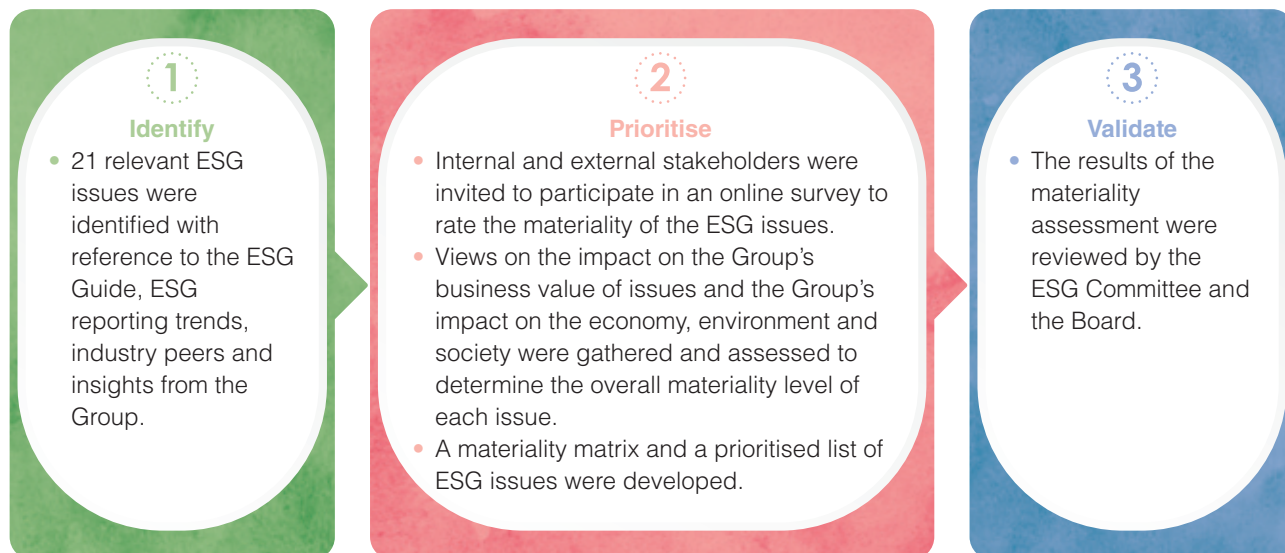


## OUR APPROACH TO ESG

## Materiality Assessment

This year, the Group maintained our commitment to a thorough three-step materiality assessment, conducted with the expertise of an independent consultancy firm. Our refined methodology embraced the principle of double materiality, encompassing both financial implications and broader impact considerations. Through this rigorous assessment, we have successfully identified the most crucial ESG matters that influence our business strategy and decision-making processes.



The materiality matrix presented herein demonstrates the relative significance of 21 ESG matters by correlating their influence on the Group's business value against their broader societal, economic and environmental implications. Those matters positioned in the uppermost right quadrant were deemed most crucial to the Group and, accordingly, have been prioritised for detailed discussion within this Report.

Materiality Matrix



## OUR APPROACH TO ESG

With the new materiality assessment approach, 5 issues were identified as material this year. Business Ethics and Integrity, Compliance Management, Human Rights and Labour Standards, Occupational Health, Safety and Well-being, and Product and Service Quality and Safety, were the most material issues.

Issue (in descending order of materiality)		Tier	Materiality
19	Business Ethics and Integrity	1	Material
20	Compliance Management	1	
13	Human Rights and Labour Standards	1	
12	Occupational Health, Safety and Well-being	1	
14	Product and Service Quality and Safety	1	
11	Diversity and Equal Opportunity	2	Moderate
10	Training and Development	2	
15	Privacy and Data Security	2	
21	Protection of Intellectual Property Rights	2	
9	Employment Practices	2	
17	Responsible Supply Chain Management	2	
16	Responsible Marketing and Labelling	2	
18	Community Engagement and Investment	2	
4	Energy	2	
6	Materials	2	
5	Water	2	Monitored
3	Waste	2	
8	Climate Change and Resilience	3	
1	Air Emissions	3	
2	Greenhouse Gas Emissions	3	
7	Biodiversity	3	

Material Issue	Relevant Section in the Report
Business Ethics and Integrity	Business Ethics
Compliance Management	
Human Rights and Labour Standards	People
Occupational Health, Safety and Well-being	
Product and Service Quality and Safety	Customer

# ENVIRONMENT



050

## PROTECTING THE ENVIRONMENT WITH HEART

---

**Carbon and Energy Management**

---

**Resources Conservation**

---

**Climate Action and Resilience**

In response to escalating global and local environmental challenges, the Group has undertaken a comprehensive evaluation of its role and strategic positioning concerning critical sustainability issues. The Group remains steadfastly committed to pursuing a sustainable future through the systematic identification and implementation of innovative solutions to address pressing environmental concerns, as delineated in our Environmental Policy Statement. We have established and executed a diverse portfolio of environmental policies and initiatives targeting key areas including greenhouse gas emissions ("GHGs"), natural resource conservation, and climate change adaptation strategies.

