



**SAN MIGUEL BREWERY  
HONG KONG LTD.**  
香港生力啤酒廠有限公司

**ENVIRONMENTAL, SOCIAL AND  
GOVERNANCE REPORT**  
環境、社會及管治報告

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# ABOUT THIS REPORT 關於本報告

This Environmental, Social and Governance report is the initial effort of San Miguel Brewery Hong Kong Limited ("SMBHK") to communicate to our stakeholders in a broad manner the relevant environmental, social and governance initiatives SMBHK has made in reference to Appendix 27, titled 'Environmental, Social and Governance Reporting Guide' of the Main Board Listing Rules, which was issued by The Stock Exchange of Hong Kong Ltd. on 1 January 2013.

This report focuses on the Hong Kong Operations (which includes the Macau market) where 77% of the total sales revenue of SMBHK was generated in 2014.

We welcome feedback and/or suggestions from our stakeholders. You may reach us at [webmaster@sanmiguel.com.hk](mailto:webmaster@sanmiguel.com.hk).

本環境、社會及管治報告是香港生力啤酒廠有限公司（「香港生力」）為向本公司持份者廣泛傳達香港生力根據香港交易及結算所有限公司（「香港交易所」）於二零一三年一月一日發佈的主板上市規則附錄二十七《環境、社會及管治報告指引》提出有關環境、社會及管治倡議而做出的初步努力。

本報告集中於香港業務（當中包括澳門市場），在二零一四年香港業務的銷售收入佔總銷售收入之 77%。

歡迎持份者提供任何反饋和/或建議。請電郵至 [webmaster@sanmiguel.com.hk](mailto:webmaster@sanmiguel.com.hk) 與我們聯絡。





## ABOUT US 關於我們

*San Miguel Beer* was first produced by La Fabrica de Cerveza de San Miguel, an upstart brewery in the heart of Manila, Philippines, that began its operations in 1890. In 1963, the brewery was renamed San Miguel Corporation ("SMC") to reflect its growing ventures into food and packaging. All beer operations were then under the San Miguel Beer Division, a business unit of SMC.

As early as 1914, *San Miguel Beer* was being exported from its headquarters in Manila to Guam, Shanghai and Hong Kong. A pioneer in Asia, SMC bought a brewing facility in Sham Tseng in 1948 and established what is now SMBHK, the current longest-serving beer manufacturer in Hong Kong. SMBHK was publicly-listed with The Hong Kong Stock Exchange Ltd. in 1963.

In the meantime, the domestic beer business was spun off from SMC to San Miguel Brewery Inc. ("SMB") on October 1, 2007. SMB acquired San Miguel Brewing International Limited ("SMBIL") from SMC in 2010 to achieve full integration of its domestic and international beer businesses. SMB is a subsidiary of SMC and SMBHK is a subsidiary of SMBIL. SMB is currently the 10th largest brewer in Asia, and ranks 16th among the world's biggest brewers.

Today, SMBHK (Stock Code: 0236) is the only international beer company having a large scale brewery in Hong Kong. Its Yuen Long brewery not only supplies to the local market but also exports to the international market.

SMBHK has two key subsidiaries in mainland China, namely Guangzhou San Miguel Brewery Company Limited ("GSMB") and San Miguel (Guangdong) Brewery Company Limited ("SMGB"). GSMB, based in Guangzhou, takes care of the sales and marketing of beer in South China. SMGB, based in Shunde, focuses on its beer manufacturing business providing quality products and services to both GSMB and SMBIL's export markets.

生力啤酒始創於一八九零年，由位於菲律賓馬尼拉市中心的一家新興啤酒廠 La Fabrica de Cerveza de San Miguel 經營生產。一九六三年，啤酒廠正式更名為生力總公司（「生力總公司」）以反映其日漸增長的食品和包裝業務。所有啤酒業務事宜均由生力啤酒部—生力總公司的一個業務部門負責。

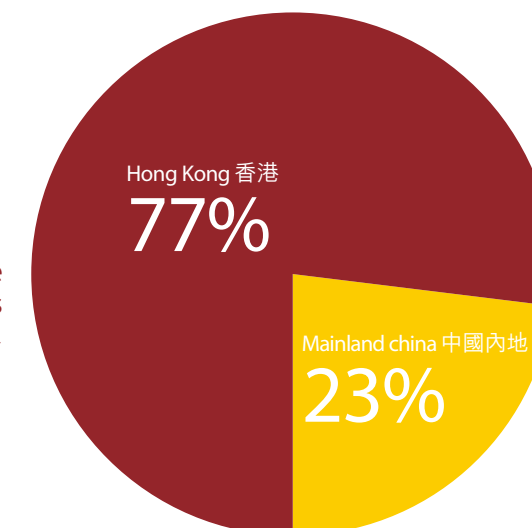
早於一九一四年，生力啤酒已從馬尼拉的總部出口至關島、上海和香港。作為亞洲地區啤酒的先鋒，生力總公司於一九四八年在深井引進了釀酒設備並建立了今天的香港生力—現今在香港經營歷史最悠久的啤酒生產商。一九六三年，香港生力在香港證券交易所上市。

二零零七年十月一日，生力於菲律賓本土的啤酒業務從生力總公司分拆出來成為生力啤酒廠公司（「生力啤酒廠」）。而為了全面整合其國內外所有啤酒業務，到了二零一零年，生力啤酒廠從生力總公司收購了生力啤酒國際有限公司（「生力啤酒國際」）。生力啤酒廠是生力總公司的附屬公司，而香港生力是生力啤酒國際的附屬公司。生力啤酒廠目前是亞洲第十大啤酒商，在全球最大啤酒商中排名第十六。

今天，香港生力（股份代號：0236）是唯一國際性啤酒公司在香港設有大型啤酒廠。其元朗酒廠不但生產啤酒供應本地市場，也出口到國際市場。

在中國內地，香港生力擁有兩間附屬公司，分別是廣州生力啤酒有限公司（「廣州生力」）和生力（廣東）啤酒有限公司（「生力廣東」）。廣州生力位於廣州，主要負責華南地區啤酒的銷售和市場推廣。生力廣東位於順德，主力啤酒釀造，為廣州生力和生力啤酒國際的出口市場提供優質產品和服務。

2014 Sales Revenue  
by Operations  
2014 按業務銷售收入



## HONG KONG OPERATIONS 香港業務

The Hong Kong Operations includes a brewery in Yuen Long, a depot in Tai Wai and the main office in Shatin. Aside from marketing and distributing products that are brewed locally in Yuen Long, we also import and distribute products from other countries to ensure a varied portfolio that will be able to cater to and satisfy the needs of the growing and highly segmented Hong Kong market. To ensure that our products reach the consumers, we sell directly to supermarket and convenience store chains; and key restaurants and bars. Meanwhile, we also engage distributors and wholesalers to ensure that our products are readily available in the market at all times.

Brands sold in the Hong Kong and Macau market in 2014 include *San Miguel Pale Pilsen*, *San Mig Light*, *San Miguel Cerveza Negra*, *San Miguel Premium All-Malt*, *Red Horse*, *Blue Ice*, *Valor*, *Bruck*, *Knight*, *Kirin*, *Beck's*, *Boddingtons*, *Budweiser*, *Harbin*, *Hoegaarden*, *J. Boag & Son*, *Leffe*, *Lowenbrau*, *Samuel Adams*, *Spaten* and *Stella Artois*.<sup>1</sup>

Our Yuen Long brewery also provides quality products and services to SMBIL's export market. Products from the brewery are exported to Australia, Canada, China, Japan, Korea, Malaysia, Qatar, Taiwan, UAE, USA, Saudi Arabia and South Africa amongst others.

