



財訊傳媒集團有限公司

SEEC MEDIA GROUP LIMITED

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(於開曼群島註冊成立並於百慕達存續的有限公司)

(stock code 股份代號：205)

Index ▲ 1.56 ▼ 0.7

ESG  
REPORT

環境、社會及  
管治報告

2016



# Environmental, Social and Governance Report

## 環境、社會及管治報告

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## ABOUT THIS REPORT

In 2016, the Group has actively responded to the general direction of social development, strived to meet the demands of environmental and social responsibility, strengthened our group's and employees' awareness of the environment and society, and actively participated in environmental and social issues. To better protect natural resources, we have taken various measures to save energy, reduce waste and consumption, and promote the use of environmentally friendly products in our daily business operations. In terms of social issues, the Group attaches great importance to the cultivation of knowledge and talent in order to establish a safe and honest working environment that bears social responsibilities to our employees. Meanwhile, we would like to share our ideas and concepts with our stakeholders. Through these practices, the Group has achieved encouraging results regarding environmental and social aspects.

**Scope:** this report is the first report of SEEC Media Group Limited (hereafter referred to as “the Group” or “Us/We”) to summarise environmental, social and governance performance. The contents cover the environmental, social and governance performance of the Group's advertising agency services and distribution of books and magazines, while the Group's Beijing Head Office is the main location for reporting data collection. This Report is compiled in accordance with the requirements of Appendix 27, “Environmental, Social and Governance (ESG) Reporting Guide” of the listing rules of the Stock Exchange of Hong Kong Limited (“the Hong Kong Stock Exchange”)

**Reporting Period:** this Report is an annual report covering the period from 1 January, 2016 to 31 December, 2016.

## STAKEHOLDER PARTICIPATION

The Group attaches great importance to its relationship with the stakeholders and maintains good communication with them. In accordance with the relevant regulations of the Hong Kong Stock Exchange, we publish annual reports on a regular basis, announce the Group's latest trends and carry out annual meetings to give shareholders a better understanding of the Group's financial information and direction of development. In terms of suppliers, we communicate with suppliers via telephone and email through our purchasing activities in order to understand the suppliers' capabilities and expectations and maintain smooth co-operations. In terms of customers, we keep in touch with customers through business promotions and sales activities so as to understand the demand and satisfaction level of our customers.

## 關於本報告

在2016年，本集團回應社會發展的大方向，努力面對環境與社會責任的訴求，加強集團及員工對環境與社會的意識，並積極參與環境與社會的議題。為更好地保護天然資源，我們在日常業務運作中採取各種節能、減廢、減耗措施及提倡使用環保產品。在社會議題上，本集團高度重視知識和人才的培育，為員工建立一個安全、廉潔、有社會承擔的工作環境。與此同時，我們樂於把我們的理念與持份者交流與分享。通過這些方法的踐行，本集團在環境與社會方面取得可喜的效果。

**報告範圍：**本報告為財訊傳媒集團有限公司（統稱「集團」或「我們」）的第一份概述環境、社會及管治表現的報告，內容涵蓋本集團提供廣告代理服務及分銷書籍及雜誌的環境、社會及管治表現，而本集團的北京總辦事處是主要的報告資料收集點。本報告是按照香港聯合交易所有限公司（「香港聯交所」）的證券上市規則附錄二十七「環境、社會及管治報告指引」編制的。

**報告期間：**本報告為年度報告，報告期間為2016年1月1日至2016年12月31日。

## 與持份者溝通

本集團重視與持份者的關係，恒常地與持份者保持良好溝通。本集團按照香港聯交所相關規定定期出版年報、公佈集團最新動向、召開周年股東大會，讓股東對本集團的財務狀況及發展路向有更深入的瞭解。在供應商溝通方面，我們於採購時會與供應商通過電話及郵件溝通，以瞭解供應商的能力、期望及保持合作順暢。對於客戶方面，我們透過業務推廣及銷售，與客戶保持溝通往來，理解客戶的需要及滿意度情況。