Furthermore, the Group has established quantifiable environmental objectives across multiple domains to both demonstrate and advance our unwavering commitment to enhancing environmental performance metrics. The environmental targets and progress are shown below:

Aspect	Target	Progress in 2024
<b>GHG and air emissions</b>	<ul style="list-style-type: none"> <li>To aim at achieving a 6% reduction in greenhouse gas emissions intensity by 2027, subject to management review based on post-COVID operational impacts</li> <li>To closely monitor the amount of GHG and air pollutants generated to ensure their emissions are well-aligned with its business growth by 2027</li> <li>To incorporate “low carbon” elements into the Group’s investment strategies and criteria by 2027</li> </ul>	Overall, the GHG and air emissions performance in 2024 was greatly reduced due to the completion of construction of iCITY.
<b>Wastes</b>	<ul style="list-style-type: none"> <li>To closely monitor the amount of waste generated (e.g., paper) to ensure its consumption is well-aligned with its business growth by 2027</li> </ul>	Total waste generated in 2024 has been greatly reduced 47.23%, with the main contribution from iCITY with the construction process completed.
<b>Energy consumption</b>	<ul style="list-style-type: none"> <li>To reduce the Group’s energy consumption intensity by 6% by 2027</li> <li>To take energy-saving measures into account as one of the selection criteria for new suppliers and investment by 2027</li> </ul>	The electricity consumption performance in 2024 was similar to last year, showing a general downward trend. But since iCITY’s construction work was completed and occupancy began, energy consumption there increased significantly.

## Carbon and Energy Management

In accordance with Hong Kong’s Climate Action Plan 2050, electricity consumption accounts for approximately 60% of carbon emissions (also known as “greenhouse gas” or “GHG” emissions) within Hong Kong. Buildings are the predominant source, representing 90% of total electricity consumption. The Group acknowledges that climate change poses significant risks to our long-term development strategy and operational sustainability. Recognizing the urgent need to address carbon emissions amid escalating climate challenges, the Group has prioritized immediate and decisive action to mitigate emissions from our building portfolio. This commitment forms a cornerstone of our strategic approach to environmental stewardship and corporate resilience in an increasingly carbon-constrained regulatory environment.

### Harnessing Technology for Carbon and Energy Reduction

The Group hereby affirms its commitment to the implementation of a comprehensive suite of energy efficiency strategies, initiatives, and operational protocols designed to systematically reduce energy consumption, mitigate carbon emissions, and minimize atmospheric pollutants in accordance with our environmental stewardship objectives and regulatory compliance frameworks.



## ENVIRONMENT



### Lighting System Enhancement Initiative

The Group has implemented a strategic program to optimize energy efficiency through the comprehensive upgrade of illumination infrastructure across our property portfolio to advanced LED technology. Recent enhancements during the reporting period include:

- Installation of energy-efficient lighting systems in stairwell areas at Soundwill Plaza and Midtown
- Implementation of LED lighting solutions throughout staircase zones at 10 Knutsford Terrace
- Modernization of common corridor illumination infrastructure at Soundwill Plaza and Midtown



### Retro-commissioning (RCx) Program

In pursuit of operational excellence, the Group has instituted a systematic approach to identifying performance inefficiencies within existing building systems and implementing targeted interventions to enhance operational parameters, maintenance protocols, and energy utilization metrics. Key initiatives include:

- Integration of variable frequency drive (VFD) technology for chiller optimization at Soundwill Plaza
- Development and implementation of pilot programs for HVAC system enhancement to improve energy performance



### Comprehensive Energy Efficiency Enhancement Strategy

The Group has deployed a multi-faceted approach to energy conservation, incorporating sophisticated technological solutions and innovative management practices:

- Implementation of advanced Building Management System (BMS) technology for granular control of chilled water zone valves on office levels at Soundwill Plaza
- Deployment of automated timing mechanisms and occupancy detection sensors for intelligent lighting control systems
- Application of specialized heat-insulating film technology on glazing surfaces at Park Haven to mitigate thermal transfer and reduce cooling energy requirements
- Utilization of high-performance waterproof coatings on window surfaces to minimize maintenance frequency and associated water and energy consumption
- Investigation into emerging Internet of Things (IoT) capabilities and Integrated Building Management Systems to further advance operational efficiency and enhance property management service delivery

## Engaging Our Customers and Tenants

The Group recognizes the critical importance of enhancing energy efficiency and raising awareness among employees, customers, tenants, and the broader public about the significant environmental impact of their daily choices and actions. We believe that through comprehensive energy conservation initiatives, the Group can effectively inspire and empower stakeholders to adopt sustainable practices that contribute to our collective environmental goals.

The Group's carbon and energy performance:

Greenhouse Gas Emissions				
Property	Unit	2024	2023	% Change
Soundwill Plaza	tCO <sub>2</sub> e	1,861.63	1,948.83	-4.47%
Soundwill Plaza II – Midtown	tCO <sub>2</sub> e	738.75	807.05	-8.46%
10 Knutsford Terrace	tCO <sub>2</sub> e	377.00	395.12	-4.59%
THE SHARP	tCO <sub>2</sub> e	77.04	78.05	-1.29%
Park Haven	tCO <sub>2</sub> e	262.42	252.72	3.84%
Warrenwoods	tCO <sub>2</sub> e	221.38	233.14	-5.04%
iPLACE	tCO <sub>2</sub> e	129.46	121.01	6.98%
iCITY	tCO <sub>2</sub> e	258.11	154.47	67.09%
Total GHG emissions	tCO <sub>2</sub> e	3,925.79	3,990.38	-1.62%
GHG intensity	tCO <sub>2</sub> e/m <sup>2</sup>	0.043	0.044	-2.27%

Energy Consumption (Electricity)				
Property	Unit	2024	2023	% Change
Soundwill Plaza	MWh	2,798.18	2,846.28	-1.69%
Soundwill Plaza II – Midtown	MWh	1,119.32	1,186.84	-5.69%
10 Knutsford Terrace	MWh	966.66	1,013.12	-4.59%
THE SHARP	MWh	116.72	114.77	1.70%
Park Haven	MWh	397.60	371.64	6.99%
Warrenwoods	MWh	335.42	342.85	-2.17%
iPLACE	MWh	331.95	310.29	6.98%
iCITY	MWh	661.82	320.26	106.65%
Total energy consumption	MWh	6,727.68	6,506.05	3.41%
Energy intensity	MWh/m <sup>2</sup>	0.074	0.072	2.78%

Overall, the GHG emissions and electricity consumption performance in 2024 was similar to last year, showing a general downward trend. But since iCITY's construction work was completed and occupancy began, energy consumption there increased significantly.

## Resources Conservation

### Water

We recognize water as a finite, precious resource and have implemented comprehensive management protocols to minimize consumption while promoting responsible use across our operations. We have deployed advanced water-saving technologies and monitoring systems that allow continuous assessment and improvement of our water stewardship practices.



#### Strengthening Water-saving Efforts

The Group implements water conservation technology through sensor-activated, self-closing taps and maintains rigorous monitoring protocols for all drainage systems. Regular maintenance inspections help us optimize water consumption while preventing leaks. Our water management system continuously monitors data with established thresholds that trigger immediate investigation and remedial action when anomalies are detected, ensuring ongoing improvement of our water stewardship initiatives.

#### Promoting Water-saving Habits

The Group has also implemented a comprehensive stakeholder engagement strategy for water resource management. This includes regular training sessions for employees to raise awareness about water conservation methods. Additionally, we distribute informational materials throughout our properties that highlight best practices for responsible water use, fostering a culture of environmental stewardship among all stakeholders.

