



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

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ABOUT THIS REPORT 關於本報告

This Environmental, Social and Governance report forms part of the effort of San Miguel Brewery Hong Kong Limited (SMBHK) to communicate to its stakeholders in a broad manner the relevant environmental and social 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. Corporate governance is addressed separately in the Corporate Governance Report in the Company's 2015 Annual Report.

This report focuses on the Hong Kong operations (which includes the Macau market) where 69% of the total sales revenue of SMBHK was generated in 2015.

We welcome feedback and/or suggestions from our stakeholders. You may reach us at 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」）向持份者廣泛傳達其在環境及社會方面的努力。本報告是根據香港交易及結算所有限公司（「香港交易所」）的主板上市規則附錄第二十七條《環境、社會及管治報告指引》而編制。而企業管治方面有關詳情則會分別在本公司二零一五年年報內的企業管治報告刊登。

本報告集中於香港業務（當中包括澳門市場），在二零一五年香港業務的銷售收入佔總銷售收入之 69%。

歡迎持份者提供任何反饋及/或建議。請電郵至 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 brewers¹.

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。所有啤酒業務事宜由生力總公司的一個業務部門——生力啤酒部負責。

早於一九一四年，生力啤酒已從馬尼拉的總部出口至關島、上海及香港。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。

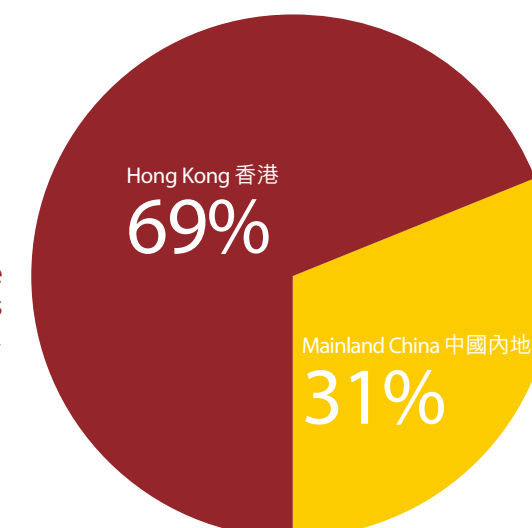
同時，在二零零七年十月一日，生力於菲律賓本土的啤酒業務從生力總公司分拆出來，成為生力啤酒廠公司（「生力啤酒廠」）。又為了全面整合其國內外所有啤酒業務，到了二零一零年，生力啤酒廠從生力總公司收購了生力啤酒國際有限公司（「生力啤酒國際」）。生力啤酒廠是生力總公司的附屬公司，而香港生力是生力啤酒國際的附屬公司。生力啤酒廠目前是亞洲十大啤酒商，在全球最大啤酒商¹中排名第十六。

今天，香港生力（股市代號：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。



2015 Sales Revenue
by Operations
2015 按業務銷售收入



¹ Source: Canadean Global Beer Trend - 2014
¹ 資料來源：Canadean Global Beer Trend - 2014

HONG KONG OPERATIONS 香港業務

The Hong Kong operations include 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 market in 2015 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*, *Angry Orchard Cider*, *James Boag's*, *Mac's Great White*, *Mahou Cinco Estrellas*, *Samuel Adams Boston Lager*, *Samuel Adams Rebel IPA*, *Spitfire Kentish Ale*, *Whitstable Bay Blonde*, and *Whitstable Bay Pale Ale*.

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

Key brands for the export market in 2015 include *San Miguel Pale Pilsen*, *San Mig Light*, *San Miguel Non-Alcoholic Beverage (NAB)*, *Red Horse* and *Blue Ice*.

香港業務包括元朗啤酒廠、大圍的倉庫及沙田的總辦事處。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，我們亦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。

二零一五年我們於香港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、*Angry Orchard Cider*、*James Boag's*、*Mac's Great White*、*Mahou Cinco Estrellas*、*Samuel Adams Boston Lager*、*Samuel Adams Rebel IPA*、*Spitfire Kentish Ale*、*Whitstable Bay Blonde* 和 *Whitstable Bay Pale Ale*。

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、日本、韓國、中國內地、馬來西亞、卡塔爾、沙地阿拉伯、南非、台灣、阿聯酋及美國等國家。

二零一五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)*、紅馬及藍冰。



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 2015 include *San Miguel Pale Pilsen*, *San Mig Light*, *San Miguel Cerveza Negra*, *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 Korea, Taiwan and U.A.E. amongst others.

