

周大福

CHOW TAI FOOK

Corporate Responsibility Report

企業社會責任報告

2016

SINCERITY • ETERNITY

真誠 • 永恒



Chow Tai Fook Jewellery Group Limited

周大福珠寶集團有限公司





Philosophy 文化理念

Business philosophy and management approach

With 87 years of heritage, Chow Tai Fook's iconic brand has been widely recognised for its trustworthiness and authenticity. Jewellery represents our commitment to consumers but not merely a product. We wish to create unforgettable experience for the most precious moment of our consumers with excellent products and services. In pursuit of our corporate core value of "Sincerity • Eternity", we have been committed to giving our best and blessings to our customers, employees, partners, shareholders and the society. We have encountered various challenges along our development path. Nonetheless, our management has strictly followed our policy to sell genuine products at marked price. Committed to integrity, business ethics and legal compliance, we are widely recognised and supported by customers, partners and other stakeholders. With their support, we are able to overcome challenges and surpass ourselves in our pursuit of sustainable development.

經營理念 管理方針

周大福承傳87年的輝煌歷史，其標示性的品牌廣獲認同為信譽和正貨的象徵。我們不只視珠寶為產品，更是視為對消費者作出的情感承諾，希望憑藉卓越的產品和服務，透過產品見證消費者最值得銘記的人生階段，為顧客創造難忘的愉悅時刻。秉持「真誠•永恒」的企業核心價值，我們對顧客、同事、合作夥伴、股東以及社會大眾，都貫徹如一，以真誠續寫永恒的祝福。我們在發展道路上經歷不少挑戰，然而，管理層堅持貨真價實，以誠信經營，堅守營商道德和合法合規的精神，促使我們得到顧客、合作夥伴和其他持份者持續的認同和支持，得以衝破困難，超越自己，成就當今的持續發展。

Business Practice 營商操守

P.1

Operate with integrity and adhere to business ethics

- Business philosophy and management approach
- Stakeholder engagement and mutual trust
- Respect for laws & regulations and fair competition
- Advocate for collaborations and prestige in the industry
- Promotion of social responsibilities along the value chain

誠信經營 堅守營商道德

- 經營理念 管理方針
- 與持份者溝通 建立互信
- 守法合規 公平競爭
- 友商共贏 維護公司和行業聲譽
- 推動價值鏈 體現社會責任

Customer Service 顧客服務

P.5

Serve with sincerity and protect customers' interests

- Assurance on product quality and brand trustworthiness
- Fair and responsible marketing practices
- Provision of quality service and enjoyment for customers

待客以誠 保障顧客權益

- 信譽品牌 品質保證
- 以心為心 公平營銷
- 優質服務 給顧客愉悅體驗

Staff Benefits 員工待遇

P.11

Care about employees with emphasis on training and development

- Occupational health and safety
- Respect for labour rights under statutes
- Caring for our people and communications
- Training and development with all-rounded opportunities

關懷員工 注重培訓發展

- 職業安全與健康
- 遵守僱傭法例 保障勞工權益
- 以人為本 溝通與關懷
- 人才培訓與增值 鼓勵多元發展

Environmental Protection 環境保護

P.15

Reduce waste and energy consumption for the environment

- Clean production advanced by technological innovation
- Energy saving and waste reduction in support of low-carbon lifestyle
- Promotion of public awareness on environmental protection

支持環保 致力減廢節能

- 清潔生產 技術創新
- 節能減廢 低碳生活
- 推動社會關注環境保育

Community Involvement 社區參與

P.20

Aspire for shared value and enhancements in community

- Fostering employment and economic development
- Preservation of culture & craftsmanship and nurturing of talents and skills
- Outreach for contribution and support to the neighbourhood

福祉共享 推動社區共同發展

- 創造就業 促進經濟發展
- 傳承工藝與文化 培育人才與技術
- 回饋社會 支援社區需要

Scientific system 科學制度

We have stated our corporate culture, commitments, policies and principles regarding sustainable development that our employees have to follow (including business ethics, anti-money laundering, supply chain management, employment policy, occupational safety and health, anti-discrimination, human rights, rights to freedom of association and collective bargaining and environmental protection, etc.) and company rules (including intellectual property rights, prevention of bribery and corruption and conflict of interests, etc.) in our employee handbook. These are applied in our daily practice which forms an integral part of our relevant business processes and management systems, which are being governed by appropriate management structure and embedded operational procedures. This effective system is also supported by the monitoring mechanism with reporting and self-assessment functions. The relevant controls are reviewed internally by a designated team for corporate social responsibility and audits on the implementation of corporate social responsibilities are carried out by external independent institutions.

我們把企業文化、各項公司承諾，以及需要同事協作實踐的各項可持續發展的政策和原則(包括商業道德、反洗黑錢、供應鏈管理、僱傭政策、職業安全健康、反歧視、人權、結社和集體談判、環境保護等)、各項公司規則(如知識產權、防止收取利益和貪污、利益衝突等)納入員工手冊，並且在各業務環節，通過設立管理架構和運作制度形成相關範疇的管理系統，應用於日常運作。此科學化系統也設有匯報和自我檢查的機制，設置制度監督、內部控制，由「社會責任合規審查執行小組」進行內部審核，也接受外部機構有關企業社會責任範疇獨立審核。

Interaction with people 人本互動

Stakeholder engagement and mutual trust

The development of a scientific management system shall originate from people-oriented objectives. In addition, it can only sustain by implementing the essence of people-oriented concepts in parallel. This enables us to meet the needs of stakeholders through continuous interactions and explore growth opportunities for the Group and our stakeholders. We engage with stakeholders continuously through various channels, including contacts during the daily business operations such as various meetings, employees' opinions, satisfaction surveys, customer hotlines and frontline sales, industry associations and events, inspection of suppliers' best practice principles and related training, communications from regulatory bodies, activities of social welfare or environmental protection bodies, compliance audits on our social responsibilities system by external institutions or suppliers. We also hold regular conferences with investors, franchisees and suppliers, results announcement media conferences, media interviews, etc. Feedback collected and concerns raised via these channels are discussed and followed up in the respective meetings of responsible departments, a designated internal team for corporate social responsibility audits, the management, the risk management committee and the board of directors. All these human factors serve as valuable input which inspire and drive us to make continuous improvement in various levels of our operations.

與持份者溝通 建立互信

科學化的管理系統必須與以人為本的精神並行，以人本思維引導系統發展，透過與持份者持續互動以了解和滿足他們的需要，同時發掘讓企業和持份者增值的機遇。我們通過各個途徑與持份者保持溝通，包括在日常業務過程中的接觸，例如各種會議、員工意見、滿意度調查、顧客熱線和前線銷售、業界商會和交流、供應商最佳執業守則檢查和培訓、監管機構的通訊、參與社會福利和環保機構活動、外部機構或供應商對公司進行的社會責任合規審核等；對外也舉辦投資者、加盟商、供應商等定期會議、業績發佈會、媒體訪問等。我們綜合持份者通過各途徑表達的意見和關注點，按性質在公司的各個業務單位會議、社會責任合規審查執行小組、管理層會議、風險管理委員會和董事會議等加以考慮和跟進。在這些人與人之間的互動之中，啟發和推動我們在業務營運的各個層面中不斷進步。

Contribution to shared value 回饋共贏

Adhering to Chow Tai Fook's philosophy of "Sincerity" and the belief of "from the Society, for the Society", we ensure proper and efficient use of social resources in support of our business and give back to the society by creating shared value for sustainable development and establishing a constructive rapport with the community.

「真誠」是周大福恪守的信念，社會為企業提供業務發展所需的各種資源，秉承「取諸社會、用諸社會」的精神，我們會善用手上的資源，並為社會作出貢獻，維繫互惠互利的良好關係，共同成長。



## Business Practice – Operate with integrity and adhere to business ethics

### 營商操守 – 誠信經營 堅守營商道德

#### Respect for laws & regulations and fair competition

- We apply various best practice principles to the management system and operation to extensively regulate the operations of the Group and create sound regulatory environment with optimised structure, system and procedure.
- We set up system supervision and internal control mechanisms to carry out internal audit for daily operation. Independent audits in matters related to corporate social responsibility are carried out by independent external institutions.
- We always strive to ensure compliance with relevant laws and codes of practice in relation to business ethics, social responsibilities and environmental protection, which is audited by third parties, including:
  - Responsible Jewellery Council, an international not-for-profit organisation
  - Best practice principles of De Beers
  - International labour standards required by The Walt Disney Company for suppliers
- We have a set of business codes and pricing policies in place in compliance with the Anti-monopoly Law of the People's Republic of China and the Competition Ordinance of Hong Kong in respect of retail pricing, procurement and outsourcing. Our pricing committee is responsible for formulating our pricing strategies and policies in respect of our products as well as supervising and coordinating the implementation of our pricing policies and procedures by the relevant departments within the Group. Our pricing committee determines the price of our gold products by taking into account the international gold price and our operating costs, including costs of materials, design and craftsmanship. For procurement, quotations from not less than three suppliers are compared in accordance with the Group's procurement guidelines. Construction projects are open for tender in accordance with the Group's tender policy to ensure fair competition. Suppliers are required to acknowledge and undertake their compliance with the business ethics policies of the Group. Internally, we have also enhanced the education of business ethics for relevant departments.
- We held almost 20 sessions of training on compliance knowledge during the year, covering new advertising law, consumer rights, intellectual property rights, personal data privacy as well as prevention of corruption and bribery. Almost 800 staff from the relevant business units participated.
- During the year, there was no material prosecution or trial in respect of legal compliance.