Key brands for the export market in 2014 include *San Miguel Pale Pilsen*, *San Mig Light*, *San Miguel Non-Alcoholic Beverage (NAB)*, *Red Horse*, *Blue Ice*, *Ikinama Gold* and *Ikinama Golden Green*.

香港業務包括元朗啤酒廠、大圍的倉庫和沙田的總辦事處。除了銷售和分銷在元朗啤酒廠釀造的產品外，本公司亦進口和分銷來自其他國家的產品，以確保擁有多元化的產品組合來迎合和滿足不斷增長且高度細分的香港市場的需求。為確保我們的產品能到達消費者手中，我們直接向超級市場和連鎖便利店以及主要的餐廳和酒吧供貨。同時，我們也積極吸納分銷商和批發商以確保市場上我們的產品數量充裕。

二零一四年我們於香港及澳門市場上銷售的啤酒品牌包括生力啤酒、生力清啤、生力黑啤、*San Miguel Premium All-Malt*、紅馬、藍冰、威樂、布萊特、騎士、麒麟、*Beck's*、*Boddingtons*、百威、哈爾濱、*Hoegaarden*、*J. Boag & Son*、*Leffe*、*Lowenbrau*、*Samuel Adams*、*Spaten* 和 *Stella Artois*<sup>1</sup>。

我們的元朗酒廠亦有為生力啤酒國際的出口市場提供優質產品和服務。元朗酒廠釀造的啤酒出口至澳洲、加拿大、中國、日本、韓國、馬來西亞、卡塔爾、台灣、阿聯酋、美國、沙地阿拉伯以及南非等國家。

二零一四年出口的主要啤酒品牌包括生力啤酒、生力清啤、*San Miguel Non-Alcoholic Beverage (NAB)*、紅馬、藍冰、*Ikinama Gold* 和 *Ikinama Golden Green*。

## SOUTH CHINA OPERATIONS 華南業務

GSMB is responsible for marketing and selling beer products in the South China market. Based in Guangzhou, it sources its products from SMGB; and also imports from Hong Kong and the Philippines. As the South China market encompasses a vast territory, it is through carefully selected distributors that our products are brought to the retail level. We also serve directly to key supermarket and convenience store chains.

Brands sold in the South China market in 2014 include *San Miguel Pale Pilsen*, *San Mig Light*, *Red Horse*, *Dragon*, *Dragon Gold*, *Dragon Platinum*, *Guang's* and *Guang's Pineapple*.

SMGB also provides quality products and services to SMBIL's export market. Products from SMGB are exported to Taiwan, Korea and UAE, amongst others.

Key brands for the export market in 2014 include *Red Horse* and some private label brands for Korea.

廣州生力主要負責華南地區啤酒產品的推廣和銷售工作。廣州生力位於廣州，其產品供應主要來自生力廣東；同時從香港和菲律賓進口部分產品。隨著市場範圍的不斷擴大，廣州生力精心挑選經銷商，將我們的產品以零售形式出售。我們也採用直接向超級市場和連鎖便利店供貨的銷售模式。

二零一四年，在華南地區銷售的啤酒品牌包括生力啤酒、生力清啤、紅馬、龍啤、金裝龍啤、白金龍啤、廣氏和廣氏菠蘿味啤酒。

生力廣東亦為生力啤酒國際的出口市場提供優質產品和服務。生力廣東的產品主要出口至台灣、韓國和阿聯酋等。

二零一四年出口的主要啤酒品牌包括紅馬和韓國的一些私有品牌。



<sup>1</sup> The agreement to distribute Beck's, Boddingtons, Hoegaarden, Leffe, Lowenbrau, Spaten and Stella Artois was discontinued on 31 December 2014. The agreement to distribute Budweiser and Harbin was discontinued on 17 November 2014.

<sup>1</sup> 分銷 Beck's、Boddingtons、Hoegaarden、Leffe、Lowenbrau、Spaten 和 Stella Artois 的協議於二零一四年十二月三十一日終止。分銷百威和哈爾濱的協議於二零一四年十一月十七日終止。



## OUR APPROACH TO CORPORATE SOCIAL RESPONSIBILITY 我們的企業社會責任方針

The management and control of the business of San Miguel Brewery Hong Kong Limited and its subsidiaries (the “Group”), including the overall duty on the performance and progress of its corporate responsibility, is vested in the Board; while specific responsibilities that relate to the day-to-day operations are delegated to the Management Executives. The Group’s business strategy is to drive profitable volume in a sustainable and responsible manner so that we can build a consistent lasting value for our shareholders. The Group is also committed to maintaining compliance with local statutory and regulatory standards.

San Miguel Brewery Hong Kong Limited (the “Company”)’s corporate responsibility is a work in progress as it tries to balance and meet the different evolving needs and expectations of both the internal and external stakeholders. As part of the SMB group, SMBHK adheres to the core purpose of leading the growth of the beverage industry, being the brand, business partner and employer of choice, and making accessible its products and services to existing and new markets; and to the core values of social responsibility, people orientation, integrity, customer delight and excellence. These core purpose and core values express the kind of company we endeavor to be. They guide the Company, its management and its people in their day-to-day operations.

With these core purpose and core values in mind, and our continuous communication with internal and external stakeholders, we prioritized the different aspects of the Company that are most material to our stakeholders and to us for inclusion in this report. These also helped direct our company objective, choice of suppliers, employee engagement, community investments and profit.

香港生力啤酒廠有限公司及其附屬公司（「本集團」）的業務的管理和監控事宜，包括履行企業社會責任的成效和進度的相關事宜皆由董事會負責。而日常營運有關的具體職責則委派予行政管理人員。本集團的業務策略堅持以可持續且負責的方式推動盈利增長，因此能夠貫徹為我們的股東創造永恆的價值。本集團亦一直遵守當地法定和監管的標準。

香港生力啤酒廠有限公司（「本公司」）努力履行企業責任，試圖平衡和滿足內部和外部持份者不同而不斷演變的需求和期望。作為生力啤酒廠的集團一部分，香港生力堅守核心目標——領導飲品行業發展、成為最佳的品牌、最佳業務夥伴和最佳僱主以及將其產品和服務引進當前和新興市場；我們同時堅守核心價值——社會責任、以人為本、誠信、客戶滿意和卓越表現。這些核心目標和核心價值表達了本公司致力的方向，並成為本公司、管理層以及所有員工日常工作的指導方針。

我們將核心目標和核心價值牢記於心，同時與內部和外部權益人持續溝通，我們將工作重點集中在對持份者和本公司最影響重大的各個不同部份。這有助於帶領本公司的目標、供應商的選擇、員工的參與、社區投資和盈利。





## STAKEHOLDER ENGAGEMENT 持份者參與

The Company defines stakeholders as all those who affect, and/or are affected by, our business. It embraces both internal and external stakeholders, ranging from employees, trade partners, shareholders, suppliers, government and local communities. We believe that engaging stakeholders is crucial for the sustainability of our business, as this does not just help us understand the possible risks and opportunities to our business, but also makes possible the actual mitigation of the risks and the full comprehension of the opportunities.

We have an extensive range of stakeholders: from our shareholders who finance our business; our employees who run our operations; customers who buy our products to sell to consumers, who in return buy and consume our products; suppliers and contractors who provide raw materials, equipment and services for our operations; government and its agencies which regulate our business; and the local communities where we operate.

We engage our stakeholders at a local level and/or Group level as we endeavor to conduct our business sustainably and responsibly to ensure that our overall impact is a positive one. We communicate with them through various channels such as brewery visits, meetings, and outreach programs to ensure that our stakeholders are made aware of and understand our business and/or products.