## 1. ENVIRONMENT

### 1.1 Green Concept – Environmental Protection

The Group advocates the concept of ‘Saving and Emission Reduction’. Greenhouse gas emissions management, water conservation and waste reduction are the three cores of our commitment to environmental protection. As a result, we have formulated various environmental policies, including policies of energy conservation, business travel saving, education for stakeholders, indoor air quality, water conservation, water conservation in daily operation, waste reduction, solid waste recycling and other policies in order to reduce their impact on the environment. Specific activities carried out by the Group include:

- 1) Using energy-efficient products and renewable energy in the office to reduce energy consumption and encourage the use of clean energy;
- 2) Partially replacing on-site meetings with telephone/video meetings to reduce the carbon emissions produced by business travel;
- 3) Stressing the importance of reducing carbon emissions in all aspects of the Group’s operations;
- 4) Prohibiting smoking in the office area to improve indoor air quality;
- 5) Reminding employees and visitors to save water in daily operations;
- 6) Purchasing products and services from local suppliers to reduce emissions produced by long-distance transport.

Due to the Group’s attention to the danger and impact of emissions on the environment, there was no case of related violations that had a significant impact on the Group in the financial year 2016.

## 1. 環境

### 1.1 綠色概念踐行環保

本集團提倡「節約減排」觀念，溫室氣體排放管理、節約用水及減少廢棄物為我們對環保承諾的三大核心。因此，我們制定多項環保政策，其中包括：節約能源政策、商業差旅節約政策、教育持份者政策、室內空氣質素政策、節約用水政策、日常營運節約用水政策、減少廢棄物政策、固體廢棄物循環再用政策等，以減少對環境的影響。本集團推行的具體活動包括：

- 1) 在辦公室使用能源效益較高的產品及可再生能源，以減少能源的消耗及加強清潔能源的使用；
- 2) 以電話／視訊會議形式部分取代現場會議，以減少交通差旅產生的碳排放；
- 3) 在本集團運營的各環節中推廣減少碳排放的重要性；
- 4) 辦公區域禁止吸煙，提升室內空氣質量；
- 5) 在日常營運中，提示員工及訪客節約用水；
- 6) 主張向本地供應商採購產品及服務，以減低因長途運輸所產生的排放物。

基於本集團重視排放物對環境的危害與影響，在2016年財政年度並沒有發生對本集團有重大影響的相關違例案件。

### 1.2 Use of Resources

Resources are essential factors of the Group's ability to provide quality services. We must cherish and properly use them to reduce waste of resources and protect the environment. Hence, the Group encourages and leads employees to incorporate the 'Green Concept' into their daily work, thereby reducing the resources consumed in office operations, such as water, electricity and paper. We advocate the operation of green files, encouraging employees to use computer archives instead of paper documents.

### 1.3 Environment and Natural Resources

'Cherish Resources and Protect the Environment' is an important task for the Group. In order to reduce the impact of our operations on the ecological environment, we are committed to promoting green products and service policies and publicising the concept of environmental protection to our employees and stakeholders. In 2016, our actions included:

- 1) Pursuing green procurement and choosing green products and services in line with the requirements of the Group;
- 2) Providing online ordering services to save paper;
- 3) Educating employees to develop environmental-protection habits in their daily lives.

## 2. CARE FOR STAFF

### 2.1 Employment

We cherish talent and consider our employees to be the core assets of the Group. The Group has provided its employees with a 'safe and harmonious' working environment. The Group ensures that employees have legitimate rights based on the spirit of the 'Labour Contract'. We have also formulated a series of employment management policies and transmitted the relevant information to all employees via our Intranet, including:

- 1) **Equal recruitment and equal promotion policy:** the Group gives equal opportunities to every job applicant. We will not reject any applicant because of gender, age, race and any other physical condition. Employment decisions are solely based on the employee's performance, experience and competence;

### 1.2 資源使用

資源是集團能夠提供優質服務的要素，我們需要珍惜及適當地運用才可減少資源浪費及保護環境。因此，本集團倡導及帶領員工把「綠色概念」滲透於日常工作中，從而減少辦公室營運中消耗的資源，如水、電及紙張等。我們奉行綠色檔案運作，鼓勵員工採用電腦存檔替代紙質文件存檔。