#### 守法合規 公平競爭

- 我們在於管理系統和營運中全面融入多項最佳執業守則以規範集團的營商行為，通過組織架構、制度程序，締造堅實的監管環境。
- 在日常運作中，我們設有制度監督、內部控制的機制，進行內部審核，而有關企業社會責任各範疇均接受外部機構獨立審核。
- 我們遵守有關商業道德、社會責任和環境保護的法例和營商操守，並通過第三方審核，包括：
  - 國際非牟利組織 Responsible Jewellery Council
  - De Beers 最佳執業守則
  - 國際勞工標準以符合 The Walt Disney Company (迪士尼) 的供應商要求
- 我們已有一系列營商服務守則和定價策略，在零售定價和採購方面遵守內地實施的《中華人民共和國反壟斷法》及於香港實施的《競爭條例》。我們的定價委員會專責制定公司定價方向策略，監察和協調各部門執行定價政策和流程。在金飾定價方面，我們以國際金價作為主要參考，考慮原材料成本、設計和工藝等營運成本而作出定價。而在採購方面，按集團的指引「貨比三家」，工程基建有投標政策監管，旨在維持公平競爭，並要求供應商確認遵守集團的商業道德政策。在內部我們也向相關部門增加宣傳教育。
- 年內我們舉辦了接近20場有關合規常識的培訓，涵蓋新廣告法、消費者權益、知識產權、個人私隱和防止貪賄舞弊知識等，接近800位相關業務單位的同事參加。
- 年內於法律合規方面沒有發生重大程度的指控或審結個案。



## Business Practice – Operate with integrity and adhere to business ethics

營商操守 – 誠信經營 堅守營商道德

### Advocate for collaborations and prestige in the industry

- We participate in activities held by chambers of commerce or industry associations in Hong Kong and Mainland China for close communication and interaction with the industry. We keep abreast of the relevant laws and regulations and the updates and development of the industry so as to plan for appropriate actions.
- We are keen on attending industry seminars to discuss the sustainable development and enhance the standards of the jewellery industry. Our management also gives speeches in respect of management experience to facilitate the future development of the retail industry.
  - “China Jewellery Market Summit”
  - “Forum on Fashion and Lifestyle Industry in China”
  - “Greater China SME Forum”
- During the year, Chow Tai Fook Jewellery Cultural Centre and Creative Centre in Shunde as well as Chow Tai Fook Jewellery Park in Wuhan received the visits of the Diamond Federation of Hong Kong, China, Hong Kong Jewelry Manufacturers’ Association, Hong Kong Jewellery & Jade Manufacturers Association, Asia Pacific Gemmologist Society, etc. during which we exchanged views on the standard and development of the industry.
- The Company has been one of the headline partners of JNA Awards for four consecutive years to support and promote innovation, excellence and achievement of the industry and enhance the best practice principles and standard of the industry.

### 友商共贏 維護公司和行業聲譽

- 我們積極參與中港兩地行業商會或組織的活動，保持緊密的業內溝通和交流，並了解相關的法律法規的最新資訊，從而掌握行業動態和發展趨勢，適時作出應變措施。
- 我們經常出席業界的研討會，參與珠寶首飾行業可持續發展的討論，支持提升行業標準，並擔任講者分享管理經驗，促進零售行業的未來發展。
  - 中國珠寶市場高峰論壇
  - 中國時尚生活產業高峰論壇
  - 兩岸四地大中華中小企業高峰論壇
- 年內於順德的周大福珠寶文化中心及創意中心和武漢的周大福珠寶文化產業園接待香港鑽石總會、香港珠寶製造業廠商會、香港珠寶玉石廠商會、亞太珠寶鑑定師公會等參觀，與業界在行業標準和發展方向方面作出交流。
- 連續4年成為JNA亞洲珠寶大獎的首席合作夥伴之一，全力支持和推動業界追求創新、卓越與成就，以及提升最佳執業守則和行業標準。





## Business Practice – Operate with integrity and adhere to business ethics

### 營商操守 – 誠信經營 堅守營商道德

#### Promotion of social responsibilities along the value chain

- We conduct stringent inspection on the source of polished diamonds procured to ensure that they are not “conflict diamonds” in compliance with the Kimberley Process Certification Scheme.
  - We have established the “Purchasing Policy” which sets out detailed and clear procedures and regulations in respect of procurement and tendering, assessment and selection standards of suppliers as well as how to avoid conflict of interests with suppliers. Mechanisms for declaration of interest and reporting have also been set up to prevent conflict of interests and corruption. We have also established the “Assessment Standards of Suppliers’ Conduct” which states that fulfillment of corporate social responsibilities including business ethics, labour protection and environmental protection is taken as one of the criteria for selecting suppliers. The Supplier Management Division of the Group is responsible for educating suppliers on corporate social responsibilities and examining the legal compliance of suppliers’ operations on a regular basis.
- 推動價值鏈 體現社會責任
- 嚴謹檢查所採購成品鑽石的來源，確保是通過金伯利流程認證計劃的鑽石毛坯，即表示不涉及「衝突鑽石」。
  - 設有「採購政策」，詳細清晰列明招標和採購的程序與守則、供應商的考核與甄選準則，以及如何避免與供應商發生利益衝突；並設立利益申報與舉報機制，防範可能產生利益衝突或貪污的情況；設立「供應商行為考核準則」將企業社會責任的表現包括商業道德、勞工保障、環境保護等列為選擇供應商的其中一個考慮條件，由集團的供應商管理科負責向供應商宣導社會責任，並定期審查供應商是否合法合規經營。

## Awards & Recognition 獎項和嘉許

- The Group was listed in the Hang Seng Corporate Sustainability Benchmark Index in 2014 and 2015.  
我們在2014和2015連續2年獲納入恒生可持續發展企業基準指數。
- We passed the stringent assessments of the Hong Kong Productivity Council, which is the organiser of the Hong Kong Outstanding Corporate Citizenship Award, in respect of business practices, customer service, environmental protection and charitable activities for three consecutive years, and were awarded “Corporate Citizenship Logo (Enterprise)” in the fourth, the fifth and the sixth editions of the event.  
我們連續3年通過「香港傑出企業公民獎」主辦機構——香港生產力促進局於營商操守、顧客服務、環境保護和公益活動等方面的嚴格評核，獲頒發第四屆、第五屆和第六屆「香港企業公民嘉許標誌——企業組別」。
- We have been named a “Caring Company” by The Hong Kong Council of Social Services since 2008 and have received the certificate since 2013 under the names of Chow Tai Fook Jewellery Company Limited and Chow Tai Fook Jewellery Group Limited. The former received the “5 Years + Caring Company” Logo in 2015 and 2016 while the latter received the “2013-16 Caring Company” Logo.  
我們分別以周大福珠寶金行有限公司和周大福珠寶集團有限公司的名義，於2008年和2013年起獲香港社會服務聯會頒發「商界展關懷」標誌和證書，前者更於2015年和2016年獲頒「5年+商界展關懷」標誌，而後者則獲頒「商界展關懷2013-16」標誌。





## Customer Service – Serve with sincerity and protect customers' interests

顧客服務 – 待客以誠 保障顧客權益

### Assurance on product quality and brand trustworthiness

- We have always endeavoured to provide the best products to customers. We are open and transparent towards issues on product quality and safety, and strictly comply with industry standards and laws in all regions. Testing centres that meet professional testing accreditation and international standards have been set up in Hong Kong and Mainland China for testing product quality.
- Only qualified products which pass our tests can be sold to customers.
  - The Precious Metal Testing Centre in Shenzhen was accredited for CNAS-CL01, which is equivalent to ISO/IEC 17025:2005 certification, by China National Accreditation Service for Conformity Assessment (CNAS).
  - The Group's "Chow Tai Fook Fei Cui Testing Centre" in Hong Kong was given the recognition of an accredited jadeite testing laboratory under The Hong Kong Laboratory Accreditation Scheme (HOKLAS) of the Hong Kong Government. It is one of the few professional accredited testing centres to certify jadeite products.
  - The Group's Gemstone Testing Centre in Shenzhen was accredited for CNAS-CL01, which is equivalent to ISO/IEC 17025:2005 certification, by China National Accreditation Service for Conformity Assessment (CNAS).
  - The quality management system of the plants in Hong Kong, Shenzhen and Shunde were reviewed by third parties and received the ISO9001 certificate of quality management system from the International Organization for Standardization.