本公司將持份者定義為所有那些影響和／或受本公司業務影響的人員。這包括內部和外部持份者，涉及僱員、業務夥伴、股東、供應商、政府和本地社區。我們相信持份者的參與對我們業務的持續發展非常重要，他們的參與不僅有助於我們理解可能存在的風險和機遇，也幫助我們實際減輕風險和充分理解種種機遇。

我們的持份者十分廣泛，包括：有提供業務資金的股東；營運公司業務的僱員；向我們購買產品並銷售給消費者的客戶，而消費者購買和飲用我們的產品；為我們業務提供原材料、設備和服務的供應商和承包商；提供必要的經營許可的政府和監管部門；以及我們經營業務所在的社區。

我們致力以可持續和負責任的態度來營運，透過地方和／或集團層面吸引持份者參與，來確保我們的整體影響積極而且正面。我們通過各種渠道（如參觀酒廠、會議和推廣計劃）與持份者進行溝通以確保他們充分意識並理解我們的業務和／或產品。



## SHAREHOLDERS

SMBHK recognizes the value of providing current and relevant information to its shareholders and the investing public. This is recognized by the board with the establishment of the Shareholders Communication Policy which is published in the section dedicated to investor relations in our website. The effectiveness of the policy is subject to review by the board and will be amended if needed.

Every year, an annual report and an interim report are delivered to our shareholders to ensure that they have all available information reasonably required to make informed assessments of the Company's performance. These information are also made available in the SMBHK website where various announcements and notices are also published.

At the annual general meeting, shareholders are given ample time to express their opinion and/or ask questions; and in the event that there is not enough time to address the questions, shareholders will receive a written reply within 14 calendar days. Shareholders may continue to ask questions and/or express their opinion through the various available channels anytime in the year.

The SMBHK website also includes information related to the Company's corporate governance, such as the list of directors and their role and function, code for securities transactions, and information on audit, remuneration and nomination board committees.

## EMPLOYEES

SMBHK has always recognized the important role of its employees in the overall success of the Company, and as such, we invest in our people by ensuring that they are equipped with the necessary knowledge, skills and experiences. We also offer competitive remuneration packages commensurate with industry standards, as well as provide attractive benefits, including medical and insurance coverage and retirement packages.

SMBHK believes that keeping the employees informed and listening to them are integral to their continued motivation and enthusiasm about work, leading them to take positive action to further the Company's reputation and interests. SMBHK engages its employees at the start of the year with a Corporate Direction Briefing where they are informed of the Company's performance for the previous year; and target and plans for the current year.

## 股東

香港生力明白為股東和公眾投資者提供當前和相關資料十分重要。因此，董事會制定股東通訊政策。有關政策詳見於本公司網站的投資者關係部份。該政策的有效性經由董事會審核且在必要時可進行修訂。

每年，我們編印年報和中期報告給予股東，以確保所有股東獲得所有可用信息，在知情的基礎上對本公司績效進行評估。這些資料也詳見於香港生力網站。此外，各項通告和公告亦於本公司的網站內發佈。

在股東周年大會上，股東有充足的時間表達意見和／或提出問題；若出現時間不充裕的情況而未能解答股東提問，則股東會於14天內收到一份書面回覆。股東亦可在任何時候通過不同可用的渠道提出問題和／或表達其意見。

香港生力網站也提供本公司企業管治相關的資訊，如董事名單及其角色與職能、證券交易守則和審核、薪酬和提名委員會的資料。

## 僱員

香港生力一向了解員工在本公司取得成功上發揮重要作用，因此，我們投放資源在員工身上，確保他們具備應有的知識、技能和經驗。我們亦制定符合市場標準的薪酬及提供福利，包括全面的醫療和保險，以及退休福利。

香港生力相信員工知情和聆聽員工的意見是保持僱員對工作投入和熱情的必要條件。這樣可促使僱員採取積極行動以進一步維護本公司的聲譽和權益。香港生力在年初會舉行企業動向簡介會，讓員工了解公司上年度的業務表現以及該年度的目標和計劃。



Once every two years, the Company conducts a formal and comprehensive employee feedback survey to understand the needs of its employees. The results of the survey enable the Company to identify areas for improvement and appreciate the priorities of its staff, and thus determine which aspects to focus its efforts on. This is complemented by our annual performance appraisal, when individual employees can provide job and/or position related concerns; and receive direct feedback from their supervisor.

Other structured communication platforms specially designed with the employees in mind are our intranet and the triannual employee newsletter entitled "Beer Talks".

## CUSTOMERS

SMBHK's business is highly dependent on our customers. The level of engagement and satisfaction a customer has with the Company has profound effects on profitability. For the long-term sustainability of the Company, we fully understand that we must endeavor to establish loyal ties with customers that have the necessary capabilities to compete and stay ahead of competitors.

At the core of the engagement with our customers is our strong and dedicated team of sales people who, on a day-to-day basis, are in constant communication with our customers. Our sales people ask questions; uncover or create customer needs and help the customer make informed decisions.

Complementing this constant engagement is our customer service hotline that offers customers support by providing useful information, handling concerns and offering appropriate recommendations. Representatives of SMBHK are also contributing members of various trade associations.

本公司每兩年進行一次正式的綜合僱員問卷調查，用以了解員工的滿意度和需要。調查結果有助於本公司確認需改進的地方和了解員工的優先需要，和決定最需要集中力量處理的範疇。該問卷調查由年度績效評估作出補充配合。在年度績效評估期間，各員工可提出與工作和／或職位相關的問題，同時可收到各自主管的直接回應。

其他特別針對員工而設的有系統的溝通平台包括內聯網和每年發行三次名為《啤酒話》的員工通訊。

## 客戶

香港生力的業務高度依賴我們的客戶。客戶的參與度和滿意度對本公司的利潤率具有深遠影響。為了本公司的長遠持續發展，我們充分理解到必須努力建立客戶對我們的忠誠度，因為忠誠度正是我們戰勝競爭對手所需的強大力量。

與客戶建立關係的核心是我們強大而專業的銷售團隊，他們每天與我們的客戶接觸溝通。我們的銷售人員提出問題；發現或創造客戶需求並最終協助客戶在知情的基礎上作出決策。

我們也設立了客戶服務熱線來與客戶經常溝通，為客戶提供有用資訊、處理客戶問題和給予適當的建議來支援客戶。另外，香港生力也委派代表積極參與各個同業協會。

## SUPPLIERS AND CONTRACTORS

SMBHK believes in evaluating the capabilities of our suppliers and contractors to determine if they are able to meet the requirements and needs of the Company. Our focus is to develop collaborative, mutually beneficial business relationship with strategic suppliers and contractors to achieve greater and/or higher levels of efficiency; and economic and competitive advantage.

Apart from the multiple interactions over time with our suppliers and contractors through face-to-face meetings and/or electronic means, the Company has a supplier assessment system for key partners where higher level and more detailed feedback are communicated on an annual basis.

## GOVERNMENT AND OTHER REGULATORS

We understand the importance of engaging the government and other regulators in positive communication to make certain that the Company is in compliance with all relevant local laws, rules, regulations and standards. This, in return, facilitates the continuous grant of specific licenses and permissions.

SMBHK is also actively in consultation with the government in the area of policy and regulatory framework development that relates to the beer industry. We participate through having direct meetings with government agencies and/or legislators; and joining government initiatives, regulation and policy working groups.

## INDUSTRY, PROFESSIONAL AND NON-GOVERNMENTAL ORGANIZATIONS

SMBHK participates actively in industry and professional organizations that are relevant to its local operations. Being engaged helps the Company achieve business and corporate citizenship objectives as it enables SMBHK to work with other companies on issues that affect our industry.

As an active member of these organizations, SMBHK shares discerning expertise and knowledge that will benefit the industry as a whole and assist in raising industry standards. Also, through active partaking, SMBHK is kept abreast of issues and best practices in the industry. This provides us the knowledge and understanding through which we can contribute to and influence public policy positions.

