regarding corrupt practices. Employees of the Group are prohibited from obtaining or accepting enticements, such as money, gifts, contracts, and preferential treatment to discourage solicitation. The Group has also established a formal "Whistleblowing Policy" to encourage employees to report any suspected illegal activities, dishonest practices, and other misconducts. The Company Secretarial Department is responsible for handling all reports. The Company will evaluate the relevant reporting matters and Audit Committee will determine whether a thorough investigation is required. An independent investigator will be appointed for investigation if necessary.



3. COMMUNITY INVESTMENT

The Group has a Community Engagement Policy Statement in which the Company is committed to focus on three areas: disadvantaged communities, sports and environmental concerns, through adequate participation and financial support. Moreover, the Group has engaged with clients (charities and government) for using its extensive outdoor advertising resources as a social marketing platform for their marketing campaigns at metro stations and airports to reach out and benefit local communities.

During the reporting period, the Group continued engaging Po Leung Kuk Life Planning and Financial Education Centre (LPFEC) on promoting green messages on sustainability living and environmental protection to over 1,000 students and their families in Tsuen Wan District.

The Group also continues to support World Wide Fund (WWF) on promoting Earth Hour on our billboards and in-station advertising in Hong Kong, Beijing, Haikou, Xiamen, Shenzhen, Wuxi, Kunming, Lijiang and Xishuangbanna by providing free advertising spaces for the value of HKD12 million.



Asiaray continued engaging Po Leung Kuk on promoting green messages via “Environmental Moonlight Lantern Workshop” and other intriguing activities with primary school students in Tsuen Wan District.



Certificate of Merit in the field of Media and Communication at the 2016 Hong Kong Awards for Environmental Excellence

Moreover, the Group continues partnering with Helping Hand and engaged over twenty major advertising agencies and direct clients on mooncakes donation for charity via a self-developed and creative MOONSHAKE digital donation platform. The campaign successfully and donated HKD21,486 to Helping Hand, which is a charity dedicated to serving elderly in need in Hong Kong.

During the reporting period, the Group has been awarded with the Certificate of Merit in the field of Media and Communication at the 2016 Hong Kong Awards for Environmental Excellence (HKAEE) and named the “Hong Kong Green Organization” under the Hong Kong Green Organization Certification (HKFOC) led by the Environmental Campaign Committee (ECC).





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