Key brands for the export market in 2015 include *Red Horse*, *Ceus*, *Elite* and *Valor*.

廣州生力主要負責華南市場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份產品。隨著華南市場範圍不斷擴大，廣州生力精心挑選經銷商，將我們的產品以零售形式出售。我們亦直接向主要的超級市場和連鎖便利店供貨。

二零一五年，在華南市場銷售的啤酒品牌包括生力啤酒、生力清啤、生力黑啤、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韓國、台灣及阿聯酋等。

二零一五年出口的主要啤酒品牌包括紅馬、*Ceus*、*Elite* 和威樂。





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 the Company, 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 Company'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 Company is also committed to maintaining compliance with local statutory and regulatory standards.

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

本公司的管理和監控事宜，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。本公司的業務策略堅持以可持續且負責任的方式推動盈利增長，以致能夠貫徹為我們的股東創造永恆的價值。本公司亦一直致力遵守當地法定和監管的標準。

本公司致力履行企業責任，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。作為生力啤酒廠集團的一部份，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

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 our 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.

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。

我們將核心目標及核心價值牢記於心，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部分。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

Our 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予消費者的客戶，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啤酒廠、會議和推廣活動，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 and the ESG report are made available in our Company 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, whistleblowing policy, 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 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。這些資料及《環境、社會及管治報告》詳見於本公司網站。此外，各項通告和公告亦於網站內發佈。

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日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、舉報政策和審核、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和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，用以了解員工的需要。調查結果有助本公司確認需要改進的地方和了解員工的優先需要，以及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，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、發現或創造客戶需要並最終協助客戶在知情的基礎上作出決定。

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、處理客戶疑問及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 AND PROFESSIONAL ORGANIZATIONS AND NGOS

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.



供應商與承包商

香港生力相信評估供應商和承包商的能力可確定他們是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及承包商發展協作的、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。

除與供應商和承包商透過面對面會談和/或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。

政府與其他監管部門

我們明白與政府和其他監管部門參與積極的交流對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管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。

香港生力作為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. SMBHK is a member of the Executive Committee.
- 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 is the Treasurer of the organization.
- 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.

香港生力參與的部份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。香港生力為協會執行委員會成員之一。
- 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，以便與政府、立法者、餐飲業、消費者和和其他持份者採取相關措施推動香港的理性飲酒。香港生力是該組織的司庫。
- 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

The Company is committed to being an active and supportive member of the community. 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.

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

本公司致力成為社區積極及給予幫助的成員。我們參與社區範圍由啤酒廠所在的鄰近社區覆蓋至更廣泛的所在城市。我們由公司和僱員的層面來實踐我們的承諾。在公司層面，香港生力與主要的慈善機構和非政府機構互相交流，了解他們的需要和他們如何運用本公司所給予的支持。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他們認識、參與以及更了解社區所需。

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，確保他們在決策時作出充分考慮和達到更佳平衡。

本公司在股東周年大會後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

ENVIRONMENTAL 環境

Emissions

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 CO₂ emissions.

In 2015, we used around 32,550 cubic meters of biogas that is equivalent to 25,130 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 66 tons. The Company hopes to increase the use of biogas from 2.0% to 2.5% of our total diesel consumption in the brewery in 2016.

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

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。

過去數年，本公司逐步增加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的，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，同時減低二氧化碳排放量。

二零一五年，我們使用了約32,550立方米的沼氣，這相等於25,130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66噸。本公司希望在二零一六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、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。

	2014	2015
Air Emissions 廢氣排放		
CO ₂ (Tons) 二氧化碳 (噸)	15,798	15,687
CH ₄ (Tons) 甲烷 (噸)	0.09	0.07
NO _x (Tons) 氮氧化物 (噸)	0.04	0.03
SO _x (Tons) 硫氧化物 (噸)	0.0024	0.0023