### 1.3 環境及天然資源

「珍惜資源愛護環境」為本集團的一個重要任務。為了減低我們在營運上對生態環境所造成的影響，我們竭力推動綠色產品及服務政策，並向員工及持份者推廣及宣揚環保理念。於2016年，我們的行動包括：

- 1) 奉行綠色採購，在符合本集團要求的條件下，優先選用綠色產品及服務；
- 2) 提供網上訂購服務，以節省用紙；
- 3) 教育員工在日常生活中培養環保習慣。

## 2. 關愛員工

### 2.1 僱傭

本集團愛惜人才，認為員工是本集團的核心資產。本集團積極為員工提供一個「既安全又和諧」的工作環境。本集團依據《勞動合同》的精神，確保員工擁有合法合理權益。我們亦建立一系列僱傭管理制度，並透過內聯網把相關的資訊傳遞予全體員工，其中包括：

- 1) **平等僱員招聘及平等晉升制度：**讓每位求職者擁有同等的權利，我們不會因性別、年齡、種族等因素拒絕聘用，我們只按員工工作表現、經驗及個人能力作為員工晉升條件；



- 2) **Work and life balance policy:** the Group does not force employees to work overtime, and regularly organises recreational activities to help employees relax from work pressure;
  - 3) **Wages and compensation policy:** we provide employees with reasonable and legal wages. In case of work-related injuries and accidents, the Group will arrange reasonable compensation for its employees and their families in accordance with the relevant laws;
  - 4) **Dismissal and retirement policy:** we follow the national regulations to attend to the retirement procedures for employees serving our Group until retirement age;
  - 5) **Employee diversity policy:** besides local applicants, applicants of other ethnicities and nationalities are also considered at the time of recruitment;
  - 6) **Benefits:** the Group provides medical insurance for employees in order to reduce their personal cost for medical services;
  - 7) **Anti-discrimination policy:** employment decisions are solely based on fulfilment of the job requirements, and do not discriminate against physically disabled applicants.
- 2) **工作生活平衡制度:** 我們不會強迫員工超時工作，並定期舉辦活動幫助員工減壓；
  - 3) **薪酬政策及賠償制度:** 我們向員工提供合理、合法的報酬，當員工遇到工傷事故及意外死亡時，我們會對員工及其家屬作出合理賠償；
  - 4) **解僱及退休制度:** 在本集團任職至退休年齡的員工，我們會按國家規定辦理退休手續；
  - 5) **僱員多元化制度:** 除本地人，我們會聘請其他地區及種族人士；
  - 6) **員工福利:** 我們為員工購買醫療保險，使他們能以低成本享用醫療服務；
  - 7) **反歧視制度:** 我們不會歧視殘疾人士，凡是符合我們工作要求的，都會考慮聘用。

Based on corporate responsibility, the Group shall not allow any violations against employment regulations. During the reporting period, the Group did not discover any relevant cases.

我們以企業責任為本，不容許任何違反僱傭條例的個案，在報告期間，我們並無此類個案發生。

## 2.2 Health and Safety

The Group strictly abides by the laws and regulations regarding occupational health and safety in China and Hong Kong. In order to meet the requirements of 'Occupational Health and Safety', we have formulated occupational health and safety policies, employee safety monitoring/training policies and employee mental health policies. In the office, we provide a safe working environment for our staff and also provide medical boxes. To protect the health and safety of employees more effectively, we arrange appropriate occupational health and safety trainings so that employees can strengthen their self-protection awareness. We care about the mental health of our employees, provide psychological support services and are committed to achieving the goal of zero work accidents. Due to the Group's emphasis on the health and safety of our employees, we did not discover any violations against health and safety in 2016.