### 信譽品牌 品質保證

- 我們致力為顧客提供最優質的產品，在產品質量與安全等問題上採取公開和透明的態度，嚴格按照各地的行業標準和法例；在中港自設具專業鑑證認可資格和達到國際水平的檢測中心，以檢定產品品質，為顧客提供產品保證。
- 銷售前每件貨品均經過檢測，檢測合格才銷售給顧客。
  - 位於深圳的貴金屬檢測中心獲中國合格評定國家認可委員會發出CNAS-CL01認證，等同ISO/IEC 17025：2005國際級水平的認證。
  - 集團位於香港的「周大福翡翠鑑證中心」獲香港政府「香港實驗所認可計劃」頒發硬玉質翡翠鑑證認可資格，為翡翠產品頒發HOKLAS證書，為業界少數獲認可鑑定翡翠產品的專業鑑證中心。
  - 深圳珠寶檢驗中心獲中國合格評定國家認可委員會發出CNAS-CL01認證，等同ISO/IEC 17025：2005國際級水平之認證。
  - 位於香港、深圳和順德的廠房接受第三方審核質量管理體系，取得國際標準組織頒發ISO9001質量管理認證標準。



## Customer Service – Serve with sincerity and protect customers' interests

### 顧客服務 – 待客以誠 保障顧客權益

- We have complied with the code of business practices prescribed by various government departments, chambers of commerce and associations and conducted random tests for products in our points of sale and mystery shoppers inspections. Certificates are granted to shops passing the inspections to enhance customer confidence.
  - We have participated in the “Natural Diamond Quality Assurance” Mark program organised by the Diamond Federation of Hong Kong, China and complied with its rules to sell natural diamonds and accurately display all information of the diamonds during sale.
  - We were awarded the “Quality Gold Mark” and “Natural Jade Quality Mark” by Hong Kong Jewellers’ & Goldsmiths’ Association and The Kowloon Pearls, Precious Stones, Jade, Gold and Silver Ornament Merchants Association, respectively.
  - As an Quality Tourism Services (QTS) Scheme accredited brand, we have maintained high standard ethics and high quality services.
- In FY2016, we have passed all third-party inspections in Mainland China and Hong Kong.
  - Hong Kong Customs and Excise Department
  - The Hong Kong Tourism Board
  - The Diamond Federation of Hong Kong, China
  - The Hong Kong Jewellers’ and Goldsmiths’ Association
  - The Kowloon Pearls, Precious Stones, Jade, Gold and Silver Ornament Merchants Association
  - Bureau of Industry and Commerce
  - Administration of Quality and Technology Supervision
- In FY2016, there was no material recall of products in relation to health and safety issues.
- 我們遵守各政府部門、商會和協會的營商守則，於零售點取樣抽驗貨品並安排神秘顧客評核，通過檢測後於店內展示識別標誌，增加顧客信心。
  - 香港鑽石總會「天然鑽石品質保證」標誌計劃，遵守銷售天然鑽石並於銷售過程中準確地披露所有鑽石資料的守則。
  - 獲香港、九龍珠石玉器金銀首飾業商會頒發「優質足金標誌」、「天然翡翠標誌」。
  - 香港旅遊發展局「優質旅遊服務」計劃認證，維持高質素的服務操守和服務水平。
- 2016財政年度，通過中港所有第三方的抽檢。
  - 香港海關
  - 香港旅遊發展局
  - 香港鑽石總會
  - 香港珠石玉器金銀首飾業商會
  - 九龍珠石玉器金銀首飾業商會
  - 工商行政管理局
  - 質量技術監督局
- 於2016財政年度，沒有發生因健康和安全的成疑而需大規模回收產品的情況。



## Customer Service – Serve with sincerity and protect customers' interests

### 顧客服務 – 待客以誠 保障顧客權益

#### Fair and responsible marketing practices

- We have formulated policies for business ethics, and policies on access to information and sales of natural diamonds in order to protect the goodwill of the Group. We offer genuine products at marked prices and stand against dishonesty and deception to enhance customers' confidence in our "Chow Tai Fook" brand and products.
  - We provide true and clear product descriptions in sales and advertisements. We have established an internal code and provided systematic training for our frontline staff, in order to regulate fair marketing practices and ensure consistent sales information.
  - We sell quality jewellery at reasonable prices with a fixed and clearly marked price policy. Together with education on product knowledge we provided, consumers can make comparisons and purchase decisions freely.
- 
- In compliance with the Trade Descriptions Ordinance of Hong Kong, we provide product information at our points of sale, on company websites, social media platform and advertisements, through which and with the help of our frontline sales staff, customers could access all necessary information such as product information and tips on caring for jewellery prior to making a purchase.
  - The Group was the first to introduce 999.9 gold jewellery of the highest fineness in Hong Kong and Macau early in the last century. We launched the industry standard of gold jewellery fineness and implemented a "一口價" (Fixed Price) Policy which promoted price transparency and fair dealing with our customers.
  - In accordance with the new standards issued by the Standardization Administration of the People's Republic of China, during the year, the Group standardised the labels as "pure gold" on all gold jewellery sold in the points of sale located in Mainland China.

#### 以心為心 公平營銷

- 我們制定商業道德政策、天然鑽石公開政策和銷售政策，維護集團的商譽；貨真價實，反對不誠實和欺騙行為，提升消費者對「周大福」品牌和產品的信任。
  - 我們的銷售和廣告宣傳完整和明確地描述貨品，並建立內部守則，為前線員工提供有系統的培訓，規範公平營銷手法，確保銷售資訊的一致性。
  - 我們採取一口價、明碼實價政策，以合理定價銷售優質的珠寶首飾；並且提供產品知識，讓消費者享有自由比較和選擇的權利。
- 
- 遵守香港《商品說明條例》，於零售點、公司網頁、社交媒體平台及宣傳品展示產品資料，透過前線銷售同事和上述渠道，讓顧客在購買前後詳盡了解所需資訊，如產品資料、珠寶保養知識等。
  - 早於上世紀在港澳地區首創提供最高成色的999.9黃金首飾，推出金飾成色的標準，並實行「一口價」政策，以此提倡價格透明度並與顧客作公平交易。
  - 根據國家標準化管理委員會的新標準，年內集團在中國內地零售點出售的黃金首飾統一用「足金」標籤。





## Customer Service – Serve with sincerity and protect customers' interests

### 顧客服務 – 待客以誠 保障顧客權益

#### Provision of quality service and enjoyment for customers

- We provide customers with a variety of high quality products, as well as professional, premium and friendly services, and enjoyable shopping experience.
- To enhance and monitor customer service quality, our Brand Management Divisions in Hong Kong and Mainland China engage professional consulting companies to conduct monthly inspections by mystery shoppers to ensure and maintain the service standards of our frontline sales staff.
  - During the year, we arranged approximately 4,420 inspections by mystery shoppers in points of sales in Hong Kong and Mainland China.
  - We also collaborate with industry associations such as Hong Kong Retail Management Association or commercial institutions such as shopping malls to conduct inspections by mystery shoppers as a means to continuously and systematically review the standard of our sales service.
- To protect personal information of our customers, we have reviewed our policies and procedures relating to our customers' personal data collected through the Company's website, our membership programme and social media platform to ensure that all departments have properly complied with the policies of the Group regarding collection, use, accessibility, storage and removal of personal information to prevent information leakage. We will continue to monitor, review and, if necessary, modify or update our policies and practices relating to customers' personal information to ensure they are in compliance with the Personal Data (Privacy) Ordinance of Hong Kong.
  - We must obtain prior written consent from our customers before sending any direct marketing information or materials to them. We have also established an internal code which restricts the types of information to be collected, sets multi-level authorisation on computer systems and formulates procedures of information storage and destruction.

#### 優質服務 給顧客愉悅體驗

- 為顧客提供多選擇、高質素的产品，以及專業、優質、親切的服務和愉快的購物體驗。
- 在加強和監察顧客服務質素方面，香港和中國內地的品牌管理科每月均委託專業管理顧問公司進行神秘顧客巡查零售點，確保前線銷售員工保持優質的服務水平。
  - 年內，我們於香港和中國內地共舉行約4,420次神秘顧客巡查。
  - 我們參與由行業協會如香港零售管理協會或商業機構如大型商場舉辦的神秘顧客巡查活動，持續而有系統地檢察銷售服務的質素。
- 在保障顧客個人資料方面，審視現行公司網站、會員計劃和社交媒體平台有關保障顧客個人資料的保密機制和流程，以確保各部門有適當執行集團有關限制資料收集、使用、閱覽權限、保存和銷毀的政策，防止資料外洩。我們會不時監察、檢討及(如有需要)優化或更新我們有關保障顧客私隱資料的政策和守則，以確保符合香港《個人資料(私隱)條例》。
  - 如需向顧客發放任何直接營銷資料訊息，須先徵得書面同意；在公司內部設立守則限制資料收集類型、在電腦系統加設多層權限，以及資料保存和銷毀的流程。



## Customer Service – Serve with sincerity and protect customers' interests

### 顧客服務 – 待客以誠 保障顧客權益

- We provide comprehensive after-sales services.
  - Our sales receipts are issued in strict compliance with the Trade Descriptions Ordinance of Hong Kong and their applicable laws. We specify product information on sales certificates and put up posters about our return and maintenance policies with a clear list of complimentary and fee-charging items at our shops.
  - Multiple channels have been developed for customers to make enquiries and provide feedback. When we receive complaints or product return requests from customers, the respective branch should file a complaint record in the customer relationship management system which will then be followed and handled by staff of the customer services department. The problems will be analysed and reported to the relevant departments for closer attention.
  - We have established internal policies and procedures for product returns and exchanges in Mainland China and Hong Kong with clear guidelines.
- Apart from in-store communications, customer hotlines and member activities, we also regularly conduct customer satisfaction surveys to understand customers' needs and review our service standards.
  - We have commissioned tertiary institutions to conduct studies on brand loyalty of Chow Tai Fook customers in order to understand the expectations and opinions of our customers in relation to our products, services quality and brand image.
- 提供完善的售後服務
  - 銷售單據嚴格依據香港《商品說明條例》和其相關法律，在「銷售保證單」列明所售產品的資料，並於店內張貼回收和維修政策，清楚列明免費和收費項目。
  - 我們設有多個渠道讓顧客查詢資料和反映意見，如遇到消費者的投訴，或是退換貨的要求，分店均需在客戶服務管理系統建立客訴記錄，由客戶服務部人員跟進解決，並分析問題反饋有關部門以加強注意。
  - 我們在中港各自設立貨品回收或退換貨品政策和處理流程，詳細列明退換條款，按章進行。
- 除透過店內交流、顧客熱線、會員活動了解顧客的意見外，並定期進行顧客滿意度調查，以檢討服務水平。
  - 委託大專院校進行「周大福顧客品牌忠誠度調查研究」，從而了解顧客對品牌的產品和服務質素，以及品牌形象的期望與評價。