## 供應商和承包商

香港生力相信評估供應商和承包商的能力可確定他們能否達到本公司的要求和需求。我們的工作重心是與策略供應商和承包商發展協作的、互利的業務關係以取得更大和／或更高水平的效率以及經濟和競爭優勢。

除了與供應商和承包商透過面對面會談和／或採用電子媒介進行多元互動，本公司亦設有供應商評估系統，每年為主要供應商進行評估，讓他們提出更高水平和更詳細的意見。

## 政府和其他監管部門

我們明白政府和監管部門參與積極的交流對確保本公司遵守所有相關的本地法律、規則、法規和標準非常重要。這有助於政府和監管部門繼續授予特定牌照和准許。

香港生力同時就有關啤酒行業的政策和規架構的制定事宜積極與政府磋商。我們直接與政府機構和／或立法者會面以及參與政府舉措、監管和政策工作小組的工作。

## 行業和專業及非政府機構

香港生力積極參與與地區營運相關的行業和專業機構。參與這些機構使香港生力與其他公司一起就影響行業的問題合作，最終協助本公司達成業務和企業公民目標。

香港生力是這些機構的活躍成員，積極分享有利於行業整體發展和有助於提高行業標準的獨特專門技術和知識。同時，透過積極分享，香港生力了解到行業的最新情況和最佳常規。這些分享給予我們知識和認識，由此我們可以就公共政策定位作出貢獻並帶來影響。





A few of the many industry and professional organizations that SMBHK is a member of are:

- Hong Kong General Chamber of Commerce ("HKGCC"), the oldest business organization in Hong Kong, whose mission is to promote, represent and safeguard the interests of the Hong Kong business community.
- The Hong Kong Food, Drink & Grocery Association ("FDGA"), an industry-issues driven association that was established to provide a forum for companies active in manufacturing, importing, marketing and distribution of branded food, drink or grocery products in Hong Kong. Members of the FDGA meet together, review and discuss industry issues and concerns, decide on action where necessary and communicate with the media, industry or Government on these issues.
- Hong Kong Forum for Responsible Drinking ("FReD"), a coalition formed by the major companies engaged in the importing and selling of beer, spirits and wine in Hong Kong, with the aim to provide a platform for the alcoholic beverage industry to engage the Government, lawmakers, catering trade, consumers and other stakeholders on initiatives to promote responsible drinking in Hong Kong. SMBHK was the Chairman (January -March) and Board Member and Treasurer (June-December) of this coalition.
- The Hong Kong Institute of Human Resource Management ("HKIHRM"), the most representative human resource management professional body in Hong Kong with the mission to develop, maintain and enhance professional human resource management standards through its members and partners, and to increase the value and influence of the human resource management profession.



香港生力參與的部分行業和專業機構如下：

- 香港總商會（「HKGCC」），作為香港成立時間最長的商業機構，肩負著推動、代表和保護香港商界社會利益的使命。
- 香港食品、飲料及雜貨協會（「FDGA」），一家由行業問題推動而成立的協會，旨在為香港積極製造、進口、推廣和分銷品牌食品、飲料或雜貨的公司提供一個平台。FDGA的成員會面就行業議題和問題進行回顧和討論，於必要時決定所需的行動，並與傳媒、行業或政府就此類問題進行溝通交流。
- 香港理性飲酒促進會（「FReD」），一個由從事進口和銷售啤酒、烈酒和餐酒的主要香港企業組成的聯盟，旨在為酒精飲料行業提供一個平台以便政府、立法者、餐飲業、消費者和其他持份者採取相關措施推動香港的理性飲酒。香港生力之前是該聯盟的主席（一月至三月）、董事會成員和財務主管（六月至十二月）。
- 香港人力資源管理學會（「HKIHRM」），作為香港最具代表性的人力資源管理專業機構，肩負著通過其成員和合作夥伴，發展、維持和提高專業人力資源管理標準以及提高人力資源管理專業的價值和影響力的使命。



## COMMUNITY

SMBHK endeavors to create positive impact in the communities where we live and work. We are committed to creating meaningful change in these communities through activities that are consistent with our organizational objective; and business and social needs of each locality. A characteristic of our business is the ownership and operation of large-scale breweries; and this means that we employ a significant amount of people and operate in relatively less developed locations. With these, we are well aware of our impact on these communities and we see it as an opportunity to give back to the lives of those around us.

Our engagement with the community ranges from the immediate district to the wider city-level where our brewery is located. Our commitment is exercised at the company level and employee level. At the company level, SMBHK engages in two-way communications with key charitable and non-governmental organizations to understand their needs and how the Company's support is or will be utilized. At the employee level, their involvement is encouraged, and such voluntary participation leads to awareness, engagement and better understanding of the support the community needs.

The Company supports education through university scholarship and sponsorship of university-related social activities where the development of trust, peer support and network are nurtured. Philanthropic efforts through the provision of resources also form an integral part of our community investment. The Company also supports the arts, sports and local community-based non-governmental organizations.

## MEDIA

SMBHK monitors how the different environment, social and governance aspects of the Company are perceived by the media and how they may be communicated to the public. These insights are provided to our executives based on their functions and needs so as to ensure that they are taken into consideration in the decisions made for greater understanding and balance.

A special time is allotted for the media after our annual general meetings to ensure that questions in relation to the Company's performance are answered and the Company's positions are understood with clarity. On top of this, several channels are also provided so that the media may engage the Company whenever the need arises.

## 社區

香港生力致力在我們生活和工作的社區建立積極正面的影響。我們同時致力於開展符合我們組織目標的和滿足各地區業務和社會需求的活動，為社區帶來有意義的變化。本公司的一大特徵是擁有和經營大型啤酒廠；這意味著我們需要雇用大量人員並在相對尚在發展的地區營運。因此，我們清楚了解我們對這些社區的影響，並視這些影響為回饋那些生活在我們周圍的人群的機會。

我們聯繫的社區範圍由啤酒廠所在的鄰近地區覆蓋至更廣泛的所在城市。我們由公司層面和僱員的層面來實踐我們的承諾。在公司層面，香港生力與主要慈善機構和非政府機構互相交流以便了解他們的需求以及他們如何運用本公司所提供的支持。在僱員層面，本公司積極鼓勵員工參與，因為僱員的義務參與有助其認識、參與以及更了解社區所需。

本公司藉由設立大學獎學金以及贊助與大學相關，有助培養互信、互助和網絡的社會活動來支持教育發展。通過提供資源為慈善出力同樣構成了本公司社區投資中不可分割的一部分。本公司同時支持藝術、體育和本地社區的非政府機構的發展。

## 傳媒

香港生力留意傳媒如何看待本公司在環境、社會和管治方面的工作，以及傳媒如何就本公司有關方面向公眾溝通。這些見解會因應需要向本公司相關職能的管理人員傳達，以確保在決策時作出充分考慮和達到更佳平衡。

股東周年大會後，本公司會為傳媒預留時間以回答有關本公司業績的提問，使傳媒對本公司的定位有更明確了解。此外，本公司還提供了其他渠道以便傳媒在需要時聯繫本公司。



## ESG DISCLOSURE 環境、社會及管治披露

### WORKPLACE QUALITY 工作環境質素

#### Working Conditions

SMBHK employed an average of 266 people in 2014 with 95% of them under permanent employment. We recognize that our success is driven by the contribution of each of our employees; and by having the right workforce with the right skills, commitment and motivation. The age distribution of SMBHK's workforce is comparable between the younger and the older, with the majority of the employees being between 30 to 50 years of age and the average age of the workforce in 2014 at 39.9. On the average, the employee turnover rate of SMBHK is 27%, with the highest rate amongst the employees who are below 30 years old.

SMBHK strives to exceed local applicable requirements in relation to wage protection, rest days, holidays with pay, paid annual leave, sickness allowance, maternity protection, severance payment, long service payment, employment protection, termination of employment contract; and protection against anti-union discrimination.