The Group's water performance:

Water Consumption				
Property	Unit	2024	2023	% Change
Soundwill Plaza	m <sup>3</sup>	30,458.00	28,040.43	8.62%
Soundwill Plaza II — Midtown	m <sup>3</sup>	3,513.00	3,245.14	8.25%
10 Knutsford Terrace	m <sup>3</sup>	11,484.00	12,180.73	-5.72%
THE SHARP	m <sup>3</sup>	N/A	N/A	N/A
Park Haven	m <sup>3</sup>	1,547.00	1,425.86	8.50%
Warrenwoods	m <sup>3</sup>	934.00	464.39	101.13%
iPLACE	m <sup>3</sup>	8,434.00	7,557.35	11.60%
iCITY	m <sup>3</sup>	559.00	2.63	21,115.39%
<b>Total water consumption</b>	m <sup>3</sup>	56,929.00	52,916.52	7.58%
<b>Water intensity</b>	m <sup>3</sup> /m <sup>2</sup>	0.63	0.58	8.62%



Water consumption metrics for the reporting period remained consistent with 2023 figures, with two notable exceptions. Warrenwood experienced an increase in water usage attributed to intensive maintenance operations and cleaning protocols, while iCITY demonstrated elevated consumption patterns following the completion of construction activities and subsequent higher occupancy implementation. The Group sourced potable water from municipal supplies and did not encounter any issue in sourcing water that is fit for purpose during the year.

Waste

The Group is committed to advancing sustainable waste management across all properties. We follow internationally recognized standards by implementing the “4Rs” waste hierarchy framework: Reduce, Reuse, Recycle, and Replace. This approach forms the foundation of our waste minimization strategy. Through targeted initiatives and innovative programs, we continuously develop methods to conserve resources, facilitate reuse, and enhance recycling efficiency. To ensure operational excellence, we partner with certified waste management specialists who collect waste and recyclables in full compliance with regulatory requirements.

Digital Technology Integration	Resource Utilization Optimization	Recycling Infrastructure Enhancement
The Group has deployed digital technologies to support goals to reduce emissions. We’ve implemented tech solutions to improve waste management efficiency and resource use across operations. This initiative includes reducing paper-based communications and adopting digital transformation throughout the organization.	The Group has created a resource conservation program featuring “Paper Saving” notices in printing areas to encourage double-sided printing. We’ve also shifted to electronic distribution for promotional materials, including e-coupons and communications via the Soundwill Club app. Following our procurement guidelines, we prioritize Forest Stewardship Council (FSC)-certified products when possible.	The Group has installed waste segregation infrastructure throughout our properties. These collection facilities encourage employees, tenants, and stakeholders to responsibly dispose of recyclable materials — including paper, cardboard, plastic containers, and aluminum receptacles.

An illustration of a person in a blue shirt and pants, wearing yellow gloves, standing and sorting waste into three large recycling bins. The bins are dark blue, yellow, and orange, each with a white circular recycling symbol. The background is a blurred office setting with desks and computers.



## ENVIRONMENT

The Group's waste performance:

Non-hazardous Waste Disposal				
Property	Unit	2024	2023	% Change
Soundwill Plaza	tonne	1,045.79	1,030.93	1.44%
Soundwill Plaza II – Midtown	tonne	885.71	961.74	-7.91%
10 Knutsford Terrace	tonne	677.75	643.19	5.37%
THE SHARP	tonne	47.42	45.34	4.58%
Park Haven	tonne	508.19	487.57	4.23%
Warrenwoods	tonne	495.82	410.40	20.81%
iPLACE	tonne	424.61	407.33	4.24%
iCITY	tonne	11.87	3,778.03	-99.69%
<b>Total waste generated</b>	tonne	4,097.15	7,764.53	-47.23%
<b>Waste intensity</b>	tonne/m <sup>2</sup>	0.045	0.085	-47.06%

Waste Recycling				
Property	Unit	2024	2023	% Change
Soundwill Plaza	kg	328.00	622.00	-47.27%
Soundwill Plaza II – Midtown	kg	540.00	197.70	173.14%
10 Knutsford Terrace	kg	1,298.00	1,312.00	-1.07%
THE SHARP	kg	369.00	230.00	60.43%
Park Haven	kg	404.00	223.80	80.52%
Warrenwoods	kg	487.00	258.00	88.76%
iPLACE	kg	555.00	505.00	9.90%
iCITY	kg	N/A	N/A	N/A
<b>Total waste recycled</b>	kg	4,296.00	3,348.50	18.89%
<b>Waste Intensity</b>	kg/m <sup>2</sup>	0.047	0.037	28.30%

During the year, the total amount of non-hazardous waste generated was 47.23% less than last year, which was mainly attributed to the significant reduction of general waste from iCITY. In 2023, the construction work of iCITY was at its peak, resulting in an abnormally high amount of general waste generated. Besides, the amount of waste recycled also increased by 28% in 2024, showing that the promotion of recycling concepts were effective.