Greenhouse Gas Emissions 溫室氣體排放		
CO ₂ (Tons) 二氧化碳 (噸)	15,812	15,698
Hazardous Waste Produced (Tons) 產生的有害廢棄物 (噸)	5.3	2.1
Hazardous Waste Produced Per \$ Revenue (Grams) 每元收入產生的有害廢棄物 (克)	0.009	0.005
Non-Hazardous Waste Produced (Tons) 產生的無害廢棄物 (噸)	7,177 ²	6,864 ³
Non-hazardous Waste Produced Per \$ Revenue (Grams) 每元收入產生的無害廢棄物 (克)	12.7	17.5

² 90% of Non-Hazardous Wastes are spent grains. Spent Grains are the leftover malt and adjuncts after the mash has extracted most of the sugars, proteins, and nutrient.
90% 的無害廢棄物為麥渣。麥渣為從麥芽漿吸取糖份、蛋白質及營養物後，麥芽的剩餘物及附屬物。

³ 92% of Non-Hazardous Wastes are spent grains.
92% 的無害廢棄物為麥渣。

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 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.

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及鼓勵所有員工以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(其主要水源是來自自然集水區的水)以及廣東獲得水源。雖然在確保水源方面本公司未有任何問題，本公司仍實施數項回收用水的項目。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)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。



	2014	2015
Energy Consumption 能源耗量		
Electricity ('000 Kilowatt-Hour) 電力 ('000千瓦小時)	8,106	8,310
Petrol ('000 Liters) 汽油 ('000公升)	9.4	8.8
Diesel ('000 Liters) 柴油 ('000公升)	1,423	1,433
Bunker Fuel ('000 Liters) 燃料艙燃料 ('000公升)	0	0
LPG ('000 Kilogram) 石油氣 ('000千克)	37.7	21.8
Energy Consumption Per \$ Revenue 每元收入能源耗量		
Electricity (Kilowatt-Hour) 電力 (千瓦小時)	0.01	0.02
Petrol (Milliliters) 汽油 (毫升)	0.02	0.02
Diesel (Milliliters) 柴油 (毫升)	2.52	3.65
Bunker Fuel (Milliliters) 燃料艙燃料 (毫升)	0	0
LPG (Grams) 石油氣 (克)	0.07	0.06
Water Consumption (Cubic Meter) 水耗用量 (立方米)	277,411	281,743
Water Consumption Per \$ Revenue (Cubic Centimeter) 每元收入水耗用量 (立方厘米)	491.6	717.9
Packaging Material Used (Tons) 包裝物料用量 (噸)	7,352	8,015



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 17% of the Company's local sales in 2015. Seventy-eight percent (78%) of the Company's local sales in 2015 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 a big population of kegs in the market and they account for 5% 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至最低。本公司致力管理其營運以防止污染並將廢棄物降到最低。我們與供應商及承包商合作，確保他們明白環境保護的要重性。

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。現時，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，亦有助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二零一五年的本地銷量中僅佔17%。二零一五年，本公司在本地銷售的78%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5%。

僱傭及勞工慣例

僱傭

二零一五年，香港生力平均僱用252名員工，當中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與年長之間，大部分僱員的年齡在30至50歲之間；二零一五年，平均僱員年齡為40.8歲。平均計，香港生力的僱員流失率為24%，最高流失率主要集中在年齡30歲以下的僱員。



SMBHK recruits and promotes employees based on their suitability for the position and their potential to contribute to the Company. We are 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. We remunerate in accordance to the skills and performance of our employees in the context of local competitive conditions and performance of the Company. We offer benefits according to what is being practiced in the market; and help our employees build financial provisions for their retirement according to local laws.

SMBHK supports and encourages an environment where everyone can freely communicate their opinions and suggestions; and where a wide range of visible and invisible differences that exist among its employees can co-exist and treated fairly and respectfully.

We do 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 application local legislations.

Each employee is afforded the opportunity to explain in case of dismissal and is treated in a just and dignified manner during investigations. SMBHK takes appropriate measures to ensure that the rights of its employees are protected.

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.