The Company is committed to promote our employees' material well-being by offering competitive remuneration and benefit packages commensurate with the industry standards and which comply with applicable law. The Company does not use child or forced labor in any form.

The Company does not tolerate harassment or discrimination on the basis of race, colour, national or ethnic origin, sex, pregnancy or marital status, age, disability, religion, sexual preference, or some other characteristic specified under relevant and applicable local legislations.

#### 工作環境

二零一四年，香港生力平均僱用了266名員工，其中95%的員工屬於全職僱用。我們明白我們的成功與每個員工的貢獻以及適當的工作場所、工作技能、承諾和動力是不可劃分的。香港生力的僱員年齡分佈介乎年輕和年長之間，大多數僱員的年齡在30歲至50歲之間；二零一四年，平均僱員年齡為39.9歲。平均計，香港生力的僱員流失率為27%，最高流失率主要集中在年齡30歲以下的僱員。

香港生力致力在工資保障、休息日、假日薪酬、有薪年假、疾病津貼、生育保障、遣散費、長期服務金、職業保障、僱傭合約終止和保護反對工會歧視等方面提供超越本地適用要求的更佳條件。

本公司按適用的法律提供符合行業標準並具有競爭力的報酬和福利待遇，積極推動僱員擁有高質素的生活水平。本公司反對任何形式使用童工或強制勞工。

本公司堅決反對基於種族、膚色、國籍或種族出身；性別、妊娠或婚姻狀況；年齡；殘疾；宗教；性取向；或某些其他相關適用的當地法例規定的特徵而引起的騷擾或歧視。



SMBHK has no material non-compliance in relation to working condition for the year 2014.

二零一四年，香港生力在工作環境方面未有任何重大違規情況。

#### 2014 Total Workforce 總僱員人數

| Employment Type 僱傭類型 |            |
|----------------------|------------|
| Permanent 全職         | 252        |
| Contract 合約          | 14         |
| Age Group 年齡組別       |            |
| Below 30 30歲以下       | 49         |
| 30 to 50 30至50歲      | 170        |
| over 50 50歲以上        | 47         |
| <b>TOTAL 總人數</b>     | <b>266</b> |

#### 2014 Employee Turnover Rate 僱員流失率

| Age Group 年齡組別    |            |
|-------------------|------------|
| Below 30 30歲以下    | 49%        |
| 30 to 50 30至50歲   | 27%        |
| over 50 50歲以上     | 6%         |
| <b>TOTAL 總流失率</b> | <b>27%</b> |

#### Health and Safety

SMBHK aims to provide a safe environment for our employees, contractors and visitors. The Company has a comprehensive health and safety manual which contains the Company's guidelines and procedures in order to create a healthy and safe environment. The Company has a Safety Council representing the management and a safety committee representing the employees to ensure effective communication, monitor compliance, regularly review safety measures, and establish immediate and long term action plans when work accidents occur.

#### 健康與安全

香港生力旨在向我們所有僱員、承包商和訪客提供安全的環境。本公司擁有一套綜合的健康與安全手冊，包含了本公司的指引和流程以創建健康與安全的環境。本公司設有代表本公司管理層的安全理事會和代表僱員的安全委員會，以確保雙方有效的溝通、監督合規情況、定期審核安全措施並在工作事故發生時制定即時和長期的執行方案。

#### 2014 Number and Rate of Work-Related Fatalities 因工作關係而死亡的人數及比率

|           |    |
|-----------|----|
| Number 人數 | 0  |
| Rate 比率   | 0% |

#### 2014 Lost Days Due to Injury 因工傷損失工作日數

|           |    |
|-----------|----|
| Number 日數 | 18 |
|-----------|----|

SMBHK has no material non-compliance in relation to health and safety for the year 2014.

二零一四年，香港生力在健康與安全有關方面並未出現任何重大違規情況。



Some of the key occupational health and safety measures that the Company has adopted are:

- The Safety Council was established to direct all safety initiatives within the Company to ensure that a safe and healthy work environment is provided for all employees and our safety systems and procedures meet local legal standards.
- All employees are advised by their supervisors of the following safety precautions relating to their job or environment:-
  - Offices - Location of fire extinguishers, fire exits and fire alarms; evacuation policy and procedure, etc.
  - Production - Proper handling of heavy objects, protection from malt dust, diatomite dust, slippery floor, noise, broken bottles, caustic, hot liquid and electrical shock, evacuation policy and procedure, etc.
  - Engineering - Proper handling of heavy objects, protection from cranes, abrasive wheel, electric shock and slippery floor, evacuation policy and procedure, etc.
  - Yard - Safe ways to drive forklifts, pallet height standards, protection from broken bottles, evacuation policy and procedure, etc.
  - Sales - Proper handling of heavy objects and broken bottles, evacuation policy and procedure, etc.
- The Company provides safety equipment to employees whose jobs require them to work consistently in a hazardous environment.
- The Human Resources and Administration Department and the Safety Council arrange employee awareness programmes on occupational safety and health on a periodic basis.
- Direct supervisors investigate safety accidents and incidents; and re-educate the relevant personnel through the use of case studies to prevent repetition and reinforce the concept of safety at work.
- The Human Resources and Administration Department and the Safety Council conduct regular safety inspection in the workplace to ensure that the Company's safety standard is maintained.

本公司採取的部分重要職業健康與安全措施如下：

- 建立安全理事會直接在公司內部採取所有安全措施以確保為所有僱員創建安全健康的工作環境，同時確保本公司的安全系統和流程符合當地法律標準。
- 所有僱員經各自主管建議採取以下與其工作或環境有關的安全保護措施：-
  - 辦公室 - 安裝滅火器、設置安全出口和火警警報器；制定疏散政策和程序等。
  - 生產 - 正確搬運重物，防範麥芽、矽藻土粉塵，注意地面防滑，防止噪音，小心破碎玻璃瓶、腐蝕劑、高溫液體，防範觸電；制定疏散政策和程序等。
  - 工程 - 正確搬運重物；保護起重機、砂輪；防範觸電和地面防滑；制定疏散政策和程序等。
  - 倉庫 - 採用安全的方式駕駛鏟車、制定托板標準高度；小心破碎玻璃瓶；制定疏散政策和程序等。
  - 銷售 - 正確搬運重物以及小心破碎玻璃瓶；制定疏散政策和程序等。
- 本公司向需要經常在危險環境中工作的僱員提供必要的保護裝備。
- 人力資源及行政部以及安全理事會定期為僱員安排有關認識職業安全與健康的項目。
- 直屬主管負責調查安全事故和事件，並通過案例學習對相關人員進行再教育以防止同樣的事故或事件重複出現並以此加強安全作業的概念。
- 人力資源及行政部以及安全理事會對工作間進行定期安全檢查以確保本公司嚴格遵守安全標準。



- Employees have the right to refuse to work in an unsafe environment where the safety protective equipment is insufficient for use. Employees can lodge a complaint to the Company following the Employee Grievance Procedure should they be penalized by their respective superiors for such refusal.

- 僱員有權拒絕在安全防護裝備不足的危險環境中工作。若僱員因拒絕在危險環境下工作而受到其主管的懲罰，僱員可通過僱員申訴程序向本公司申訴。

## Development and Training

The Company has always recognized the role the workforce plays in its overall performance success, and such, we invest in our people by ensuring that they are equipped with the necessary knowledge, skills and experiences. We believe in investing resources in training, seminars, mentorship and team-building workshops, to develop our employees, support their professional growth, and foster harmony in the organization.

The annual performance appraisal is conducted for all permanent employees. This provides an open two-way communication between employees and their superior to assess their performance, personal and career development, and training progress. This is also the time when specific work objectives and improvement targets are set.