## Customer Service – Serve with sincerity and protect customers' interests

顧客服務 – 待客以誠 保障顧客權益

### Awards & Recognition 獎項和嘉許

- We received the "Award for Outstanding Contribution Enterprise to the Standardization of Jewelry Industry" from 2008 to 2015 and the "Outstanding Model Retail Store of China's Jewelry Industry" in 2015 by the Gems & Jewelry Trade Association of China.
- Our frontline staff received several awards in 2015 Service and Courtesy Award held by Hong Kong Retail Management Association, including Winner in the Watch and Jewellery Category, Outstanding Performance Award (Watch and Jewellery Category), Excellent Service Star and The Best Team Performance Silver Award.
- 獲中國珠寶玉石首飾行業協會頒發 2008 年至 2015 年度「珠寶玉石標準化工作特殊貢獻企業」和 2015 年度「中國珠寶玉石首飾行業優秀放心示範店」。
- 前線員工獲頒香港零售管理協會舉辦的 2015 年傑出服務獎多項殊榮，包括鐘錶及珠寶店組別第一名、優越表現獎（鐘錶及珠寶店組別）、優質服務之星和最佳服務團隊獎銀獎。



- The Group has been awarded for three consecutive years (2013 to 2015) in the "Consumer Caring Scheme" organised by GS1 Hong Kong for its outstanding performance in caring for consumers, fulfilling promises, service quality, and product quality and safety.
- Our frontline staff from the airport branch were awarded for their outstanding service in 2015 Customer Service Excellence Programme Award organised by Hong Kong International Airport, including individual and corporate team awards.
- Our Tseung Kwan O branch and Tsing Yi branch were awarded "Customer Service Excellence Award" in Mystery Shopper Programme 2015 held by the property management department of the MTR for their excellent performance in staff appearance, staff attitude, sales skills and shopping site housekeeping, etc.
- 連續 3 年 (2013 年至 2015 年) 獲香港貨品編碼協會的「貼心企業嘉許計劃」頒發殊榮，表揚在關愛消費者、實踐承諾、服務質素、品質監控與安全等範疇的卓越表現。
- 於香港國際機場舉辦的 2015 年優質顧客服務大獎，機場分行的前線員工憑卓越的服務獲頒個人獎和企業團隊獎。
- 於港鐵物業舉辦的 2015 年神秘顧客評審，將軍澳和青衣分行於專業形象、待客態度、產品銷售技巧、店舖整潔等評審標準中表現超卓，獲頒「優質顧客服務大獎」。





## Staff Benefits – Care about employees with emphasis on training and development

### 員工待遇 – 關懷員工 注重培訓發展

#### Occupational health and safety

- We endeavour to provide and maintain a safe and healthy working environment for employees to protect them from work-related accidents or injuries. We also set up a clear management and implementation framework to achieve the target of “zero accident”.
- Our “Product Safety” Policy has been implemented to prioritise the safety of employees and ensure that our products meet the health and safety requirements.
- Our factories comply with safety regulations by providing protection equipment, reviewing the workflows, conducting regular assessment and establishing crisis or accident handling mechanisms.
  - Employees are recommended to take part in safety officer certification examinations. We have 12 safety officers in our production facilities, which complies with the Regulation on Registered Safety Officers.
  - During FY2016, we launched a “Zero-Accident Programme” by increasing the frequency and the comprehensiveness of inspection each month. We also stepped up the occupational safety and health training to our staff. Occupational safety and health handbooks were prepared to provide clear safety instructions. Staff knowledge of occupational safety and health was enhanced through quiz contests and poster design contests.
- Our employees have participated in a number of occupational safety and health training including safe use of chemicals, spillage handling drills, safe use of gas, fire alarm and evacuation drills.
  - 50 training sessions were held at our Shunde production facilities during the year with more than 17,000 participants.
  - Fire drills and promotion of occupational safety and health are carried out on a regular basis with an aim to prevent employees from work-related injuries and accidents.
- In FY2016, a total of 154 injuries were reported in Mainland China and Hong Kong. The reports were mainly related to the injuries or sprains caused by tools or containers in the factories and traffic accidents during their commutes. No casualty was reported during the year.

#### 職業安全與健康

- 我們盡力為員工提供和維持一個安全和健康的工作環境，避免他們發生工傷意外或患上與工作有關的疾病，並以「零意外」為目標，訂立清晰的管理和執行架構。
- 我們實施「產品安全政策」，以員工的人身安全為優先考慮原則，以確保生產出符合健康安全要求的產品。
- 我們的廠房遵守安全條例，提供保護裝備、檢視工作流程、定期評估以及設立處理危機或事故機制。
  - 推薦員工考取安全主任證書認可，目前廠房的安全主任人數已達12名，符合《註冊安全主任管理規定》的標準。
  - 於2016財政年度，我們新增推行「零意外計劃」，加強廠房每月巡查次數並作全面檢查，增加職安健培訓，編制職安健手冊為員工提供清晰的工作安全指引，又透過問答比賽和海報設計比賽，加深員工對職安健的知識。
- 我們安排所有員工參加多項職安健培訓，包括化學品使用的安全培訓、洩漏應急演習、氣體安全操作、消防系統警報和疏散演習等。
  - 於年內順德廠房已舉辦50場培訓，超過17,000人次參加。
  - 定期進行火警演習和推廣職安健訊息，防範員工發生工傷意外。
- 於2016財政年度中國內地和香港共錄得154宗員工工傷申報，主要是在廠房被工具或器皿弄傷、扭傷，以及在上下班途中發生交通事故，而年內並沒有發生人命傷亡的事故。





## Staff Benefits – Care about employees with emphasis on training and development

### 員工待遇 – 關懷員工 注重培訓發展

#### Respect for labour rights under statutes

- We have formulated the “Best Practice Principles”, including the “Employment Policy”, “Occupational Safety and Health Policy”, “Anti-discrimination Policy”, “Protection of Child Labour and Minors Policy”, “Anti-mandatory Labour Policy”, “Human Rights Policy” and “Freedom of Association and Collective Bargaining Policy”.
- Remunerations and benefits have been offered in strict compliance with the labour laws of respective operating regions.
  - We have formulated remunerations and benefits, including allowances, holidays and pensions. Discretionary bonus scheme is also in place to reward the employees with outstanding performance.
- We provide paid wedding leave, gratuity leave, birthday leave and voluntary work leave in addition to those stipulated under the Employment Ordinance of Hong Kong.
- We provide medical insurance to employees and their immediate family members and scholarships to children of employees with financial needs.

#### Caring for our people and communications

- We focus on maintaining a well-established relationship and communication with employees.
  - Through several corporate publications, such as “Chow Tai Fook Jewellery Corporate News”, “Chow Tai Fook Family” and the “SUNNY Express”, we regularly convey corporate messages, news and development to all staff members as a means to enhance their understanding of the Group and colleagues in other departments.
  - We set up online platforms Leti and iShare to share the Group’s latest information, plans and development as well as lifestyle information and sales offers to our employees. As at 31 March 2016, approximately 20,000 employees have signed up on Leti and iShare, respectively.
  - Open communication platforms including Weibo, WeChat, email, etc. are in place for employees to directly express their opinions to the management and facilitate the communication between the management and employees.
- We have grievance and whistle-blowing mailboxes and a task force set up to handle the complaints and reports of employees confidentially.

#### 遵守僱傭法例 保障勞工權益

- 我們制定「僱傭政策」、「職業安全健康政策」、「反歧視行為政策」、「維護童工及未成年人士政策」、「不支持強制性勞工政策」、「人權政策」、「結社和集體談判自由政策」等「最佳執業守則」政策。
- 嚴格遵守各營運地區的勞工法例，提供薪酬和福利保障。
  - 制定薪酬和福利政策，包括薪津、假期、退休金，另設酌情獎賞機制，獎勵表現優異的員工。
- 在香港《僱傭條例》訂明的有薪年假之外，增設有薪結婚假期、恩恤假期、員工生日假期和義工假期。
- 為員工提供惠及直系親屬的醫療保險，並為有經濟需要的員工提供子女助學金和獎學金計劃。

#### 以人為本 溝通與關懷

- 我們注重與員工保持良好的勞資關係與溝通。
  - 定期透過《周大福珠寶集團簡訊》、《周大福家園》和《陽光速遞》等公司刊物，向員工傳達集團的訊息、動向和發展，發佈各項員工活動消息，加深員工對集團和其他部門同事的認識和了解。
  - 建立線上平台樂提網和iShare，向員工傳達集團的最新訊息、動向和發展，並提供生活資訊與優惠，截至2016年3月31日，已登記樂提網和iShare的員工人數分別達約20,000人。
  - 設有微博、微信、電郵等開放的溝通平台，讓員工直接向管理層表達意見，促進管理層與員工的溝通。
- 設有申訴和舉報郵箱，由專責小組以保密方式處理員工的投訴和舉報。



