

2018 ENVIRONMENTAL, SOCIAL, GOVERNANCE REPORT



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

股份代號 Stock Code: 1993



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SCOPE AND REPORTING PERIOD

This ESG report has been prepared by Asiaray Media Group Limited and its subsidiaries (collectively referred to as the “Group”), highlighting its Environmental, Social, and Governance (the “ESG”) performance, with disclosure reference made to the ESG Reporting Guide as described in Appendix 27 of the Listing Rules and Guidance set out by The Stock Exchange of Hong Kong Limited.

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, Tianjin, Urumqi, Wuxi, Xi’an, Yichang, Yunnan, Zhengzhou and Zhuhai, the People’s Republic of China from 1 January 2018 to 31 December 2018, unless otherwise stated. Due to expansion of business, operations in Tianjin and Zhuhai have been added in this reporting period. 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 2018, which was published on 17 April, 2019.

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 engaged senior management and frontline staff 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;
- Anti-corruption; and
- Environmental Protection Measures.

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.hk.

THE COMPANY'S MISSION AND VISION ON SUSTAINABILITY COMMITMENT

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:

- Assigned new position in establishing sustainable cooperate strategy and organizing company's eco-friendly activities;
- Maintained the diversion of 100% of waste printed advertising materials from landfill through the effort of cooperating with appropriate collectors for recycling and reprocessing;
- Upgraded and replaced 845 pieces of advertising panels with LED lighting;
- Replaced existing floodlights (1000W) with LED ones (320W);
- Made our advertising spaces available for free or affordable for environmental organisations to raise awareness about social and environmental issues at metro lines' media in Beijing and Hong Kong; and
- Been appointed as the exclusive advertising agency of the FIA Formula E Hong Kong E-Prix, mega electric racing event with the focus on energy and the environment.

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 at upgrading more existing advertising panels and replacing them with LED lightings.



A. ENVIRONMENTAL

1. EMISSIONS

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

With its business nature, the Group recognizes the environment impact of its daily operations, 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 complies 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 on 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.

For Hong Kong's outsourced printing production, most of ink 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.

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. With the Group's cooperation on external lighting installation, clients were awarded with platinum award during the reporting period.



1.1 Air Emissions

During the reporting period, the Group's business did not involve any gaseous fuel consumption and mainly involved the use of passenger cars and light goods vehicles which were used for local business commuting and daily operation. 1.19 kg of sulphur oxides (SO_x), 211.94 kg of nitrogen oxides (NO_x), and 8.70 kg of respiratory suspended particles (PM) emission were emitted.

1.2 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	215	2%
Scope 2 Indirect Emission			
Purchased Electricity		10,440	97%
Scope 3 Other Indirect Emission			
Freshwater Consumption & Wastewater Treatment		2	1%
Paper Waste Disposal		24	
Business Air Travel		92	
Total		10,773	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 10,773 tonnes of carbon dioxide equivalent (carbon dioxide, methane, nitrous oxide and hydrofluorocarbons) emitted during the reporting period.



1.3 Hazardous Waste

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

1.4 Non-hazardous Waste

The Group's advertising media segment has generated approximately 96 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.

The Group's offices have generated approximately 5 tonnes of waste paper which were 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).

1.5 Measures to Mitigate Emissions

To lower the emissions related to vehicle use, the Group has renewed all operation vehicles to meet the European emission standards (EURO 5 & 6), and continuously encourages employees to take public transport as much as possible.

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

1.6 Waste Handling and Reduction Initiatives

Overall, due to added business operations in Tianjin and Zhuhai of the PRC, waste generation of non-hazardous waste was 11% higher than last reporting period, while the amount of generated hazardous waste remained constant. In Hong Kong, the Group has implemented Waste Management Plan to ensure appropriate handling of all advertising wastes in metro lines. Recycling protocol must be strictly followed for all used and retired advertising materials. Under all circumstances, landfill is the least preferred choice for disposal. During the reporting period, with the effort of cooperating with appropriate collectors in past years, the Group has achieved 100% recycle and reprocess rate for all printed advertising materials. Hazardous waste such as ink cartridges and lubrication oils were collected by licensed waste contractors and were disposed in accordance with the local waste management regulations.

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 the metro. This application helped protecting the advertising displays from external damage, which resulted in prolonged shelf life and reduced 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 and digital equipment in which can be reused multiple times, and offer greater effects.