## Climate Action and Resilience

The Group recognizes that effective decarbonization strategies and enhanced climate resilience are fundamental to the long-term sustainability and viability of our business operations. We are committed to continuously refining and advancing our management frameworks and operational practices for climate risk assessment, opportunity identification, and resilience enhancement.

Our climate-related financial disclosures follow the Task Force on Climate-related Financial Disclosure (TCFD) recommendations, covering four key areas: “Governance,” “Strategy,” “Risk Management,” and “Metrics and Targets.” The Group remains committed to improving the sophistication and detail of our TCFD reporting to align with evolving stakeholder expectations and reflect the ongoing development of our climate performance objectives.

### Governance

*Disclose the organisation's governance around climate-related risks and opportunities.*

The Board of Directors holds ultimate oversight responsibility for climate-related risks and opportunities within the Group's operations. This governance role includes directing strategy and implementing comprehensive climate mitigation and adaptation initiatives. The ESG Committee, Energy Saving Team, and Building Management Team support the Board by identifying, assessing, and managing material climate-related matters. For a detailed overview of this governance structure, please refer to the “Our Approach to ESG — ESG Governance” section of this report.

### Strategy

*Disclose the actual and potential impacts of climate-related risks and opportunities on the organisation's businesses, strategy, and financial planning where such information is material.*

The Group recognizes that climate adaptation and resilience are essential for the long-term sustainability of our business. We are committed to conducting a thorough assessment to identify climate-related risks and opportunities that could significantly affect our operations and financial performance. This assessment will evaluate both current and future climate impacts throughout our value chain. Additionally, we will develop and implement strong response strategies to address identified risks while positioning ourselves to benefit from emerging opportunities in the changing climate landscape.

## Risk Management

*Disclose how the organisation identifies, assesses, and manages climate-related risks.*

The Board of Directors takes full responsibility for establishing and maintaining effective risk management frameworks and internal control systems — both essential for the Group's sustainable operations and long-term viability. The Audit Committee, working directly under Board supervision, thoroughly assesses and continuously monitors all organizational risks, with particular attention to ESG considerations and climate-related factors.

Climate-related risks identified for the property leasing and management segment:

Climate Risk	Potential Impact	Response
<b>Physical risk</b> More frequent extreme weather events, such as heat waves, typhoons, heavy rains, floods, and rise in average temperature	<ul style="list-style-type: none"> <li>• Depreciation of equipment</li> <li>• Increase in the use of air-conditioning for cooling and operational cost for charge of utilities</li> <li>• Higher risk of work injury due to heat stress-related illnesses of employees (i.e., heat stroke and heat rash)</li> <li>• Temporary suspension or closure of operations</li> <li>• Increased investment on upgrading or reinforcing equipment to withstand extreme weather events</li> <li>• Drop in business performance due to operation disruption and loss of reputation</li> </ul>	<ul style="list-style-type: none"> <li>• Introduce energy-efficient equipment and carry out retrofitting for buildings</li> <li>• Implement practices to prevent water damage, such as installing flood gates and alarm systems</li> <li>• Formulate an emergency plan and guidelines for extreme weather events</li> <li>• Enhance staff preparedness by conducting regular emergency drills</li> <li>• Regularly review occupational health and safety guidelines and practices in offices and construction sites for improvement</li> </ul>
<b>Transition risk</b> Tightened regulatory requirements on energy management	<ul style="list-style-type: none"> <li>• Sudden and unexpected increase in energy costs</li> <li>• Loss of competitive edge comparing to more sustainable competitors</li> <li>• Higher operational and energy costs caused by early retirement of equipment and additional costs in developing low-carbon practices/processes</li> <li>• Loss of ability to achieve the market share target and/or sales revenue target in the future</li> </ul>	<ul style="list-style-type: none"> <li>• Plan for and implement energy-efficient practices and equipment in operations</li> <li>• Formulate and implement a comprehensive sustainability strategy</li> <li>• Explore and invest in low-carbon practices and equipment</li> </ul>

## Metrics and Targets

*Disclose the metrics and targets used to assess and manage relevant climate-related risks and opportunities where such information is material.*

For a comprehensive review of our environmental key performance indicators, strategic targets, and reduction initiatives, please refer to the “Carbon and Energy Management,” “Resources Conservation,” and “Appendix — Key Performance Indicators Summary” sections of this report.