香港生力就員工對職位的合適度及他們貢獻公司的潛質作出招聘及晉升。我們按適用的法律提供符合行業標準並具有競爭力的薪酬和待遇，積極推動僱員擁有高質素的生活水平。我們按本地競爭環境及公司的表現就僱員的技能和表現給予報酬。我們亦按市場慣例提供福利，並根據本地法律就僱員退休提供財政儲備。

香港生力支持及鼓勵設立一個每人也可自由溝通及表達意見和建議的環境，能讓僱員間大範圍有形和無形的差異共存，並能夠獲公平及尊重地處理。

我們堅決反對基於種族、膚色、國籍或種族出身、性別、妊娠或婚姻狀況、年齡、殘障、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。

當僱員在解僱時，他們擁有解釋的機會，並在調查期間獲得公平和莊嚴地處理。香港生力以正確的措施確保員工的權利獲得保障。

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、僱員保障、生育保障、遣散費、長期服務金、職業保障、僱傭合約終止，以及保護反對工會歧視方面提供超出本地適用要求的更佳條件。

SOCIAL 社會

EMPLOYMENT AND LABOUR PRACTICES

Employment

SMBHK employed an average of 252 people in 2015 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 2015 at 40.8. On the average, the employee turnover rate of SMBHK is 24%, with the highest rate amongst the employees who are below 30 years old.





SMBHK has no material non-compliance in relation to applicable laws and regulations on compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and benefits and welfare for the year 2015.

二零一五年，香港生力在補償及解僱、招聘及晉升、工作時數、休息日、平等機會、多樣性、反歧視，以及福利的適用法律及法規上沒有任何重大違規情況。

TOTAL WORKFORCE 總僱員人數	2014	2015
Gender 性別		
Female 女性	95	87
Male 男性	171	165
Employment Type 僱員類別		
Permanent 全職	252	240
Contract 合約	14	12
Age Group 年齡組別		
Below 30 30歲以下	49	41
30 to 50 30至50歲	170	158
over 50 50歲以上	47	53
TOTAL 總人數	266	252

EMPLOYEE TURNOVER RATE 僱員流失率	2014	2015
Gender 性別		
Female 女性	33%	18%
Male 男性	25%	27%
Age Group 年齡組別		
Below 30 30歲以下	49%	44%
30 to 50 30至50歲	27%	21%
over 50 50歲以上	6%	15%
TOTAL 總人數	27%	24%

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.

SMBHK has no material non-compliance on applicable laws and regulation in relation to health and safety for the year 2015.

健康與安全

香港生力旨在為我們的僱員、承包商及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。

二零一五年，香港生力在健康與安全的適用法律和法規上並未出現任何重大違規情況。

NUMBER AND RATE OF WORK-RELATED FATALITIES 因工作關係而死亡的人數及比率	2014	2015
Number 人數	0	0
Rate 比率	0%	0%

SMBHK continued to have no work-related fatality. However, the lost days due to injury have significantly increased as the number of days needed for the recovery of those involved in 4 of the accidents incurred in 2015 were substantially higher on account of the nature of the injury sustained. On the average, 44 days of work were lost due to the said 4 accidents incurred.

香港生力繼續沒有因工作關係而死亡的事件。然而，因工傷損失工作日數則有明顯增加，這是由於二零一五年內有四宗工傷由於受傷情況的持續性而需要更多的日數康復。平均來說，該四宗工傷共損失44日工作日數。

LOST DAYS DUE TO INJURY 因工傷損失工作日數	2014	2015
Number 日數	18	186.5

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

本公司採取的部份重要職業健康與安全措施如下：

- 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.
 - 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.
- 成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和健康的工作環境，同時確保我們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、小心碎玻璃瓶、制定疏散政策和程序等。
 - 銷售 — 正確搬運重物及小心碎玻璃瓶、制定疏散政策和程序等。
 - 本公司為需要經常在危險環境中工作的僱員提供必要保護裝備。



- 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.
- 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.

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. Some of the key training and development programs we had in 2015 are:

1. 7 Habits of Highly Effective People
2. Situational Leadership: Building Leaders
3. Food Safety Management System (FSMS) Requirements and HACCP-Based Internal Auditing Skill
4. Digital Marketing & Analytics Conference
5. Project Management Essentials

- 人力資源及行政部和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。
- 人力資源及行政部和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。
- 僱員有權拒絕在安全防護裝備不足的危險環境工作。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。

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。該評估為僱員和各自主管提供互相開放交流的機會以針對績效、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。為提高培訓質素、確保培訓導師的效率或培訓供應商的選擇，我們透過評估表格徵詢參加培訓的員工的評估意見和建議。二零一五年份主要的培訓及發展項目包括：