## Staff Benefits – Care about employees with emphasis on training and development

### 員工待遇 – 關懷員工 注重培訓發展

- Outdoor activities in Mainland China and Hong Kong are organised to enhance the communication, co-operation and team spirit among different departments.
- We implement more family-friendly measures to help employees maintain their work-life balance.
  - We have held a wide range of recreational activities, including dragon-boat team, football team and basketball team, yoga classes, acupuncture courses, bakery workshops, manual music box workshops, hiking, football and basketball competitions and singing contests, etc.
  - We also encouraged employees to participate in community volunteer work.
  - To provide comfortable working environment for employees, leisure rooms have been set up at offices in Hong Kong and Mainland China. The headquarters in Shenzhen has a nursing room, fitness room and recreation room.
- We have participated in the “Happy Organization Label Scheme 2016” jointly launched by the Promoting Happiness Index Foundation and the Hong Kong Productivity Council. We are committed to promoting policies for employee care, reasonable work arrangement, and corporate and employee development, in order to create a happy working environment and raise the happiness-at-work level of our employees. We have been awarded the “Happy Company” logo.
- 於中港兩地舉辦戶外體驗活動，加強中國內地跨部門的溝通、合作和團體精神。
- 增加家庭友善措施，以助員工在工作和家庭生活之間取得平衡。
  - 舉辦多元化的工餘康樂文化活動，包括龍舟隊、足球隊和籃球隊，舉行瑜珈班、經穴按摩興趣班、糕點製作班、手動音樂盒製作班、遠足活動，以及足球、籃球和歌唱比賽等。
  - 鼓勵員工一起參與義工活動，關懷社區。
  - 中港的辦公室設有休息室，而深圳的總部更設有哺乳室、健身室、聯誼室和文化康樂室，為員工提供舒適的工作環境。
- 參與由香港提升快樂指數基金與香港生產力促進局聯合推行的「開心工作間2016」推廣計劃，承諾推動關愛員工、合理工作安排、企業和員工的發展方面的政策，致力建設愉快的工作環境，提升員工的工作快樂水平，並獲頒授「開心企業」標誌。

### Training and development with all-rounded opportunities

- We provide diversified on-the-job training based on the needs of respective positions and the talents and interests of employees.
  - We launch gemstone courses recognised by the Qualifications Framework of the Hong Kong government.
  - We launch the “Wisdom Dynamic Programme”, which is a six-month employee training programme covering add-on sales, orientation for new employees, cultural inheritance and enhancement of customer service experience, customised product procedure and product differentiation. Through the programme, employees could learn communication skills, presentation and reporting skills, creative thinking, project management, applicable laws of human resources, design and production procedures, financial knowledge, marketing and legal knowledge in order to better equip themselves at work.
  - We hold a management trainee programme to nurture management personnel.
- 按職位需要和員工的才能與興趣，我們提供多方面在職培訓。
  - 開辦獲香港政府資歷架構認可的寶石知識課程。
  - 推行創智項目計劃，為員工安排為期半年的培訓，包括附加銷售、培育新人、文化傳承、提升顧客服務體驗、顧客訂造產品流程和產品差異化，並從中學習溝通技巧、簡報與報告技巧、創意思維、項目管理、人力資源實用法例、設計和生產流程、財務知識、營銷和法律常識，全面提升員工的工作知識與能力。
  - 舉辦見習管理人員培訓計劃為集團培訓管理人才。

### 人才培訓與增值 鼓勵多元發展



## Staff Benefits – Care about employees with emphasis on training and development

### 員工待遇 – 關懷員工 注重培訓發展

- In June 2015, the Chow Tai Fook Training Academy was established to provide employees with training courses relating to professional knowledge of jewellery and watches, sales techniques, management knowledge, personal growth and other professional skills.
  - The consultation committee, comprising managing director Mr. Wong Siu-Kee, Kent, executive directors Mr. Chan Sai-Cheong and Mr. Suen Chi-Keung, Peter, finance director Mr. Cheng Ping-Hei, Hamilton and four professionals from external academies or institutions, is responsible for formulating the training objectives and approach.
  - The teaching assessment committee, comprising 13 persons-in-charge from our executive office, legal department, finance & governance centre, raw material procurement department (jewellery), diamond department, R&D department and MIS department; and the jewellery and watch operation management centres and the regional operation management centres, is responsible for supervising training, evaluating courses and reviewing the needs of training.
  - In FY2016, we provided over 3,600 courses with an aggregate of over 739,000 training hours.
- We assisted our employees in applying for recognition of qualification from the Qualifications Framework of the Hong Kong Government. As at FY2016, more than 800 employees have succeeded in obtaining recognition of the qualification in the jewellery and watch & clock industries. In FY2016, nearly 13,000 hours of gemstone and gold jewellery courses recognised by the Qualification Framework of the Hong Kong Government were organised.
- We promote continuous learning among employees and provide them with all-rounded development opportunities.
  - We launch iLearning, an online learning platform, to encourage employees to further their studies through online channels at office or at home.
  - Employee scholarship is available to employees for enrolment in external courses.
  - We encourage employees to participate in open competitions, including jewellery design competitions held in the industry to broaden their horizon and raise their professionalism.
  - We provide opportunities for employees to develop their potentials in different positions or different professions and encouraged employees to make suggestions for the development of the Company. For example, an online platform is established in Mainland China to collect opinions from employees for improving working procedures. A marketing plan competition, “Creative Award”, was held for employees in Mainland China, Hong Kong, Macau and overseas. Bonus is also awarded for excellent proposals and plans.
- 2015年6月正式成立周大福培訓學院，為員工提供專業的珠寶首飾和鐘錶知識、銷售技巧、管理知識、個人成長與發展，以及其他專業技能等培訓課程。
  - 諮詢委員會負責訂立學院教育方針，由董事總經理黃紹基先生、執行董事陳世昌先生、孫志強先生、財務董事鄭炳熙先生，及四位來自外間的专业學院或機構的專業人士出任委員。
  - 教評委員會負責督導培訓、評核課程和審視培訓需要，由13位來自行政部、法律部、財務管治中心、原料採購部(珠寶)、鑽石部、產品發展部、資訊管理部，以及珠寶與鐘錶營運管理中心與區域營運管理中心的主管組成。
  - 於2016財政年度，我們提供了3,600多個課程，總培訓時數逾739,000小時。
- 我們協助員工向香港政府資歷架構申請過往資歷認可。截至2016財政年度，已成功為800多位員工申請珠寶和鐘錶業的認可資歷。2016財政年度，開辦接近13,000小時的獲香港政府資歷架構認可的寶石和金飾知識課程。
- 培養員工持續學習的興趣，提供多元發揮的機會。
  - 推行iLearning線上學習平台，鼓勵員工在辦公室或工餘時間透過網上渠道學習。
  - 設員工助學金，資助員工報讀外間課程。
  - 鼓勵員工參加公開比賽如業界舉辦的首飾設計比賽，以擴闊眼界和提升專業水平。
  - 開放機會讓員工跨崗位或跨專業發揮潛能，並鼓勵員工為公司發展建言獻策，如於內地設有意見收集的線上平台讓員工提出流程改善建議、為內地、港澳和海外同事舉辦「創意大賞」營銷計劃比賽等，更設有獎金嘉許優秀的建議和計劃。



## Environmental Protection – Reduce waste and energy consumption for the environment

### 環境保護 – 支持環保 致力減廢節能

#### Clean production advanced by technological innovation

- We conduct environmental risk assessments on our production process to identify potential environmental impacts. Based on the results, we have established an environmental management system and measures to minimise negative impact on the environment and the society.
- Under the principle of “cleaner production”, standards of gas emission and discharge of sewage have been established in accordance with the national and provincial standards. An internal inspection and supervision mechanism has been set up and related records are kept.
- Trainings and guidance are provided to our employees to raise their awareness of environmental protection.
- We have co-operated with tertiary institutions to investigate and apply new technology solutions so as to enhance the efficiency of the environmental protection and emission reduction system.
- Our “Environmental Protection Policy” and “Environmental Protection Manual” have been formulated and appropriate personnel has been appointed to be in charge of environmental protection for the execution of respective laws, regulations and other requirements.
- An environmental protection unit has been established by the Chow Tai Fook Jewellery Park in Wuhan to organise, implement and monitor environmental protection projects.
- Our production base Yushunfu in Lunjiao, Shunde, was the first factory in the Pearl River Delta Region to participate in the “Cleaner Production Partnership Programme” jointly launched in 2008 by the Environmental Protection Department of Hong Kong and the Economic and Information Commission of Guangdong Province, and was awarded the “2011–2013 Hong Kong — Guangdong Cleaner Production Partner” commendation logo in 2011. Furthermore, Yushunfu was one of the winners of the “Hang Seng Pan Pearl River Delta Environmental Awards” organised by the Federation of Hong Kong Industries in 2009. With completion of several innovative environmental projects, the Company was awarded a “Green Medal” for 2011 to 2014 and was granted the use of the “5 Years + entrant” medal in 2015.

#### 清潔生產 技術創新

- 我們於各生產工序上進行環境方面的風險評估，以了解各項活動可能對環境所造成的影響，從而設立相應的環境管理系統和措施，目的是要減低對環境的負面影響，不致讓社會承擔風險。
- 我們以「清潔生產」為方針，按國家和省標準制定廢氣、廢水的排放標準，設立內部檢查和監察機制，並保存有關記錄。
- 向員工提供適當的培訓和工作指引，提高他們在工作上的環境保護意識。
- 與大專科研合作，研試和應用新技術方案，提升環保減排系統的效率。
- 設「環境保護政策」和「環保手冊」，並委任合適的員工擔任環保負責人，執行相關的環境保護法律、法規與其他要求。
- 武漢周大福珠寶文化產業園已設立環保專責小組，負責統籌、實施和監控環保工程項目。
- 我們位於順德倫敦的裕順福生產基地，為珠三角首家工廠響應參與由香港的環境保護署與廣東省經濟和信息化委員會在2008年推行的「清潔生產伙伴計劃」，再於2011年獲頒「2011至2013年粵港清潔生產伙伴」嘉許標誌，又於2009年參與香港工業總會舉辦的「恒生泛珠三角環保大獎」，憑多項創新的環保項目，獲頒2011至2014年度的綠色獎章和2015年獲頒「5年+參與」獎章以表嘉許。





## Environmental Protection – Reduce waste and energy consumption for the environment

### 環境保護 – 支持環保 致力減廢節能

#### Treatment of gas emission

- Activated carbon adsorption towers are used to process the organic gas produced from ultrasonic cleaning and pre-treatment process of electroforming of hard gold.
- Alkaline neutralisation towers are used to neutralise acidic gas such as hydrochloric acid mist, nitric acid mist and sulphuric acid mist produced during the production.
- Bubbling neutralisation towers or activated carbon adsorption towers are used to purify dusty gas produced from moulding.
- Gold smelting machine of high-frequency heating has replaced traditional smelting process which largely reduced the emission of volatile organic compounds.
- Sealed glass bottles have been used to store volatile liquid to reduce emission of volatile organic compounds.
- Air samples are tested regularly to monitor poisonous gases emitted during electroforming of hard gold, such as HCl, NH<sub>3</sub>, NO, NO<sub>2</sub>, SO<sub>2</sub>, etc. A liquid gold workshop and a post-treatment workshop at our plants in Wuhan have been equipped with real-time surveillance systems.