The Company provides, at its own cost, training which includes internal and external courses. To improve the quality of the training, the effectiveness of instructors or the choice of training providers, we solicit feedback and recommendations from participants by means of assessment forms.

## 發展及培訓

本公司一直明白人力資源在其總體績效成功中發揮的作用，也因如此，我們投放資源培育人才，以確保他們裝備有必要的知識、技能和經驗。我們相信投放資源於培訓、討論會、師徒制和建立團隊精神研習會等方面來發展我們的僱員、支持僱員的專業發展並促進公司的和諧。

年度績效評估針對所有全職僱員展開。該評估將為僱員和各自主管提供互相開放交流的機會以對績效、個人和事業發展以及培訓流程作出評估。同時在年度績效評估中也將設定具體的工作目標和改善目標。

本公司為員工提供內部和外部培訓課程。為提高培訓質量、確保培訓導師的效率或培訓供應商的選擇，我們徵求參加培訓的員工的評估意見和建議。

### 2014 Percentage of Employees Trained 受訓僱員百分比

| Employee Category 僱員類別                                |            |
|-------------------------------------------------------|------------|
| Senior Employee (Grade 6 and above)<br>高級僱員（等級 6 或以上） | 66%        |
| Junior Employee (Grade 1 to 5)<br>初級僱員（等級 1 至 5）      | 64%        |
| <b>TOTAL 整體受訓百分比</b>                                  | <b>65%</b> |

### 2014 Average Training Hours Completed 受訓平均時數

| Employee Category 僱員類別                                |             |
|-------------------------------------------------------|-------------|
| Senior Employee (Grade 6 and above)<br>高級僱員（等級 6 或以上） | 16.2        |
| Junior Employee (Grade 1 to 5)<br>初級僱員（等級 1 至 5）      | 10.8        |
| <b>TOTAL 整體受訓平均時數</b>                                 | <b>13.3</b> |



ENVIRONMENTAL  
PROTECTION

環境保護

Emission

The Company endeavors to continually improve the management of its operations to prevent pollution and minimize waste.

Over the last few years, the Company has gradually increased the use of biogas generated from our anaerobic wastewater treatment plant to reduce the use of fossil fuel. Unlike aerobic treatment, the anaerobic treatment produces excess energy in the form of biogas while improving the properties of the wastewater in order to ensure that the wastewater can be safely discharged into the environment, as well as reduce CO<sub>2</sub> emissions.

In 2014, we used around 35,100 cubic meters of biogas that is equivalent to 27,100 liters of diesel, which is approximately 2% of the Company's total diesel consumption in the brewery for the year. The use of biogas is projected to have reduced emission of greenhouse gas by 70 tons. The Company hopes to increase the use of biogas from 2% to 2.5% of our total diesel consumption in the brewery in 2015.

SMBHK has no material non-compliance in relation to air and greenhouse gas emissions, discharges into water and land; and generation of hazardous and non-hazardous wastes.

| Air Emissions 廢氣排放                               |                    |
|--------------------------------------------------|--------------------|
| CO <sub>2</sub> (Tons) 二氧化碳 (噸)                  | 15,798             |
| CH <sub>4</sub> (Tons) 甲烷 (噸)                    | 0.09               |
| NO <sub>x</sub> (Tons) 氮氧化物 (噸)                  | 0.04               |
| Greenhouse Gas Emission 溫室氣體排放                   |                    |
| CO <sub>2</sub> equivalent (Tons) 二氧化碳等同 (噸)     | 15,812             |
| Hazardous Waste Produced (Tons) 產生的有害廢棄物 (噸)     | 5.3                |
| Non-Hazardous Waste Produced (Tons) 產生的無害廢棄物 (噸) | 7,177 <sup>2</sup> |

The Company ensures proper handling of both hazardous and non-hazardous wastes by contracting only Hong Kong government-licensed waste collectors.

Use of Resources

SMBHK endeavors to continually improve the proper management and usage of the different resources not only to reduce operating costs, but also to reduce the effect of the usages to the environment. The Company is also committed to continuously train and encourage all our employees to be more environmentally conscious.

Water is a major material in the production of beer and the Company subscribes to the Water Supplies Department of Hong Kong whose main sources of water are rainwater from natural catchment and the supply from Guangdong. While there is no issue in sourcing, the Company employs several

排放物

本公司致力持續改善其操作管理以避免污染並將廢棄物減到最低。

在過去的幾年間，本公司逐步提高了其從厭氧廢水處理設備中產生的沼氣使用率以降低對礦物燃料的使用。與一般耗氧處理截然不同，厭氧處理可產生額外能源沼氣，同時改善廢水的屬性，以確保廢水可安全排放；同時降低二氧化碳排放量。

二零一四年，我們使用了大約35,100立方米的沼氣，這相當於27,100公升柴油，佔本公司啤酒廠整體柴油消耗量約2%。沼氣的使用預計已將溫室氣體的排放降低了70噸。本公司希望在二零一五年將沼氣在整體柴油消耗量的使用比率從2%提高至2.5%。

香港生力在廢氣和溫室氣體排放、向水和土地的排污、以及有害及無害廢棄物的產生方面不存在任何重大違規情況。

本公司只由經香港政府發牌許可的廢物回收商承包處理有害及無害廢棄物，以確保處理方式適當。

資源使用

香港生力致力持續改善其管理以及不同資源的使用，以便降低營運成本並減少該使用對環境的影響。本公司同時致力於持續培訓和鼓勵所有員工以便提高僱員的環保意識。

水是啤酒生產中一項重要的材料，因此本公司主要從香港供水部門（其主要水源來自自然集水區的雨水）以及廣東獲得水源。雖然在確保水源方面本公司未有任何

water recovery programs. Water recovery programs can provide additional water for productive and environmental purposes, while reducing the overall costs to the Company. Some initiatives include the water recovery of clean-in-place (CIP) final rinsing water during cleaning for the re-use as pre-rinse in the subsequent CIP maintenance period; and the water recovery of cans rinsing water as heat transfer medium in the pasteurization process.

問題，本公司仍實施了幾個回收用水的項目。回收用水的項目在降低本公司的總成本的同時，亦基於生產效益和環保目的而提供了額外的水源。回收用水的項目包括在清洗期間將最後一次的現場清洗水（CIP）回收，以便在隨後現場清洗水（CIP）維護階段，作為清洗前的水重複使用；同時罐裝清洗水的回收將在巴氏消毒流程中作為傳熱媒介。

| Energy Consumption 能源耗量                         |         |
|-------------------------------------------------|---------|
| Electricity ('000 Kilowatt-Hour) 電力 ('000 千瓦小時) | 8,106   |
| Petrol ('000 Liters) 汽油 ('000 公升)               | 9.4     |
| Diesel ('000 Liters) 柴油 ('000 公升)               | 1,423   |
| Bunker Fuel ('000 Liters) 燃料艙燃料 ('000 公升)       | 0       |
| LPG ('000 Kilogram) 石油氣 ('000 千克)               | 37.7    |
| Water Consumption (Cubic Meter) 水耗用量 (立方米)      | 277,411 |
| Packaging Material Used (Tons) 包裝物料用量 (噸)       | 7,352   |

The Environment and Natural  
Resources

SMBHK strives to minimize the impact of our operations on the environment and natural resources. The Company endeavors to manage its operations to prevent pollution and minimize waste. It works with suppliers and contractors to ensure that they also understand the importance of environmental protection.

A situation identified by the Hong Kong government as having a significant impact to the environment is the waste problem of glass beverage bottles. Currently, a significant volume of glass containers end up in the landfill. The Hong Kong government is planning to introduce a producer responsibility scheme (PRS) to not only save Hong Kong's limited landfill space but also help Hong Kong turn waste into a resource. The Company has been in frequent communication with the government on its possible implementation of this scheme with focus on operational efficiency and encouraging the beverage industry to reduce and reuse glass beverage bottles.