## Awards & Certifications



**Charter on External Lighting  
— Platinum Award**  
Environment and Ecology Bureau



**IAQwi\$e Certificate**  
Environmental Campaign Committee



**Indoor Air Quality (IAQ)  
Certificate**  
Environmental Protection Department



# PEOPLE

060

## RETAINING TALENTS WITH HEART

---

**Safeguarding Health and Safety**

---

**Valuing Our People**

---

**Unleashing Employee Potential**

The Group's remarkable achievements are inextricably linked to the calibre of our workforce. Our forward-thinking approach and sustainable development stem directly from the unwavering dedication and exceptional performance of our staff members. To this end, we steadfastly maintain our commitment to cultivating an inclusive, diverse and wholesome working environment, wherein the principles of respect and wellbeing are paramount. Furthermore, we endeavour to furnish our personnel with comprehensive professional development opportunities, enabling them to acquire and refine new competencies whilst advancing their careers.

### **Safeguarding Health and Safety**

As a property developer, we accord the utmost priority to ensuring the health and safety of our employees, customers and site workers. Our Health and Safety Policy underscores our steadfast dedication to fostering a secure and salubrious environment for all stakeholders.

## Management System

The Group maintains an unwavering commitment to upholding exemplary safety management standards, strictly adhering to all requisite regulatory frameworks. Our property management subsidiary, Goldwell Property Management Limited ("Goldwell"), has attained ISO 45001 Occupational Health and Safety Management Systems certification. This accreditation enables us to safeguard against workplace injuries and health hazards whilst continuously elevating our safety performance standards.

Our dedicated Health and Safety Committee convenes monthly to reinforce our steadfast commitment to employee wellbeing. We maintain meticulous records of workplace incidents, formulate and implement comprehensive safety enhancement strategies, and diligently promote safety consciousness throughout our workforce.

## Risk and Safety Awareness

Our construction subsidiary, Rich Trend Construction Engineering Limited ("Rich Trend"), implements comprehensive safety protocols, including emergency procedures, thorough risk assessments, safety planning, and heat stress monitoring for construction projects. We prioritise ensuring our employees and site workers are thoroughly educated about occupational health risks. Moreover, we deliver extensive safety training and provide all necessary protective equipment to minimise potential hazards. The Group regularly organises evacuation exercises to maintain optimal preparedness.

## Employee Well-being

We place tremendous value on mental health, endeavouring to cultivate an environment conducive to positive workplace culture. To this end, we have established a five-day working week policy, whilst ensuring that additional hours are appropriately compensated with time in lieu. Furthermore, we maintain a strong focus on our team's physical health. In pursuit of this commitment, we have embarked upon the Smoking Cessation Programme, providing comprehensive support for colleagues seeking to embrace a tobacco-free, healthier lifestyle.

There were no work-related fatalities recorded in the past three reporting years.



## PEOPLE

## Valuing Our People

The Group's continued success rests firmly upon the dedication and exemplary efforts of our colleagues. As such, we place the utmost importance on safeguarding their fundamental rights and interests. We have established comprehensive human resources protocols encompassing remuneration and termination, recruitment and career advancement, working hours, leave entitlements, equal opportunities, diversity, anti-discrimination measures, labour standards, and employee benefits. These vital human resources provisions are thoroughly detailed within our Employee Handbook and Code of Conduct, ensuring transparent communication across our entire workforce.

### Talent Attraction and Retention

#### *Recruitment and Selection*

The Group employs a transparent and equitable recruitment process, whereby candidates are selected based upon their qualifications, competencies and potential. We maintain strict adherence to proper protocols regarding both recruitment and separation to ensure fair treatment of all colleagues.

#### *Remuneration and Benefits*

We regularly review and adjust our remuneration packages to reflect individual merit and achievement. Our comprehensive compensation structure is position-specific, incorporating both individual performance assessments and overall organisational success. The package comprises base salary, supplementary allowances and statutory MPF contributions. Our colleagues enjoy a generous benefits programme, including an extensive array of paid leave entitlements beyond statutory requirements, encompassing bereavement leave, paternity leave and wedding leave.

### Diversity, Equity and Inclusion

A diverse workforce is paramount to effectively surmounting challenges whilst maximising opportunities. Our organisation champions equality of opportunity throughout the employment journey, encompassing recruitment, severance, professional development, remuneration, career progression and disciplinary proceedings. We thoughtfully consider colleagues' capabilities, competencies, achievements, disposition and pertinent qualities. We endeavour to foster an equitable workplace whilst maintaining resolute opposition to any form of discrimination or harassment, whether predicated upon gender, ethnicity, nationality or religious conviction.