#### Treatment of waste water

- Highly polluted sewage has been processed and discharged in line with the relevant standards while slightly polluted industrial sewage has been recycled.
- Acid water produced from pre-treatment process, post-treatment process, cleaning and testing of electroforming of hard gold has been neutralised. Organic pollutants produced from ultrasonic cleaning have been handled through biochemical or chemical treatments.
- Chemicals (PAM, PAC and sodium hydroxide) are used to accelerate the precipitation process of gypsum effluent. Gypsum water produced from filtration module of pressure filter has been recycled.
- Our Gold Plating Division for manufacturing gem-set jewellery has implemented the project of recycling cleansing water used in gold plating, using liquid filters to purify the cleansing water of gold plating for recycling.
- The real-time surveillance system in Chow Tai Fook Jewellery Park in Wuhan has been connected to Wuhan Environmental Protection Bureau for promptly monitoring of the discharge of sewage.

#### 廢氣處理

- 利用活性炭吸附塔處理因超聲波清洗工序和硬金電鍍前工序所產生的有機廢氣。
- 採用鹼性中和塔中和於生產工序所產生的酸性廢氣，如鹽酸霧、硝酸霧和硫酸霧等。
- 利用鼓泡式中和塔或活性炭吸附塔淨化在倒模工序中所產生的含塵廢氣。
- 引入高頻感應加熱的高週波熔金機取代傳統熔金工序，大幅減少揮發性有機化合物的排放。
- 使用密封玻璃瓶存放具揮發性的液體，減少揮發性有機化合物的排放。
- 定期抽取空氣樣本測試以監察在硬金電鍍過程中釋出的有害氣體，如酸氣(HCl)、氨氣(NH<sub>3</sub>)、氮氧化物(NO、NO<sub>2</sub>)、硫化物(SO<sub>2</sub>)等，而位於武漢的廠房更在製金液車間和後處理車間設實時監察系統。

#### 廢水處理

- 技術處理高污染水達標排放，回收低污染工業用水並循環使用。
- 中和於硬金電鍍前工序、後處理工序、成品沖洗工序或檢測工序所產生的酸性廢水，透過生化或化學處理因超聲波清洗工序產生的有機污染物。
- 利用化學品(PAM、PAC、燒鹼)令石膏粉加速沉澱，使用壓濾機過濾倒模和脫模工序產生的石膏廢水，然後回收經處理的石膏廢水循環再用。
- 在生產珠寶鑲嵌首飾的電金部門實施電金清洗水回收再用，利用藥液過濾器淨化電金清洗水循環再用。
- 武漢周大福珠寶文化產業園設立實時監察系統連接武漢市環境保護局，以便當局監察污水排放情況。



## Environmental Protection – Reduce waste and energy consumption for the environment

### 環境保護 – 支持環保 致力減廢節能

#### Reduction of solid waste

- The stream dewaxing process for recycling resin wax has been introduced at our plants.

#### Energy saving and waste reduction in support of low-carbon lifestyle

- We are committed to improving the constructive measures for energy saving and water conservation, ranging from building design and indoor devices to operation, management and habits. We put lower carbon lifestyle into real practice.
  - Our plants are equipped with various testing devices to monitor the consumption of energy and water and analyse energy efficiency based on the data regularly. Data such as number of photocopies, electricity and gasoline consumption and number of recycled rough papers and toners is collected for research and analysis.
  - Our plants and offices use T5 fluorescent tubes and LED bulbs to replace most of the traditional fluorescent tubes and bulbs. All points of sale are installed with LED bulbs, depending on the storey heights of stores, and the LUX and lighting density are adjusted according to international standards or actual needs. We also monitor the lighting in stores.
  - Indoor temperature in different areas is controlled according to our air-conditioning temperature guidelines. Lifts are operated separately in high-rise and low-rise blocks to reduce electricity consumption. Solar powered lighting and water supply system are used in specific outdoor regions.
  - Security guards are arranged to check our offices and switch off electric appliances such as lights, air-conditioners, printers and water dispensers during non-office hours. The exhaust systems at plants that are installed with demodulators are turned off during non-office hours.

#### 減少固體廢物

- 廠房引入蒸汽除蠟工序，回收和循環再用樹脂蠟。

#### 節能減廢 低碳生活

- 我們致力於提升一些具建設性的方案實施節約能源和用水，由大樓的建築設計、室內的裝置設備至營運管理和生活習慣，以實際行動支持低碳生活。
  - 廠房安裝各類測試表監測能耗、水耗數據，定期審核相關數據，以分析各類能源的使用效益；辦公室收集影印數量，電能和汽車耗油量，廢紙和碳粉匣回收量等數據，以用作調查分析。
  - 廠房、辦公室以T5節能光管和節能LED燈泡取代大部分舊式光管和舊式燈泡；而零售點會全面轉用節能LED燈，按照店舖天花高度制定適用的燈款和安裝位置，根據國際標準或實際需要檢討室內燈光強度(LUX)和燈飾密度，並執行店內燈光監控的守則。
  - 室內進行分區溫度控制，並制定空調溫度指引，電梯實施高低區運行，節省用電；室外可行範圍利用太陽能照明、太陽能熱力供水系統。
  - 安排保安於辦公時間外檢查辦公室和關掉照明、空調、打印機和水機等電器；於廠房的廢氣處理系統安裝調頻器，並於下班後關掉部份廢氣處理系統。



## Environmental Protection – Reduce waste and energy consumption for the environment

### 環境保護 – 支持環保 致力減廢節能

- Transparent semi-tempered glass panes, transparent tempered glass panes and LOW-E-coated materials are used in the Chow Tai Fook Group Tower in Yantian District of Shenzhen to effectively prevent ultraviolet and infrared radiation from raising indoor temperature and enhance indoor lighting. As a result, the use of lighting equipment is reduced. Autoclaved aerated concrete blocks have been used in other parts of the external walls and extruded polystyrene boards have been used on the roof to reduce heat transmission, use of air-conditioners and electricity consumption. A heat recovery ventilation system, inverter-controlled refrigerators and water pumps have been installed in the air-conditioning system.
- An environmental protection team formed by our staff initiates and implements energy saving and environmental protection measures and promotes environmental protection education to other staff through publications, emails, intranet and notices.
  - The Chow Tai Fook Group Tower participated in “A Joyful Life of Low Carbon — Earth Hour”, a lights-off event, which echoed the theme of Earth Hour, “Consume Less, Enjoy More — For Low Carbon Lifestyle”.
- We have invited third-party institutions to conduct environmental assessments so as to review and improve our environmental protection measures and their effectiveness. We continue to communicate with industry peers and environmental protection organisations to learn from their experience.
  - Our Central and Kwai Chung offices in Hong Kong and some floors of our office in Shenzhen participated in the “United Nations Millennium Development Goals — Green Office Awards Labelling Scheme” organised by the World Green Organisation (WGO) in 2015 and received the “Green Office” label and the United Nation’s “Better World Company” label in July 2015 for our successful achievement in energy conservation, water-saving, waste reduction, paper and printing reduction, green procurement, use of technology, waste disposal, transportation arrangement, environmental education and environmental protection initiatives as well as the display of environmental protection notices in offices based on advice from WGO.
- 位於深圳鹽田區的周大福集團大廈採用透明半鋼化玻璃、透明鋼化玻璃和LOW-E低輻射鍍膜等物料作玻璃幕牆，既可有效防止紫外線和紅外線向室內傳熱，減少使用空調和耗電，同時又可提高室內光線，減低使用室內照明。其他外牆部份採用加氣矽砌塊，樓頂設有擠塑聚苯板，有助降低傳熱，減少使用空調和耗電。大廈的空調系統採用全熱回收系統，變頻控制製冷和空調水泵。
- 由員工組成的環保小組，推動自發性建議和實施節能環保的方法，並負責透過刊物、電郵、內聯網和告示向同事推廣環保教育。
  - 周大福集團大廈舉辦「越低碳·悅生活 — 地球一小時」熄燈行動，宣傳集團大廈「為『藍』生活，低碳先行」。
- 我們邀請外界機構做環保評核，從而檢討和改善環保措施與成效；同時也藉此與業界和環保組織保持交流，參考業內實用的經驗加以應用於我們的營運。
  - 位於香港中環和葵涌及深圳辦公室部分樓層於2015年參與「世界綠色組織」的「聯合國千禧發展目標 — 綠色辦公室獎勵計劃」，憑多項環保措施，通過在節能、節水、減少廢物、減少用紙和打印、環保採購、運用科技和廢物處置、交通安排、環保教育和環保創新的評核，並接獲世界綠色組織的意見於辦公室增加張貼環保提示，於2015年7月獲頒「綠色辦公室」標誌，並成為聯合國「環球愛心企業」。



## Environmental Protection – Reduce waste and energy consumption for the environment

### 環境保護 – 支持環保 致力減廢節能

- Early in 2013, we have taken initiatives to control external lighting. In April 2016, we signed the “Charter on External Lighting” launched by the Environmental Bureau of Hong Kong, committing to switching off lighting installations of decorative, promotional or advertising purposes after 11 p.m. to avoid light pollution to the surrounding environment. We will also learn from industry peers to review light intensity and scattering angle and formulate relevant guidelines.
- This year, we appointed a consulting institution to measure our carbon emission in order to facilitate systematic analysis of our carbon reduction measures.