While the Company sells beer in glass bottles, it is important to note that they comprised only 21% of the Company's local sales in 2014. 69% of the Company's local sales in 2014 was in aluminium cans, which are rarely found at Hong Kong landfills. This is due to the active private market that recovers waste aluminium cans at viable prices and facilitates their eventual recycling. Also rarely found at Hong Kong landfills are beer kegs as they have long reusable life. Moreover, kegs are traded for recycling at the end of their useful life. The Company has one of the biggest population of kegs in the market and they account for 10% of our local sales.

環境及天然資源

香港生力致力將我們的營運對環境及天然資源的影響減到最低。本公司致力管理其營運以防止污染並將廢棄物降到最低。我們與供應商和承包商合作以確保供應商和承包商也明白環境保護的重要性。

由香港政府確認對環境影響重大的就是飲品玻璃樽的廢棄問題。目前，大多數的玻璃容器會送到垃圾堆填區處理。香港政府目前計劃引進生產者責任計劃（PRS），這不僅有助香港有限的垃圾堆填區空間，同時也有助於香港將廢棄物轉化為資源。本公司目前正積極就以營運效率和有助於鼓勵飲料業減少使用和重複使用飲品玻璃樽為重點的可行的方案，與政府進行頻繁的交流。

雖然本公司採用玻璃樽銷售啤酒，但值得注意的是，玻璃樽裝啤酒的銷量在本公司二零一四年本地銷量中僅佔21%。二零一四年，本公司在本地銷售的69%的啤酒採用鋁罐包裝，而這類包裝很少出現在香港的垃圾堆填區。這一點主要歸功於活躍的自由市場，他們以可行的價格回收廢棄的鋁罐並最終推動此類鋁罐的循環再造。同樣甚少出現在香港的垃圾堆填區的是可多次循環使用的啤酒桶，它最終亦可以回收作循環再造。本公司是市場上擁有最大量啤酒桶之一的公司，佔我們的本地銷量10%。

<sup>2</sup> 90% of Non-Hazardous Wastes are spent grains.

<sup>2</sup> 90% 的無害廢棄物為麥渣。



## OPERATING PRACTICES 營運慣例

### Product Responsibility

The effect of SMBHK's products and services to our customers and consumers are very important to the Company. The Company exercises due care in the design, production and sourcing of our beverage products to ensure that they are fit and safe for consumption. The Company communicates information related to our products and services with due consideration to the needs of our customers and consumers and their rights to privacy.

SMBHK has no material non-compliance in relation to health and safety, advertising, labeling and privacy matters for the year 2014.

Consumer and customer satisfaction are very important to the Company and they do not just serve as goals but are among the very foundations of the Company's business activities. Feedback, whether in the form of comments, requests or concerns, serves as vital inputs into the improvement of the Company's management and the development of our products and services.

In relation to consumer or customer concerns or problems, the Company has a system that strives to consider and respond to these concerns or problems correctly, courteously and swiftly. We see every form of feedback as a crucial opportunity that should be embraced with commitment and integrity to further enhance our relationship with our stakeholders.

The Company is pleased to report that there was no product sold subject to recall for safety and health reason in 2014. In 2014, the total number of problem-related feedback has dropped by 17.3% when compared with 2013.

Problem-related feedback that concerns products or services, be it from consumers, customers or the general public, are all logged and recorded in a specially-designed system. Trends are monitored closely to determine whether a problem is an isolated case or a recurring one. Feedback from consumers and the general public are dealt with by the Corporate Affairs section, which acts as the main contact point during the whole process, from receiving and exploration of the feedback up to the provision of an appropriate response. Feedback from customers, on the other hand, is handled by the Sales Department as part of its on-going customer satisfaction responsibility and goal.

### 產品責任

香港生力十分重視其產品和服務對客戶和消費者的影響。本公司在設計、生產和採購飲料產品的各個方面都十分謹慎以確保所有飲料產品適合安全消費和飲用。本公司傳達與產品和服務有關的信息時，會充分考慮客戶和消費者的需求以及其隱私權。

二零一四年，香港生力在健康與安全、廣告、標籤及私隱方面未有任何重大違規情況。

消費者和客戶的滿意度對本公司非常重要，它們不僅是本公司的營商活動目標，更是其中之一的基礎。無論是意見、要求還是提問形式的回應，均對本公司管理的改善和產品以及服務的發展十分重要。

在消費者或客戶所關注的問題方面，本公司備有一套可正確地、禮貌地且快速地考慮和回應的系統。我們將每一種形式的回應視作一個重要的機會，因此我們本著承諾和誠信的原則歡迎任何回應以進一步加強我們與持份者的連繫。

本公司欣然報告在二零一四年並未有任何產品因安全 and 健康問題而回收的情況。二零一四年，與產品相關的意見總數對比二零一三年減少了 17.3%。

與產品或服務有關的意見，無論來自消費者、客戶或公眾，全數皆輸入和記錄到一特別設計的系統。該系統嚴密監視問題趨勢以確定問題屬於獨立或重複個案。來自消費者和公眾的意見由企業事務部處理，該部門由聆聽和了解意見以至提供適當的回覆，是整個過程的主要聯絡點。因為營業部一向擔當令客戶滿意的職責和目標，因此來自客戶的意見則經由營業部來處理。

Product-related concerns are directly forwarded to the Quality Assurance team for immediate inquiry. Field visits and various tests are conducted accordingly. If the product concerned is supplied by a different brewery or by a partner company, the source brewery or company will also be informed, if necessary. Outcome from field visits and tests; and/or response from other source breweries or companies will be consolidated and analyzed to determine the required and appropriate actions and response. The Manager of the Quality Assurance team shall be responsible for validating any non-conformities, including the magnitude and seriousness thereof. If a product recall is required, the Senior Manager of the Operations shall be responsible for coordinating with the concerned parties in implementing the product recall in accordance with the Centre for Food Safety standards and guidelines.

Service-related concerns are sent to the department concerned for immediate resolution and improvement. The relevant department may look into its operations or the operations of subcontractors or suppliers, if necessary. Outcome from the inquiry will be consolidated and analyzed to determine the required and appropriate actions and response.

SMBHK has policies on respecting intellectual property rights and avoiding infringing acts when discharging our duties in the course of business. The policies apply to all employees of the Company, including casual and contractual employees. The policies, in particular, deal with, but are not limited to, computer software, books, newspaper, magazines, internet information, audio and/or visual recordings. Section managers are tasked to ensure proper records management and to monitor usage of copyright assets of their respective work functions.

SMBHK collects a range of personal information in its course of doing business. The Company strives to ensure that personal data provided by customers and business partners are protected. Section managers are tasked to ensure that the personnel who handle data of customers or suppliers keep the said data in strict confidence and use the same for the specified purposes only; and that all confidential documents are stored properly.