### Labour Standards

The Group steadfastly upholds human rights, maintaining a zero-tolerance policy towards child labour and forced labour across all operations. Our employment framework adheres meticulously to local labour legislation. We conduct thorough verification of identification documents for all prospective and new employees to ensure compliance and work eligibility. Employment contracts delineate comprehensive terms and conditions, safeguarding the interests of both our colleagues and the organisation.

Employee Engagement

The Group cultivates a harmonious and well-balanced work environment. We hold our colleagues’ perspectives, recommendations and feedback in high regard. To facilitate forthright and efficient dialogue, we have established diverse communication channels, including scheduled meetings, comprehensive surveys and annual appraisals to gather our colleagues’ viewpoints.

Colleagues are warmly encouraged to share workplace feedback through our established channels. In pursuit of continuous enhancement, we diligently monitor outcomes, address feedback with utmost impartiality and identify areas for improvement.

Corporate updates and industry developments are disseminated via internal electronic correspondence and our company intranet. Moreover, our quarterly staff bulletin keeps colleagues abreast of environmental initiatives, community outreach programmes, wellness guidance and staff activities.

Throughout the year, we orchestrated numerous engagement initiatives, including monthly birthday celebrations and seasonal festivities. These occasions served not only as splendid social gatherings but also enhanced overall staff engagement appreciably.



Long Service Award Ceremony



Birthday Party

Cultivating Professional Excellence

The Group remains steadfast in its commitment to fostering an environment wherein colleagues can flourish professionally and personally. As delineated within our Employee Handbook, we ensure equitable access to training opportunities across our workforce. Through substantial investment in professional development, we offer a comprehensive array of learning programmes and developmental initiatives. We earnestly encourage our colleagues to utilise these valuable resources to enhance their capabilities and professional worth, thereby equipping them to adeptly navigate future challenges and opportunities. Furthermore, the Group actively supports colleagues’ participation in workshops, industry gatherings and seminars, facilitating the expansion of their professional knowledge and competencies beyond our organisation.

Program and Activity	Audience	Objectives	Focus
Orientation Training	New employees	<ul style="list-style-type: none"><li>Provide understanding of the Group's mission, vision, values, and culture</li><li>Familiarise new employees with their job roles, responsibilities, and the expectations set</li></ul>	<ul style="list-style-type: none"><li>Corporate policies and procedures</li><li>Employee benefits and resources</li></ul>




PEOPLE


Program and Activity	Audience	Objectives	Focus
<b>Themed Training</b>	All employees	<ul style="list-style-type: none"><li>Enhance employees' skills and competencies related to their job roles</li><li>Increase employee productivity, efficiency, and job satisfaction</li><li>Ensure employees understand and adhere to the Group's policies and guidelines</li></ul>	<ul style="list-style-type: none"><li>Occupational health and safety</li><li>Information technology</li><li>Product and service</li><li>ESG</li><li>Anti-corruption and business ethics</li></ul>
<b>Management Training</b>	Managers and employees of other management relevant positions	<ul style="list-style-type: none"><li>Prepare future leaders for higher management roles</li><li>Enhance the skills and competencies of managers to effectively lead their teams</li><li>Provide managers with the tools and knowledge to make strategic decisions</li></ul>	<ul style="list-style-type: none"><li>Management skills and tactics</li><li>Decision makings</li></ul>

Complementing the Group's training initiatives, our construction subsidiary, Rich Trend, places great emphasis on safety awareness through weekly training sessions and toolbox talks, which are made available to both employees and sub-contractors. These comprehensive sessions encompass crucial topics such as responding to inclement weather emergencies, ensuring safety whilst working at elevation, proper utilisation of bamboo and metal scaffolding, and maintaining appropriate illumination and air circulation. These educational programmes are specifically designed to minimise workplace incidents and injuries.


Awards & Certifications



**Happiness at Work Promotion Scheme 2024 — Happy Company**  
Hong Kong Productivity Council



**Good MPF Employer 5 Years+**  
Mandatory Provident Fund Schemes Authority



**Good Employer Charter 2024**  
Labour Department

# CUSTOMER



065

## SERVING THE PUBLIC WITH HEART

---

**Delivering Quality Services**

---

**Engaging with Customers**

---

**Safeguarding Data Privacy and  
Intellectual Property Rights**

The Group is committed to making meaningful contributions to commerce whilst maintaining the highest standards of accountability in product and service delivery, as well as customer engagement. We strive for excellence in delivering professional service and exemplary customer care within our sector. Our focus centres on creating societal value through enhanced customer satisfaction and safety, whilst ensuring premium quality, data protection and ethical marketing practices. We shall conduct regular assessments of our internal policies and procedures, implementing refinements as necessary to continually elevate our customer service standards.