### Promotion of public awareness on environmental protection

- We organise charitable activities to raise social awareness of environmental protection.
  - Such activities include volunteer activities like tree planting and beach cleaning, “Street Cleaning for Better Living” to promote environmental protection and energy saving, and a site visit and conservation activity of “Visiting Snow Leopard” in Yushu, Qinghai, to raise public awareness of caring and protecting the living environment of snow leopards. We also invited our members to join our site visit in Paektu Mountain. Participants visited different water sources and witnessed the changes in water quality in Paektu Mountain, which raised their awareness of environmental protection.
- We promote and encourage environmental protection through our social network.
  - This year, we organised a series of activities under “What is the temperature of the earth in the next minute?” to raise public concerns for global warming through our intranet, points of sale and social platforms. For example, we have encouraged the public to participate in the “10 Dollars for a Tree” activity, which supports the fund-raising activity of “100 million Ammodendron” held by the Society of Entrepreneurs & Ecology Foundation, which is a tree planting programme that helps improve the ecosystem and avoid desertification in Alxa of the Inner Mongolia Autonomous Region.

- 早於2013年，我們已著手推行節約戶外燈光行動，今年4月更簽署香港環境局推出的「戶外燈光約章」，於晚上11時關掉對戶外環境有影響的裝飾、宣傳或廣告燈光裝置，以紓減戶外燈光造成的問題，並會參考業界作業經驗，檢討燈光亮度和散射角度並訂立有關指引。
- 今年聘請顧問機構指導我們統計碳排放，推動集團內部有系統地分析減碳成效。

### 推動社會關注環境保育

- 組織環保公益活動，增加社區對環保的關注。
  - 包括參與植樹、清潔海灘義工活動，舉行「愛家保潔感恩行」活動，呼籲社區愛護環境，節約資源；前往青海玉樹開展「感受生命的維度—Hi, 雪豹」科考保育活動，呼籲公眾關注、愛護雪豹生存環境；召集會員開展長白山尋源之旅，通過考察不同水源，親歷感受長白山的水質變化，提升大眾的環保意識。
- 善用公司社交網絡資源，向社會大眾宣傳環保訊息，推動更多人參與。
  - 今年自發籌備「下一刻地球幾度？」一連串活動，通過內聯網、零售點、社交平台等多個渠道向社會大眾宣傳關注地球暖化，其中包括推動公眾參與「10元一棵樹」支持阿拉善SEE基金會的「一億棵梭梭」種植項目的籌款活動，改善內蒙古自治區阿拉善的生態環境，阻止荒漠化蔓延的植樹計劃。





## Community Involvement – Aspire for shared value and enhancements in community

### 社區參與 – 福祉共享 推動社區共同發展

#### Fostering employment and economic development

- We have a large scale of jewellery production and sales business. We have established operation centres in Hong Kong and Mainland China, which employ local staff and support local purchase in order to make full use of their familiarity with the local markets and culture and contribute to the community by creating job opportunities to promote economic development.
- In 2016, we have supported social enterprises by engaging them to provide services so as to create job and training opportunities for the underprivileged groups.
  - The venue and performance of the annual spring dinner this year was decorated and organised by a social enterprise under Youth Outreach. The co-operation allowed young people who aspired to work in stage management to have chances to practice and gain experience.

#### Preservation of culture & craftsmanship and nurturing of talents and skills

- We have established the “Chow Tai Fook Jewellery Cultural Centre” and the “Chow Tai Fook Jewellery Creative Centre” in Shunde to organise jewellery exhibitions with various themes from time to time, and invite customers, members, partners and chambers of commerce to visit, which provide an exchange platform for jewellery craftsmanship and culture and nurture talents to contribute to the society.
- We co-operated with the Art Museum of Institute of Chinese Studies, The Chinese University of Hong Kong and Shaanxi Provincial Institute of Cultural Relics Protection to organise a public seminar “Gold Working Techniques of Ancient China” on the discussion of gold craftsmanship in ancient China.
- We held the “China Strategic Programme” with Enactus (China) to promote protection and inheritance of Chinese folk arts by joining hands with university students and the society to further develop folk arts and culture by integration with modern design, packaging and promotion.
- Aiming to cultivate more professionals of the jewellery industry, we organised various programmes in co-operation with educational institutions, including the career orientation programme of the Education Bureau of Hong Kong, training programmes of vocational training schools in Wuhan and Shunde, and the “Michelangelo Plan” jointly organised by CTS Expo Education, Le Arti Orafe Jewelry School and the Group. The Michelangelo Plan was organised to provide a platform for teaching, practice and technology exchange for the jewellery institutes in Mainland China and job opportunities for the students.

#### 創造就業 促進經濟發展

- 我們擁有規模龐大的珠寶生產和銷售業務，在香港和中國內地設立營運中心，聘用當地員工並支持當地採購，一方面運用他們對當地市場和文化的了解以善用人才，另一方面為社區投資資源，創造就業機會，促進經濟發展。
- 我們支持社會企業機構，於2016年起聘用社企為集團的活動提供服務，為弱勢社羣創造就業和培訓機會。
  - 今年公司春茗的場地佈置和節目製作更與協青社旗下社企合作，讓有志於舞台製作發展的年輕人發揮所長，累積經驗。

#### 傳承工藝與文化 培育人才與技術

- 我們於順德成立「周大福珠寶文化中心」和「周大福珠寶創意中心」，不時舉辦不同主題的珠寶展覽，邀請和招待顧客、會員、合作夥伴和商會等參觀，為社會構建珠寶藝術與文化的交流平台，培養人才回饋社會。
- 我們與香港中文大學中國文化研究所文物館和陝西省文物保護研究院合辦「錯彩鏤金：中國古代黃金技術的探索與傳承公開研討會」，探討中國古代黃金工藝。
- 我們與創行（中國）展開「傳統民間文化傳承公益行動」活動，借助大學生和社會的力量推動保護、傳承中國民間藝術，為民間藝術注入現代設計、包裝和推廣，發揚民間工藝與文化。
- 為培育更多珠寶業界的人才，我們與多間專上院校合作推行校企合作項目，包括支持香港教育局職業生涯導向計劃、贊助武漢和順德職業訓練學校課程、與西廷思世博教育和佛羅倫斯歐納非珠寶設計學院合辦「米開朗基羅計劃」，為此計劃的中國珠寶學院提供教學平台、實習基地、技術支援與學員就業機會。



## Community Involvement – Aspire for shared value and enhancements in community

### 社區參與 – 福祉共享 推動社區共同發展

- We apply new technologies in our production, logistics and retailing. We successfully incorporated radio-frequency identification (RFID) and Internet of Things (IoT) technologies into the Inventory Control System (ICS). Through the use of RFID-enabled and IoT-based smart devices such as RFID Tag, Logistic Tray, mHand and Smart Tray, it enhances efficiency and accuracy in daily business operation and further expands the application of big data in the jewellery industry. The Group has also participated in seminars to promote the sustainable development of the industry in the era of “Internet +” by sharing with industry peers the innovative technology and application of RFID.
- We supported teachers and students of the engineering programmes from the Vocational Training Council (VTC) to participate in the “World Solar Challenge 2015” organised in Darwin in northern Australia with an aim to nurture young technological talents and encourage the development of renewable energy system technology.
- 我們積極研發創新科技並應用於生產、物流、零售各環節。把無線射頻識別 (RFID) 和物聯網 (IoT) 技術成功融合於集團的存貨控制系統 (ICS)，配合利用無線射頻技術及以物聯網為基礎的無線射頻標籤 (RFID Tag)、物流盤 (Logistics Tray)、手提電子盤點器 (mHand) 和智能奉客盤 (Smart Tray) 等智能設備於珠寶物流和零售，提升日常業務營運的效率與準確性，更開發大數據在珠寶行業的應用層面。同時藉出席研討會與珠寶和科技業界人士分享 RFID 創新技術與應用，推動「互聯網+」時代的可持續發展。
- 我們支持職業訓練局工程學科課程的師生參與於澳洲北部達爾文港舉行的「世界太陽能車挑戰賽2015」，藉此培育青少年科技人才，並推動再生能源系統技術。

### Outreach for contribution and support to the neighbourhood

- The “CTF CARES” was established in 2013 to encourage staff to take part in community welfare and voluntary work. We also provide voluntary work leave and launch a CTF voluntary service award scheme to encourage and recognise our volunteers.
  - In July 2015, the Company received the “Gold Award for Volunteer Service” for 2014 by the Social Welfare Department of Hong Kong in recognition of our good practice as a corporate citizen.
  - As at 31 March 2016, the number of volunteer team members in Hong Kong, Macau and Mainland China was 6,549, providing an aggregate of 8,942 man-hours of services.
  - Through participating in charitable activities, we promote public welfare education in the community such as environmental protection, conservation and other positive messages.
- 回饋社會 支援社區需要
  - 2013年正式成立「周大福愛心義工隊」，推動員工身體力行，參與社會公益和義工活動，並設有薪義工假期和頒發周大福義工嘉許計劃服務獎，向義工予以鼓勵和嘉許。
    - 2015年7月獲香港社會福利署頒發2014年度「義務工作金嘉許狀」，以表揚集團實踐良好企業公民精神。
    - 截至2016年3月31日，港澳和中國內地的企業義工人數為6,549名，總服務時數達8,942小時。
    - 藉參與慈善公益活動，我們向社區宣揚公益教育如環境保護、保育等正面訊息。