## 2.2 健康與安全

本集團視遵守中港兩地之職業健康安全法律法規為我們必須之事，為配合「職安健」要求，我們制定職業健康及安全政策、員工工作安全監控／培訓政策及員工心理健康政策等。在辦公場所，我們為員工提供安全工作環境及提供醫療箱。為了更有效的保障員工的健康與安全，我們為員工提供適當的職業健康及安全培訓，使員工增強自我安全保護意識。我們關懷員工的心理健康，提供心理支援服務，並致力達致零工作意外。基於本集團對員工的健康與安全重視，在2016年，我們並沒有違反健康與安全的個案發生。

### 2.3 Development and Training

Intellectual employees are the development capital of the Group; therefore, we attach great importance to the cultivation and development of employees. Considering the employees' needs for development, we have made career development and employee development plans for employees to effectively use their knowledge and strengths, so as to bring satisfaction to employees in their daily work. In terms of career development, we have arranged for experienced employees to instruct junior employees on work. By applying the development model of 'senior employees teaching new employees', we have promoted the sharing of knowledge and communication between employees. Considering employee's adaptation and development, the Group has set up training programmes to provide training for employees on a regular basis, which established a solid foundation for the personal development of employees, and promoted the knowledge sharing, inheritance and creation in the Group.

### 2.4 Labour Standards

We are firmly committed to the 'Labour Contract Law' of China and the 'Employment Ordinance' of Hong Kong and other relevant labour standards. The Group has established a policy for the prevention of child labour and forced labour. We will only employ employees aged 18 or above and do not force employees to work overtime so as to avoid child labour and forced labour. We have ensured that all employees understand the necessity of labour standards via email, and the Human Resources Department has supervised the operation process to make sure that labour standards are effectively implemented. Due to our insistence on commitment, we did not discover any violations against the labour standards in 2016.

## 3. SUPPLIER MANAGEMENT

Suppliers are the development partners of the Group. We are obliged to transmit information and requirements of environmental and social responsibility to them and expect them to achieve common development with our suppliers. Therefore, we have established a supplier selection and evaluation policy and require suppliers to comply with our environmental protection and safety criteria. In terms of products and services, we require suppliers to provide products and services that meet the requirements of quality, environmental, safety and health. We regularly evaluate whether the suppliers' performance follows the code and annually assess whether the supplier's products and services meet our requirements in order to ensure that the supplier's performance meets our expectations.

### 2.3 發展及培訓

知識型員工是本集團的發展資本，因此，我們非常重視員工的培育與發展。針對員工發展的需要，我們制定職業發展和員工發展路向，讓員工知識及所長能夠得到有效的發揮，從而為員工在日常工作中帶來滿足感。在職業發展方面，我們安排有經驗的員工為初級員工進行工作指導，採用以老帶新的發展模式，提升員工之間的分享和知識傳達。針對員工的適應與發展，本集團建立員工日常培訓計劃，定期為員工提供培訓，為員工的個人發展建立穩固的基礎，同時亦讓集團的知識得到有效的分享、承傳和創造。

### 2.4 勞工準則

我們堅決遵從中國《勞動合同法》、香港《僱傭條例》與及相關的勞工準則。我們建立防止童工及防止強制勞工制度，承諾只聘請18歲或以上人士及不會強迫員工超時工作，以避免童工應徵工作及強制勞動情況發生。我們通過電郵讓全體員工明白勞工準則的必要性，並由人力資源部進行監控，以確保勞工準則得到有效執行。基於我們對承諾的堅持，在2016年我們沒有違反勞工準則案件發生。

## 3. 供應商管理

供應商是本集團的共同發展夥伴，我們有義務把環保與社會責任的資訊與要求傳遞給他們，期盼供應商與我們同步發展。因此，我們建立供應商選擇及評估制度，要求供應商遵守我們要求的環保安全守則。在產品與服務方面，我們要求供應商提供的產品及服務符合品質、環保、安全健康要求。我們定期評估供應商遵守守則的表現及每年評估供應商的產品及服務是否達到我們的要求，以確保供應商的表現能符合我們的期望。



#### 4. SERVICE RESPONSIBILITY

Service responsibility is the Group's commitment to society and customers. We have formulated the service responsibility policy in order to meet the requirements of laws and regulations as well as satisfy customer requests.

Service quality and supervision: all services must meet quality requirements before being provided to customers.