1. 高效能人士的七個習慣
2. 情境領導：領袖培訓
3. 食物安全管理系統(FSMS)要求及基於HACCP體系的內部審計技巧
4. 數碼市場推廣及分析會議
5. 項目管理精要



PERCENTAGE OF EMPLOYEES TRAINED ⁴ 受訓僱員百分比 ⁴	2014	2015
Gender 性別		
Female 女性	63%	90%
Male 男性	72%	72%
Employee Category 僱員類別		
Senior Employee (Grade 6 and above) 高級僱員 (等級6及以上)	76%	92%
Junior Employee (Grade 1 to 5) 初級僱員 (等級1至5)	63%	65%
TOTAL 整體受訓百分比	69%	78%

AVERAGE TRAINING HOURS COMPLETED ⁵ 受訓平均時數 ⁵	2014	2015
Gender 性別		
Female 女性	10.8	10.2
Male 男性	17.5	9.9
Employee Category 僱員類別		
Senior Employee (Grade 6 and above) 高級僱員 (等級6及以上)	19.1	13.8
Junior Employee (Grade 1 to 5) 初級僱員 (等級1至5)	11.7	6.6
TOTAL 整體受訓平均時數	15.1	10.0

Labour Standards

Consistent with the local labour legislation, the Company does not use child or forced labour in any form.

The Company defines child labour as the recruitment, hiring and employment of workers under the minimum legal working age of 15. For young workers, defined as a person of or over the age of 15 years but under the age of 18 years, the Company ensures that it follows the legal maximum working hours and working days set by the government. It is the Company's policy not to allow young workers to work overtime, at night, during rest days, statutory holidays, or in hazardous jobs.

The Company defines forced labour as situations in which persons are coerced to work through the use of violence or intimidation, or by more subtle means such as repayment for accumulated debt, retention of identity papers or threats of denunciation to immigration authorities. It is the Company's commitment to only work with licensed labour agencies or brokers who comply with all applicable local laws.

SMBHK has no material non-compliance on applicable laws and regulation on child and forced labour for the year 2015.

勞工標準

與本地勞工法例一致，本公司反對任何形式使用童工或強制勞工。

本公司所指童工為招聘、僱用及聘請年齡低於最低合法工作年齡15歲的員工。年輕的員工，意指年齡多於15歲但少於18歲，本公司確保依據政府制定的合法最高工時及工作日數。本公司的政策亦列明不容許年輕員工超時工作、在晚間、休息日、法定假期工作或執行有危險的工作。

本公司所指的強制勞工為該人士受到暴力或脅迫而強制工作，或以較為巧妙的方法，例如償還累積的債務、扣留身份證明文件或威脅到入境機關告發。本公司承諾只會與獲發牌的勞工公司或中介人合作，以符合所有適用於本地的法律。

二零一五年，香港生力在童工及強制勞工的適用法律及法規上並未出現重大違規情況。

⁴ Due to new method of calculation in 2015 figures, the 2014 figures are revised to allow meaningful comparison. 由於二零一五年採用了新的計算方法，二零一四年的數字亦作出調整以作有意義的比對。

⁵ Due to new method of calculation in 2015 figures, the 2014 figures are revised to allow meaningful comparison. 由於二零一五年採用了新的計算方法，二零一四年的數字亦作出調整以作有意義的比對。



OPERATING PRACTICES

Supply Chain Management

SMBHK is committed to source goods and services from suppliers who share its core values and integrate them into their own operations. To this end, SMBHK works to build relationships with suppliers who cultivate safe working environments, promote dignity and respect for their employees, and advance responsible environmental practices. To ensure that its suppliers conduct their businesses consistent with SMBHK's principles and values, SMBHK has adopted and published a Supplier Code of Conduct in 2015, which outlines the standards that SMBHK expects its suppliers to espouse. The details of the Supplier Code of Conduct can be viewed in the Company's website.

NUMBER OF SUPPLIERS BY GEOGRAPHICAL REGION 按地區分佈的供應商數目	2014	2015
America 美洲	7	6
Asia 亞洲	230	197
Europe 歐洲	17	16
Oceania 大洋洲	5	4

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.