## Community Involvement – Aspire for shared value and enhancements in community

### 社區參與 – 福祉共享 推動社區共同發展

- We prepare donation budget and plans every year mainly for the care of children, teenagers and elderly, as well as education and medical treatment, each accounting for about one-third of the donations. In FY2016, the total charitable donations amounted to approximately HK\$9.8 million.
- In addition, we actively maintain communication with non-governmental organisations and charitable organisations to understand community needs and support such organisations to help people in need. We wish to raise the awareness of our employees, customers and peers and encourage them to participate in charitable activities and make contribution to the community.
- We have consistently co-operated with various charitable institutions and organisations with an aim to fully support social activities by sponsoring various projects. Our long-term partners include Youth Outreach, UNICEF, Diamond Empowerment Fund, Society for the Promotion of Hospice Care, Oxfam, Po Leung Kuk, Wu Zhi Qiao (Bridge to China) Charitable Foundation, etc.
- 我們每年會定立捐款預算和計劃，主要圍繞兒童、青少年和長者的社區關懷、教育和醫療三大範疇，各佔捐款預算約三分之一，2016財政年度的慈善捐款總額約為港幣9.8百萬元。
- 同時，我們積極與非政府機構和慈善團體交流以了解社會需要，支持他們對社會上有需要人士的服務，希望引起漣漪效應，鼓勵更多員工、顧客、業界人士共同參與公益，為社會作出貢獻。
- 我們與多個慈善團體和公益組織長期合作，希望藉多樣化的贊助項目，廣泛地支持社會活動，長期合作夥伴包括協青社、聯合國兒童基金會、Diamond Empowerment Fund、善寧會、樂施會、保良局、無止橋慈善基金等。



## Community Involvement – Aspire for shared value and enhancements in community

社區參與 – 福祉共享 推動社區共同發展

### Major Charitable Activities 主要慈善公益

#### Bao Bao Family Charitable Activities

- “Bao Bao Family”, our original proprietary collection, features the blessings of health, peace, joy, love, family harmony, wealth and wisdom. Chow Tai Fook has organised various activities under the name of “Bao Bao Family” over the years to raise awareness about the development of the next generation.
- Since 2009, we have been organising “Bao Bao Family Smart Dreamer” activities and drawing competitions in more than 40 cities in Mainland China, which attracted over 6,000 children to show their talents. Funds raised from the competitions were used in children education and family support projects. In 2015, we held the “Bao Bao Family Smart Dreamer Feel the Life — Charitable Art Exhibition” and co-operated with volunteers of World of Art Brut Culture (WABC), a charitable organisation in Mainland China, and Mainland artists and Chow Tai Fook’s members to organise dancing, art exhibition, drawing and other activities in Dalian, Xi’an, Qingdao, Beihai, Wuhan, Hangzhou and Shunde, in order to spread the message of caring children with special needs. In addition, we also organised “Bao Bao Family” bazaars in Mainland China and Hong Kong to raise fund for charitable organisations.

#### 福星寶寶慈善公益活動

- 為傳遞原創產品系列「福星寶寶」所象徵的健康、平安、快樂、真情、家和、財富、智慧的祝福，周大福多年來以「福星寶寶」的名義舉辦一系列慈善活動，希望引起社會對培育下一代的關注。
- 自2009年起，我們舉辦年度「福星寶寶大夢想家」活動，於全國40多個城市舉辦繪畫比賽，吸引逾6,000名小朋友參加，籌得善款分別用於兒童教育和家庭援助項目。2015年更舉辦「大夢想家Feel the Life公益跨界藝術展」，聯同內地慈善機構無障礙藝途WABC的義工、內地藝術家和會員，分別在大連、西安、青島、北海、武漢、杭州和順德舉辦舞蹈、畫展和繪畫等藝術活動，向大眾傳遞關懷特殊兒童的正面訊息。同時，我們在中港兩地以多種形式舉辦福星寶寶慈善義賣活動，籌得善款捐助予有需要的慈善團體。







## Community Involvement – Aspire for shared value and enhancements in community

社區參與 – 福祉共享 推動社區共同發展

### Major Charitable Activities 主要慈善公益

#### Youth Outreach

With an aim to promote development of the younger generation in Hong Kong, we co-operate with Youth Outreach to help at-risk youths develop interest, grow and stand on their own feet. We have been the title sponsor of street dance performance organised by Youth Outreach for three consecutive years to help the youths unlock their potential in dancing and stage performance to build up their self-confidence. In 2016, we co-operated with social enterprises under Youth Outreach and engaged youngsters who are interested in stage production to participate in decoration and organisation of our annual dinner and other activities, so as to help youngsters pull themselves up by their bootstraps and contribute to the well-being of Hong Kong.



#### 協青社

為推動香港年輕一代的發展，我們與協青社攜手合作，協助迷失青年尋找興趣，助他們自立成長，自2014年起連續3年冠名贊助協青社舉辦的街舞表演活動，支持該機構藉街舞和舞台表演助年輕人發揮舞蹈和表演潛能，建立自信。2016年更與協青社旗下社企合作，讓有志於舞台製作發展的年輕人為我們的活動如春茗佈置場地和負責節目製作，希望幫助有需要的年輕人自力更新，為香港的福祉作出貢獻。

#### UNICEF

To support UNICEF's services for underprivileged children and families, we have been the sponsor of "China Children's Week: Little Artists Big Dreams Drawing Competition" held by UNICEF for four consecutive years from 2013 to 2016. The activity aims to raise funds to support maternal and child health services and help underprivileged children in remote areas in Mainland China, and encourage the public to contribute to children in need in Mainland China.

#### 聯合國兒童基金會

我們多年來支持聯合國兒童基金會為貧困兒童和家庭提供援助的工作，連續4年（2013年至2016年）贊助聯合國兒童基金會的「中國兒童周：小畫家大夢想繪畫比賽」，透過活動為中國內地偏遠地區推行母嬰健康服務和改善貧困兒童資助項目籌款，號召公眾為內地有需要兒童出一分力。





## Community Involvement – Aspire for shared value and enhancements in community 社區參與 – 福祉共享 推動社區共同發展

### Major Charitable Activities 主要慈善公益

We sponsored UNICEF Charity Run in 2014 and 2015 to raise funds for the global prevention of AIDs and its mother-to-child transmission. In 2015, we offered around 1,000 pure gold ornaments and pendants to winners of the charity run.

於2014年和2015年，我們贊助聯合國兒童基金會慈善跑，為全球防治愛滋病毒和母嬰傳播工作籌款，2015年更贊助近1,000件足金擺件、吊墜等，頒贈予慈善跑的得獎者，以表支持和鼓勵。



### Diamond Empowerment Fund

As a member of the diamond industry, we have put great efforts in sustaining the development of diamond industry by supporting Diamond Empowerment Fund over the years in providing support and education in countries and communities with diamond-related industry. We have supported the fund-raising gala of Diamond Empowerment Fund for three consecutive years and was the Premier Partner Sponsor of the "Diamonds in the Sky Las Vegas Gala 2015". We donated auction items to help raise funds for Diamond Empowerment Fund.

### Diamond Empowerment Fund

作為鑽石行業的一員，我們多年來支持 Diamond Empowerment Fund 於世界各地擁有鑽石相關行業的國家與地區推行支援和教育項目，為鑽石行業的可持續發展盡一分力。今年為第3年支持其籌款晚宴，於「Diamonds in the Sky Las Vegas Gala 2015」擔任 Premier Partner Sponsor，捐出拍賣品為 Diamond Empowerment Fund 籌募經費。



## About This Report

This is the first standalone corporate social responsibility report published by Chow Tai Fook Jewellery Group Limited, an electronic version of which is available for download on the website of the Group (<http://corporate.chowtaifook.com/en/about/csr.php>) and the Stock Exchange of Hong Kong respectively.

This report is made with reference to the ISO26000 corporate social responsibility framework and the Environmental, Social and Governance Reporting Guide of the Stock Exchange of Hong Kong. It mainly covers the information of our wholly-owned subsidiaries from 1 April 2015 to 31 March 2016. The report focuses on illustrating aspects with important impacts on or opportunities for the Group and its stakeholders, including business practice, staff benefits, customer service, community involvement and environmental protection. This report shall be read in conjunction with the 2016 Annual Report of Chow Tai Fook Jewellery Group Limited for further details of the Group's sustainable development, including strategic planning, corporate governance and business performance, as well as the inclusion of its social responsibilities in its strategic planning and business operation.

You are welcome to comment on the report and the Group's sustainable development via email at [ir@chowtaifook.com](mailto:ir@chowtaifook.com).

## 關於本報告

本報告為周大福珠寶集團有限公司首次獨立發表的企業社會責任報告，其電子版本可於集團網站 (<http://corporate.chowtaifook.com/tc/about/csr.php>) 和香港聯合交易所網站下載。

本報告參考了ISO26000企業社會責任的框架和香港聯合交易所有關環境、社會及管治報告指引而編撰，主要涵蓋集團旗下全資附屬公司由2015年4月1日至2016年3月31日期間的資訊。報告集中闡述對本集團及持份者而言有重大影響或機遇的範疇，包括營商操守、員工待遇、顧客服務、社區參與和環境保護。本報告應與周大福珠寶集團有限公司2016財政年度的年報一併閱讀，以了解更多關於本集團可持續發展的資料，包括策略規劃、企業管治和業務表現，以及集團在策略規劃和業務營運之中對企業社會責任的考慮。

歡迎閣下發送電郵到 [ir@chowtaifook.com](mailto:ir@chowtaifook.com)，對本報告和本集團的可持續發展表現提出意見。