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 geological locations will continue to review the feasibility on paper recycling at where the businesses operate. Hence, there was great reduction on paper waste generation during the reporting period. Furthermore, water filters have been installed in the offices to reduce the use of plastic water bottles.





2. USE OF RESOURCES

2.1 Energy Consumption

Energy Consumption Sources	Consumption (in Litre)	Consumption (in kWh)
Electricity	NA	15,214,447
Diesel	14,506	146,219
Petrol	65,032	576,293
Total		15,936,959

The Group's business operations resulted in a total energy consumption of 15,936,959 kWh from the use of electricity and petrol, an 18% increase from the last reporting period which was mainly due to growth of existing business and additional business operation in Tianjin and Zhuhai of the PRC during the reporting period.

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 279,926 kWh of electricity for office and approximately 14,934,521 kWh of electricity for most advertising operations (digital billboards, display panels and screens).

2.2 Water Consumption

The Group mainly involved water consumption in the offices, in which payment for most water usage has been included in the management fee to the landlord, thus consumption data cannot be obtained. During the reporting period, the Group's offices with data reported consumed approximately 2,919 m³ of water. It is assumed that all water consumed was discharged for wastewater treatment by the local government authorities. In general, water usage in the Group's offices and operations is relatively low and insignificant.

2.3 Energy Use Efficiency Initiatives

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.

The Group is particularly proud of its 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 aimed 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 to conventional digital billboard, this application optimized the use of natural lighting and reduced the overall energy consumption.

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

2.4 Water Use Efficiency Initiatives

Water conservation practice is encouraged throughout the offices and thus there was a slight drop of water consumption during the reporting period. Overall, water consumption in the office and business operations was insignificant, and there was no issue in sourcing water that is fit for purchase.

2.5 Packaging Materials

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

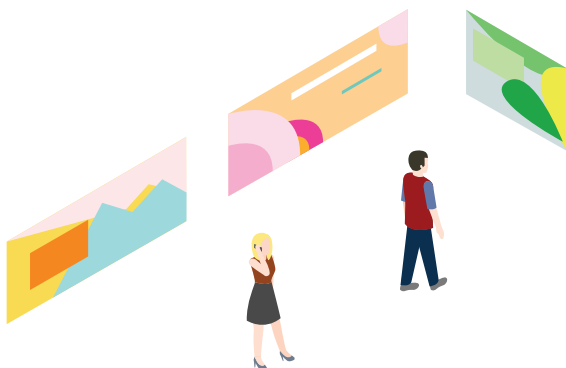


3. THE ENVIRONMENT AND NATURAL RESOURCES

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

3.1 Significant Impacts of Activities on the Environment

With the business nature, the Group understands its impact to the environment and natural resources can be significant, particularly in terms of electricity and indirect material consumption. The Group has formed Green Committee with senior management in different units assigned with responsibilities to fully support eco-green practice and implement environmental programme at work. During the reporting period, the Group has upgraded over 845 pieces of advertising panels to LED lighting along metro media sites, and replaced existing floodlights with LED ones to promote energy saving advertising solution and more efficient use of energy. Eco-friendly materials such as non-pvc (polyvinylchloride) were sourced for advertising production to meet growing customer demand on sustainable solution and to minimize damage to the environment. In additional, the Group has been supporting Earth Hour Campaign since 2013 with the offices in Hong Kong, Beijing, Xiamen and Zhuhai, in which clients are invited to switch off outdoor advertising billboards signage for one hour. Saving energy and catalyzing a low carbon society are the Group's ultimate goals and efforts in lowering the impacts on the environment.



B. SOCIAL

1. EMPLOYMENT AND LABOUR PRACTICES

1.1 Employment

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.

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.

Equal Opportunity

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

1.2 Employee Health and Safety

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

The Group has standard Health and Safety Manual and workplace safety policy in place, which ensures that safety training and medical check-up are provided to all employees. These also make sure that they have the required knowledge and skills, as well as being in good physical conditions to carry out the work they have been 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.

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 include 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 will conduct regular inspections, and maintenance works are carried out once any related 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 canvases are temporarily removed.

In addition, we conduct safety hazards assessments, before typhoon seasons. We also provide contingency plans to all relevant departments with our protective measures outlined. 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.