In its advertising communications, SMBHK sees to it that such communications are in accordance with the Hong Kong Broadcasting Ordinance, the Communications Authority's Code of Practice and The Association of Accredited Advertising Agencies of Hong Kong's Code of Practice. Also, we are a member of the Hong Kong Forum for Responsible Drinking (FReD) and a signatory of its Marketing Code of Conduct Principles. As a member of FReD, SMBHK recognizes that the responsible promotion of alcoholic beverages is in the interests of the industry and society as a whole. The Marketing Code of Conduct Principles applies to all forms of commercial communication by SMBHK and its purpose is to ensure that our sales and marketing communications (including advertising and labeling) are consistent with responsible drinking behavior. The details of the Marketing Code of Conduct Principles can be viewed in the FReD website, (www.fred.org.hk).

營運慣例

供應商管理

香港生力致力從擁有共同核心價值的供應商採購物品和服務，並將此結合到他們自身的營運當中。有見及此，香港生力與供應商建立良好關係，注重安全的工作環境、推動尊重僱員，以及推行先進負責任的環保措施。為確保供應商的營運模式與香港生力的理念和價值一致，香港生力於二零一五年採用及發佈供應商操守守則，概述香港生力期望其供應商能夠達到的標準。有關供應商操守守則的詳情可於本公司網站內瀏覽。

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，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和其隱私權。

香港生力按照香港廣播條例、通訊事務管理局的業務守則和香港廣告商會的實務標準作出廣告通訊。同時，我們亦是香港理性飲酒促進會（「FReD」）的會員及市場營銷自律規範的簽署方。作為香港理性飲酒促進會的會員，香港生力明白有責任地推廣酒精飲料會為行業及整體社會帶來益處。該市場營銷自律規範適用於香港生力所有形式的商業溝通，其目的是確保我們的銷售及市場推廣通訊(包括廣告及標籤)與理性飲酒行為一致。有關市場營銷自律規範的詳情可於香港理性飲酒促進會的網頁內瀏覽(www.fred.org.hk)。

As part of our Quality Assurance process, SMBHK strives to ensure that all its labeling initiatives, be it primary (bottles and cans) or secondary (carton boxes), are in compliance with local laws and regulation.

SMBHK has no material non-compliance on laws and regulation relating to its products' health and safety, advertising, labeling and privacy matters for the year 2015.

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 2015. In 2015, the total number of problem-related feedback has dropped by 66.6% when compared with 2014.

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.

作為品質保證的程序一部份，香港生力致力確保所有標籤，不論是首要(樽裝及罐裝)或次要(紙盒)均符合本地法律與法規。

二零一五年，香港生力在產品的健康與安全、廣告、標籤及私隱的適用法律及法規上並未出現重大違規情況。

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、要求或提問形式的回應，均對本公司管理的改善和產品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關係。

本公司欣然報告在二零一五年並未有任何因產品安全和健康原因而回收的情況。二零一五年，與產品相關的意見總數對比二零一四年減少了66.6%。

與產品或服務有關的意見，不論是來自消費者、客戶或公眾，所有均會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。由於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立即展開調查。品質保證團隊將根據情況展開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，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或供應商的運作進行調查。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、音頻及/或視像紀錄。部門經理需負責管理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 interest. 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 is committed to complying fully with local anti-laundering laws, rules, regulations and standards. SMBHK engages only with reputable customers involved in legitimate business activities, with funds derived from legitimate sources.

SMBHK has no material non-compliance in relation to bribery, extortion, fraud and money laundering for the year 2015.

In pursuit of ensuring that the business of the Company is conducted in the highest standards of fairness, transparency and accountability, the Company has adopted a whistleblowing policy in 2015. The policy details the procedures and channels through which its directors, employees and other interested parties may communicate concerns, in confidence, about any possible misconduct or malpractice within the Company. The details of the policy can be viewed in the Company's website.



反貪污

本公司深信誠實、誠信及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譽不會因不誠實、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員工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。每位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前就所有其利益有關的問題進行披露。

香港生力致力完全符合本地打擊洗錢的法律、規則、法規及標準。香港生力只會與聲譽良好的客戶以來源合法的資金進行合法的商業活動。

二零一五年，香港生力在賄賂、勒索、欺詐及洗黑錢方面不存在任何重大違規情況。

為確保公司在進行業務時持最高標準的公正性、透明度和問責性，本公司在二零一五年實施了舉報政策。該政策詳列既定程序和渠道，讓董事、僱員及其他利益相關的人士可在安全放心的情況下傳達他們對本公司內的任何懷疑不當行為或不良行為的關注。有關政策的詳情可於本公司的網站內瀏覽。



Community Involvement

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.