Fair marketing policy: all business units are required to provide customers with accurate and true information when selling products.

After-sales service policy: employees in the business department are responsible for the after-sales service, and are required to report in regular meetings.

Expired products recall policy: we actively recall expired products.

Due to the effective implementation of the service responsibility system, we did not discover any violations against the service responsibility regulations during the reporting period.

#### 5. ANTI-CORRUPTION

The Group attaches great importance to corporate governance and anti-corruption. Members of the Board of Directors come from different institutions and supervise the Group's management together. The Board of Directors has jurisdiction over different committees, such as the Audit and Risk Committee, the Human Resources and Remuneration Committee, the Finance Committee and so on in order to ensure their independence. We have established anti-corruption rules against bribery, money laundering, extortion and fraud, and regulations on declaration of interest conflicts, whistleblowing, independent financial audit so that employees can follow the rules. Meanwhile, we have required our employees to strictly follow the standards of business ethics and refuse to accept bribery in the employment contract. We have also established a corruption reporting system. Employees can report suspicious cases to superior, and the superior will carry out an investigation after receiving the report, then take corrective action to solve the problem.

Under the long-term implementation of these measures, we have discovered zero violation against anti-corruption and other relevant operations in the fiscal year 2016.

#### 4. 服務責任

服務責任是本集團對社會與客戶的承諾，我們制定服務責任制度，為要符合法律法規的要求及滿足客戶需要。

服務質量及監控：所有服務均須符合質量要求，才能提供予客戶。

公平宣傳訊息政策：所有業務部員工均須在銷售時提供客戶準確真實的訊息。

售後服務政策：要求業務部員工負責售後跟蹤服務工作，並定期在例會彙報。

過期產品回收政策：我們會主動回收過期產品。

服務責任制度的有效執行，是我們在報告期間沒有出現違反服務責任規例個案的原因。

#### 5. 廉潔品德

本集團高度重視企業管治及廉潔，董事局成員來自不同機構，共同監管公司的管理。董事局下轄不同委員會，如審核委員會、人力資源及薪酬委員會及財務委員會等，以確保其獨立性。我們建立防止賄賂、防洗黑錢、防止勒索及欺詐、利益衝突申報、告密、獨立核數機構等廉潔守則，讓員工有例可依。與此同時，我們在僱傭合約中，嚴格要求員工遵守商業道德準則、不貪不賄，並建立貪污報告機制，員工可向上級經理報告嫌疑案件，接到報案後，經理會著手調查，成立的案件會制定糾正措施，根治原因。

在這些措施的長期執行下，在2016年財政年度，我們違反貪污及其他與廉潔營運有關的個案數目為零。



## 6. COMMUNITY COMMUNICATION

Community is the base of our development, and we are concerned about the trends and voices of our community. Therefore, we have maintained good communication with the community, delegated the General Administration Department to collect opinions from community groups with similar concept of social responsibility and regularly conducted performance evaluations. When we receive the opinions from community groups, we will actively consider and attach great importance to their opinions.

## 7. BRAND BUILDING

The Group pursues the principle of 'Quality Service and Innovative Concept' and we are committed to the quality, environmental and social responsibility of our products and services. We are customer-orientated and devoted to satisfying and pleasing our customers in order to establish a good corporate brand image.

## 6. 社區同行

社區是我們發展的所屬地，我們關切社區的動態及聲音。故此，我們與社區保持良好的溝通，及委派綜合管理部，向與本集團的企業責任概念相似的社區團體搜集意見，並定期進行成效評估。當收到社區團體的意見時，我們會積極考慮，並非常重視社區意見。

## 7. 品牌建立

本集團追求「服務質量理念創新」的原則，與及恪守對產品和服務方面的質量、環保與社會責任的承諾。我們以客戶為本，致力滿足客戶及取悅客戶，以建立企業品牌形象。



THE STOCK EXCHANGE OF HONG KONG  
LIMITED, ENVIRONMENTAL, SOCIAL AND  
GOVERNANCE REPORT INDEX

香港聯交所環境、社會及管治報告指引索引

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