## CUSTOMER

## Delivering Quality Services

We firmly believe that maintaining exceptional quality standards across our properties and services is paramount to sustaining our reputation and fostering enduring trust with our valued customers. We have instituted comprehensive quality assurance protocols throughout the construction process. Each phase undergoes meticulous real-time quality assessment, with our team providing precise recommendations for enhancement. This enables our contractors to implement necessary modifications swiftly, thereby minimising potential quality-related risks.

Our dedicated handover specialists demonstrate unwavering commitment to quality assurance through rigorous inspection and safety evaluation of all properties prior to transfer to owners and tenants. Furthermore, we provide new customers with a two-year maintenance warranty alongside dependable after-sales support. Under the vigilant supervision of our building management team, we maintain stringent quality control measures whilst continuously pursuing excellence in our standards.



### Repair and Maintenance

Our highly qualified engineers maintain an around-the-clock presence on-site, delivering comprehensive technical support. These professionals conduct scheduled maintenance whilst promptly addressing any urgent repairs that may arise.



### Safety and Security

Our highly-trained security personnel conduct thorough inspections to evaluate any property damage whilst ensuring the utmost safety and security of the premises.



### Cleaning and Environmental Hygiene

Our proficient cleaning staff delivers comprehensive sanitisation services throughout all properties under our management.



### Equipment Improvement

We utilise cutting-edge market technology to optimise our service excellence.



## Engaging with Customers

We place paramount importance on cultivating robust relationships with our customers, underpinned by our unwavering commitment to exceptional service delivery. Our mission is to enhance customer experience and satisfaction through the cultivation of a positive, supportive environment whilst maintaining the highest service standards.

Within our property management services division, the Property and Facilities Manager conducts regular consultations with residents and the property's management committee. These engagements facilitate a thorough understanding of their requirements and aspirations, thereby enabling the provision of bespoke, premium-quality services.

The Group cultivates an environment wherein customer feedback is highly valued and meticulously addressed, ensuring bilateral communication. Guided by our customer-centric philosophy, we have established diverse channels for feedback collection.



Regarding property management grievances, Goldwell adheres to ISO 9001 standards in their handling procedures. When a complaint or enquiry is received, we ensure the property manager or appropriate authority is notified within 24 hours, whilst a follow-up investigation commences within 12 hours to prevent recurrence. Hygiene-related complaints receive priority attention, with the property manager addressing these matters within 4 hours. Furthermore, our personnel are thoroughly equipped with comprehensive customer service protocols, operational guidelines, and requisite training to maintain exemplary and consistent service quality throughout the complaint resolution and investigation process.

During the year, no material complaints on customer service and property management were received.



## CUSTOMER

## Safeguarding Data Privacy and Intellectual Property Rights

The inadvertent disclosure of our customers' personal information could gravely impact our reputation and operations, potentially leading to financial losses. We prioritise data privacy whilst maintaining steadfast dedication to protecting intellectual property rights throughout our enterprise. As outlined in our Employee Handbook, all staff members must respect intellectual property rights and ensure compliance whilst conducting business activities.

Our Group's Privacy Policy remains readily available to customers via our website. We endeavour to protect customer data across all channels, eliminating potential information breaches. We have implemented comprehensive internal procedures to ensure optimal protection and encryption of all data during operations. Our robust security infrastructure includes a hardware firewall and monitoring programme to thoroughly oversee data access. Critical data and system configurations are regularly backed up and stored securely off-site. We conduct systematic tests and reviews to verify the efficacy of our security measures.

Since establishing Soundwill Club, we have implemented rigorous measures to ensure confidentiality and mitigate security risks. These measures encompass member data encryption and location-restricted server access. Such protocols are designed to safeguard our customers' data against potential loss, misuse, unauthorised access, disclosure, alteration and destruction.

068

## Awards & Certifications



### Quality Property and Facility Management Award 2024 — Merit Award

The Hong Kong Association of  
Property Management Companies



### Outstanding Security Services — Industrial/Commercial Property Award

Hong Kong Police Force



### Kowloon West Best Security Services Award 2023

Hong Kong Police Force