Safety considerations for creative advertisements

We are particularly careful with unconventional advertisement designs. From the preliminary design stages to installation, we have remained in close communication with our clients and media resource owners to ensure we have met their expectation for quality and safety. During the reporting year, we installed a giant milk powder advertisement at Hong Kong's MTR station in Lok Ma Chau. It was a one of a kind design that had numerous design challenges. The large size advertisement frame required extra strong supporting structure to safely secure the instalment from falling. Since the ceiling did not provide any structure mechanism for object suspension, we subsequently installed an additional supporting unit for suspension without damaging the building structure. We also hired engineers to conduct a risk assessment to identify possible safety hazards.

Regarding our creative advertisement for the Chimelong Safari Park at the Beijing South Railway Station in previous year, we successfully aligned the safari park concept with safety requirements. The innovative column wrapping was designed with 3D graphics protruding at a height of 2.2 meters, thus preventing it from any obstructions or damages in the metro line station.

1.3 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 necessary resources to unlock 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 10,597 training hours (non-online) were conducted for an accumulated attendance of 4,103 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.

The Group has developed an online learning platform which provides all types of training and learning opportunities for employees from different departments and reached out to an accumulated 4,400 employees in addition to non-online courses during the reporting period. No matter what type of courses, mandatory or optional, internal or external courses, employees can simply access to the courses from their phones and computers. The platform also provides a place for employees to share their expertise, industrial news, knowledge with each other and allows them to give feedback to this newly established system, so that the platform can be improved and better utilized in the coming years.





1.4 Labour Standards

There were no major changes in policies and the Group did not note any cases of material non-compliance relating to preventing child and forced labour during the reporting period. The Group's Human Resources Department is responsible for ensuring Group's compliance with the employment and labour standards of Hong Kong and Mainland China. 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 under the Employment Ordinance, and no forced labour is allowed in any operations. To screen job candidates during recruitment, the Group reviews the applicants' application forms, conducts background checks and verifies their identification cards. 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.

2. OPERATING PRACTICES

2.1 Supply Chain Management

The Group engaged suppliers for its printing works, advertisement installation and dismantling works.

For printing activities in the Mainland China, the Group gives priority to environmentally friendly ink carrying safety certifications that passed independent testings and fulfilled the industrial flame-retardant requirement, while meeting the expected quality at the same time.

The Group has established a standard management procedure regarding the control and monitoring of service and product quality of suppliers and subcontractors. Code of Conduct has been established for all its suppliers and subcontractors, which was developed in accordance with Group's policies and procedures. It is also 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 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.

2.2 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. The quality of every advertisement instalment is closely monitored by the Media Department. An assurance report is issued to every client for their sign-off after the completion of internal assessment. Advertisement instalment that has yet to meet the Group's quality standards will be followed up with further action. In addition, our Shanghai office also operates its quality management system in accordance with GB/T19001-2008/ISO9001:2008. The system is applied to all publishing related services, including advertisements.

Moreover, to comply with the advertising law of the PRC, the Group has established standard approval guidelines and checklists to ensure legitimate advertising contents for all the industries it serves. Document proof and information such as business registration, permit, certification, report and supporting evidence must be provided for review and for the Group to safeguard the integrity, consistency and timeliness of the advertising materials.

Customer Service

The Group has a standard follow up and action plan for different business units for handling customer complaints related to advertising products. The plan was applicable to 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 Data Protection

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 restricted 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 had been identified during the reporting period.

2.3 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 evidence 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 focuses on three areas: disadvantage communities, sports and environmental concerns, through adequate participation and financial support. Moreover, the Group has engaged 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, an accumulated total of 141 employees with sponsorship from the company of over HKD150,000 to carry out community engagement works, such as charity run, charity walk, fund-raising football tournaments. Moreover, the Group continues partnering with various non-profit organizations such as Save the Children, Helping Hand and Christian Action on meals donation for elderly in need, environmental education for students. The Group also continues to support numerous social services organizations, sports associations, animal welfare services, art foundations, and other non-profit organizations which promote art and culture in society with discounted advertising rate in Hong Kong with a value of HKD9 million and donation of over HKD140,000.

Over the mainland China side, the Group has supported promoting the protection of animal rights and welfare along metro lines in Beijing, with 20 large advertising light boxes with a value of CNY460,000.

Similar to last reporting year, the Group was in the process of being awarded the Certificate of Merit in the field of Media and Communication at the 2018 Hong Kong Awards for Environmental Excellence (HKAEE) and the "Hong Kong Green Organization" under the Hong Kong Green Organization Certification (HKGOC) led by the Environmental Campaign Committee (ECC).



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