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. 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 2015, the Company contributed to the community an estimate of HK\$381,000, 21% 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.

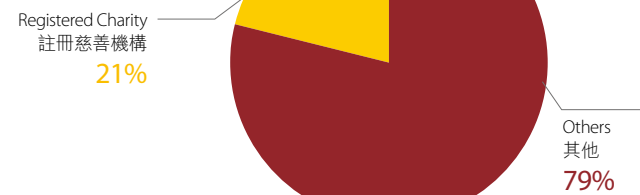
社區參與

香港生力致力在我們生活和工作的社區創造正面的影響。我們透過與我們公司目標一致的活動，以及按每個地區的業務及社會需要，致力為社區帶來有意義的改變。我們業務的特色為擁有和營運大型的啤酒廠，這代表了我們聘請了相當數目的員工和在發展較少的地點營運。因此，我們清楚了解我們對這些社區的影響及我們將此作為機遇，回饋給予我們身邊的人士。

本公司透過大學獎學金及贊助大學相關的社區活動，培育發展信任、同輩支持及建立網絡，以支持教育。透過提供資源的慈善工作以作為我們投資社區的一部份。本公司支持藝術、體育及本地社區為根本的非政府組織團體。我們不單透過金錢模式或產品贊助支持慈善機構及合適的非政府團體，我們的員工亦會分享他們的經驗與專業知識。

二零一五年，本公司回饋社會的捐助約值381,000港元，當中21%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。

2015 Community Contribution by Organization Type 2015 按受惠機構類型劃分的社區捐助



Of the total contribution, 22% was cash contribution in which monetary amount was paid in support of a community organization or project. Meanwhile, 78% was in-kind in which the Company committed non-cash resources to community activities. These include donations of the Company's product or services.

2015 Community Contribution by Form 2015 按資源類別劃分的社區捐助



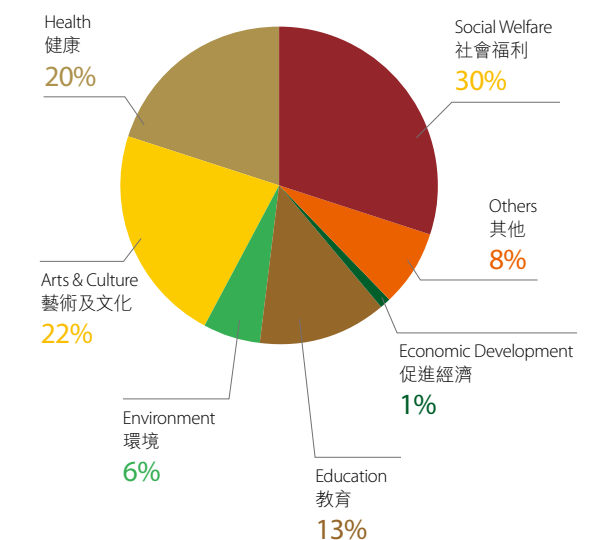
Amongst the different types of issues the community faces, one of the areas the Company focused on in 2015 was social welfare. The Company supported organizations or activities that promote or address the welfare of those in need and are facing hardship. Some of the organizations that the Company has contributed to are the Sedan Chair Charities Fund, and the Senior Citizen Home Safety Association. The Company also focused on arts and culture, and health. Some of the organizations that the Company has contributed to in this connection are the Hong Kong Art Gallery Association and Society for the Promotion of Hospice Cares.