產品相關的問題直接交由品質保證團隊以便立即展開調查。品質保證團隊將根據情況立即開展現場調查和進行各種測試。若問題產品由其他的啤酒商或夥伴公司提供，我們會在需要時通知有關的啤酒商或夥伴公司。現場調查和測試的結果，及／或來自相關啤酒商或夥伴公司的回應會統一進行分析以確定所需採取的合適行動或回應。品質保證團隊的經理負責確認任何不合規行為，其中包括不合規行為的程度和嚴重性。若某項產品需要回收，高級生產經理負責協調各相關部門根據食物安全中心的標準和指引執行產品回收。

與服務有關的問題將交由有關部門立即解決和改進。相關部門在必要情況下可對本公司的運作或其分包商的運作進行調查。調查結果將統一進行分析以確定所需採取的合適行動或回應。

在商業流程中，針對尊重知識產權和避免侵權行為而免除我方責任，香港生力制定了相關政策。此類政策適用於本公司的所有僱員，包括非正式和合約員工。此類政策尤其用於處理但不限於電腦軟件、書籍、報紙、雜誌、互聯網資訊、音頻和／或視像記錄。部門經理需負責確保適當的記錄管理以及監督各自工作職能中涉及的版權資產的使用。

香港生力在開展業務過程中收集了一些個人資料。本公司致力確保客戶和業務夥伴提供的個人資料受到保護。部門經理必須確保負責處理客戶或供應商資料的人員對上述資料嚴格保密，且同時確保自身嚴格保密上述資料；同時所有機密文件以適當的方式進行儲存。



## Anti-Corruption

The Company believes that honesty, integrity and fair-play are important assets of the organization. All employees must ensure that the Company's reputation is not adversely affected by dishonesty, disloyalty or corruption. They are expected to conduct the business affairs of the Company in a professional manner and in full compliance with the laws and regulations. It is the policy of the Company to prohibit employees from soliciting any advantage from clients, suppliers, contractors or any person in connection with the Company's business.

It is the Company's policy that every employee should take it as his personal responsibility to avoid engaging in situations that may lead to or involve conflict of interests. Employees should at all times ensure that their dealings with customers, suppliers, contractors and colleagues do not place them in a position that may lead to a conflict of interests. Every employee or his family members who are engaged, or consider engaging in, business, investments or activities that may have existing or potential conflict with the Company's interests must make a disclosure in writing. Furthermore, all new employees are required to make a disclosure of their interests when they join the Company.

SMBHK has no material non-compliance in relation to bribery, extortion, fraud and money laundering for the year 2014.

## 反貪污

本公司堅信誠實、誠信和公平原則是我們的重要資產。所有員工必須確保本公司的聲望不會因不誠實、不忠誠或貪腐因素造成不利影響。本公司期望所有員工能夠在遵守法律和法規的情況下專業地開展業務。本公司的一項政策就是防止僱員從客戶、供應商、承包商或任何與本公司業務有關的人員獲得任何利益。

本公司的政策要求每位僱員應盡責避免參與任何可能導致或捲入利益衝突的情況。僱員應始終確保在與客戶、供應商、承包商和同事打交道過程中不會使其陷入可能導致利益衝突的情況。若僱員或其家庭成員參與或認為參與業務、投資或活動可能與本公司的利益存在當前或潛在衝突，必須以書面形式向本公司披露。此外，所有新僱員應在加入本公司時就所有其利益有關的問題進行披露。

二零一四年，香港生力在防止賄賂、勒索、欺詐及洗黑錢方面不存在任何重大違規情況。

## COMMUNITY INVOLVEMENT 社區參與

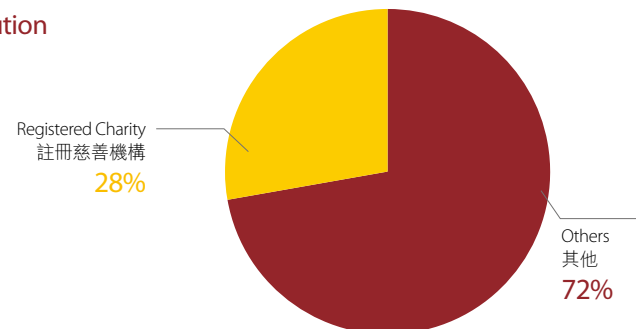
The Company is committed to being an active and supportive member of the community. We support charitable organizations and suitable NGOs, not only through financial or product support, but also with the experience and expertise of our employees.

In 2014, the Company contributed to the community an estimate of HK\$421,000, 28% of which was received by Hong Kong registered charities. The rest are given to entities that are not registered charities but have purposes, or deliver activities, that are broadly recognized as charitable and are being managed in a way so as to deliver public benefit.

本公司一直致力積極支持社區。我們透過財政或產品捐助，以及員工的經驗和專業技術來支持慈善機構以及合適的非政府機構。

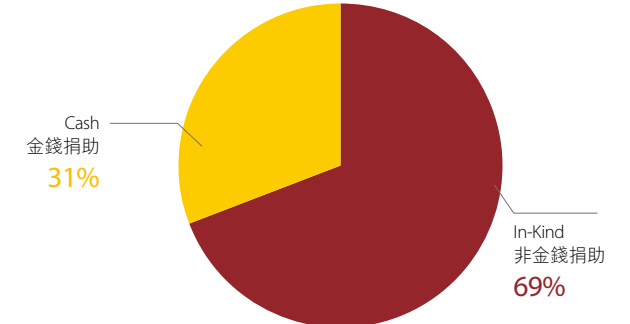
二零一四年，本公司對社區的捐助約值421,000港元，當中28%由香港註冊慈善機構受惠。其餘的由非註冊、但其成立的目的或開展的活動普遍認為屬慈善性質或其管理模式旨在提供公益的團體受惠。

### 2014 Community Contribution by Organization Type 2014 按受惠機構類型 劃分的社區捐助



Of the total contribution, 31% was cash contribution in which monetary amount was paid in support of a community organization or project. Meanwhile, 69% was in-kind in which the Company committed non-cash resources to community activities. These include donations of the Company's product or services.

### 2014 Community Contribution by Form 2014 按資源類別劃分的社區捐助



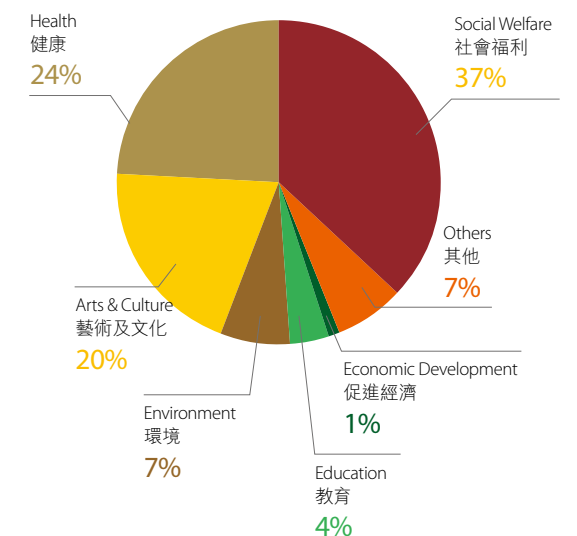
Amongst the different types of issues the community faces, one of the areas the Company focused on in 2014 was social welfare. The Company supported organizations or activities that promote or address the welfare of those in need and are facing hardship. Some of the organizations that the Company has contributed to are the Sedan Chair Charities Fund, and the Bo Charity Foundation. The Company also focused on health. Some of the health-related organizations that the Company has contributed to are the Children's Cancer Fund and the Tung Wah Group.

在社區面臨的不同類型需要中，二零一四年，本公司重視的一大範疇就是社會福利。本公司支持任何推動或向有需要的人士或生活困難的人士提供福利的組織或活動。受到本公司捐助的機構包括拾轎比賽慈善基金和小寶慈善基金等。本公司亦非常重視健康問題。本公司捐助的健康相關的機構包括兒童癌病基金和東華三院。

The Company has been actively involved in the management of the Hong Kong Forum for Responsible Drinking (FReD). FReD aims to promote responsible drinking in Hong Kong and to work in partnership with the government and/or social organizations to support targeted initiatives that promote responsible drinking.

一直以來，本公司一直積極參與香港理性飲酒促進會的管理工作。香港理性飲酒促進會致力在香港推廣理性飲酒，並與政府和／或社會組織展開合作，以支持為推動理性飲酒所採取的針對性措施。

### 2014 Community Contribution by Issue Type 2014 按專注貢獻範疇劃分的捐助







**SAN MIGUEL BREWERY  
HONG KONG LTD.**

**香港生力啤酒廠有限公司**

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