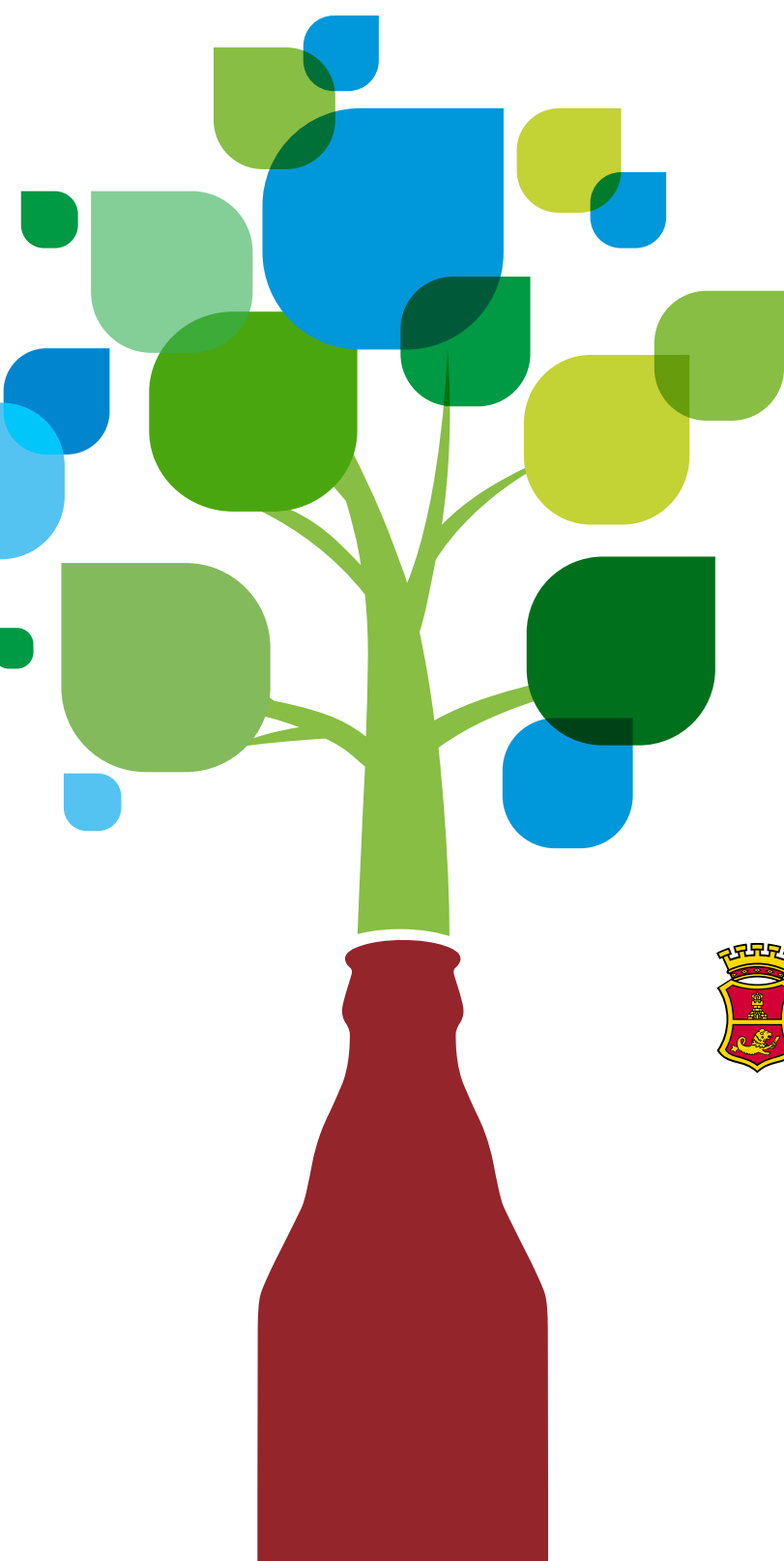
在社區面對不同類型的議題中，二零一五年本公司重視的其中一個範疇就是社會福利。本公司支持任何推動或向有需要人士或生活困難的人士提供福利的組織或活動。本公司贊助的部份機構包括抬轎比賽慈善基金和長者安居協會。本公司亦十分重視藝術及文化和健康，部份贊助的機構包括香港畫廊協會及善寧會。

The Company has been actively involved in the management of the Hong Kong Forum for Responsible Drinking (FRd). FRd 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.

本公司積極參與香港理性飲酒促進會。該促進會旨在於香港推廣理性飲酒，並與政府及/或社會團體合作，支持為推動理性飲酒所採取的針對性措施。

2015 Community Contribution by Issue Type 2015 按專注貢獻範疇劃分的捐助





**SAN MIGUEL BREWERY
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