

## AWARDS

### 獎項



### Hong Kong Outstanding Enterprises 2012 香港傑出企業 2012

Stelux received the “Hong Kong Outstanding Enterprises 2012” award from the Economic Digest, a professional finance magazine with the longest history for its genre and the largest readership in Hong Kong, for its excellence in areas including business performance, corporate governance and popularity among minority shareholders.

寶光憑藉其卓越的業務表現、企業管治及受少數股東歡迎程度而榮獲《經濟一週》頒發的「香港傑出企業2012」大獎。《經濟一週》為香港歷史最悠久、最具代表性及讀者人數最多的專業財經雜誌。



### Prestigious Corporate Brand Awards 2012 卓越企業品牌選舉 2012

City Chain Hong Kong received the「卓越企業品牌選舉2012消費者大獎－(零售行業)鐘錶零售類別」(“the Consumer Award (Retail industry) – Watch Retail Category of Prestigious Corporate Brand Awards 2012”) from Ming Pao and the Chinese University of Hong Kong Masters of Science Programme.

香港時間廊榮獲由《明報》及香港中文大學(理學)碩士課程頒發的「卓越企業品牌選舉2012消費者大獎－(零售行業)鐘錶零售類別」。

### Mystery Shoppers Programme 2012 神秘顧客計劃 2012

City Chain Digital Factory was awarded the “Service Category Leader Award” in the Watch & Jewellery Category in the Mystery Shoppers Programme 2012 organised by the Hong Kong Retail Management Association. Awardees of this award must have an outstanding performance in different aspects, including, the provision of a good shopping environment and experience to customers.

時間廊 Digital Factory 在香港零售管理協會舉辦的「神秘顧客計劃 2012」中榮獲鐘錶及珠寶店組別「組別服務領袖」獎。此項殊榮的獲獎者須在不同方面擁有出眾的表現，包括向顧客提供一流的購物環境及體驗。



## 2012 Service and Courtesy Awards

### 2012 傑出服務獎

At the “2012 Service and Courtesy Awards” organised by the Hong Kong Retail Management Association, Optical 88 Hong Kong was the winner of the award in the Specialty Stores – Eyewear Category – Supervisory Level. Further, several employees of Optical 88 Hong Kong were shortlisted as finalists because of their outstanding services.

在香港零售管理協會舉辦的「2012 傑出服務獎」中，香港眼鏡88為「專門店－眼鏡組別」的主管級別冠軍。此外，香港眼鏡88的數名僱員因彼等之傑出服務亦能躋身最後決賽。



## Manpower Developer 2013-2015

### 2013-2015 人才企業

Optical 88 Hong Kong was awarded the “Manpower Developer 2013-2015” Award from the Hong Kong Employees Retraining Board under the ERB Manpower Developer Award Scheme for its outstanding achievements in manpower training and development.

在香港僱員再培訓局舉辦的「ERB 人才企業嘉許計劃」中，香港眼鏡88獲頒授「2013-2015 人才企業」殊榮，以表揚其在人才培訓及發展工作的卓越表現。



## Gold Trusted Brand 2012

### 信譽品牌金牌獎 2012

“SEIKO” was named “Gold Trusted Brand” for the watches category in Hong Kong in the Reader’s Digest Asia’s Trusted Brands 2012 survey. The Reader’s Digest Trusted Brands Survey has a well-established reputation as the premier consumer based and international measure of brand preference. Thong Sia Hong Kong has been presented with this award consecutively for many years.

「精工」品牌在《讀者文摘》亞洲信譽品牌2012調查中榮獲香港鐘錶組別「信譽品牌金獎」。讀者文摘信譽品牌調查有良好公信力，為重要消費者基礎及國際指標。通城香港已連續多年獲此獎項。





### Asia Excellence Brand 2012 亞洲卓越品牌 2012

Another award garnered by Thong Sia Hong Kong for the “SEIKO” brand was the “Asia Excellence Brand 2012” presented by Yazhou Zhoukan, the only Chinese language international affairs newsweekly in the world.

通城香港因「精工」品牌獲授的另一個獎項為由全球唯一國際性中文時事週刊《亞洲週刊》頒發的「亞洲卓越品牌2012」大獎。

### Supreme Brands Awards 2012 非凡品牌大獎 2012

“SEIKO” was also awarded the “Supreme Brand Awards 2012” presented by Capital CEO, a financial information and lifestyle magazine.

「精工」品牌亦獲授由集財經資訊和生活享受於一身的商業月刊《資本才俊》頒發的「非凡品牌大獎2012」。

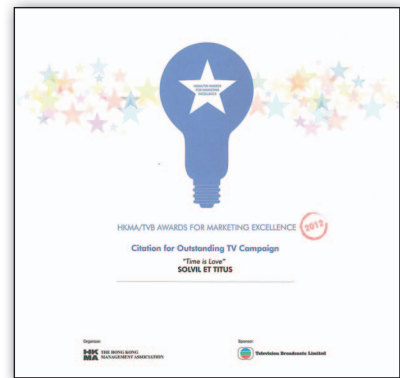


### HKMA/TVB Awards for Marketing Excellence 2012 HKMA/TVB 傑出市場策劃獎 2012



Our Solvil et Titus television commercial, “Time is Love” won the “Citation of Outstanding TV Campaign” and the “Merit Award” at the HKMA/TVB Awards for Marketing Excellence 2012. The judge commented that our television commercial was “bold, well planned and [a] [sic] highly integrated marketing campaign which has effectively addressed a challenge of rebuilding the brand to get rid of the old image and successfully re-connected the brand with its target customers through excellent application of marketing techniques. ... The campaign further reinforced the brand equity and made TITUS the modern symbol of love.”

本公司的鐵達時電視廣告「Time is Love」在香港管理專業協會及無線電視台的HKMA/TVB傑出市場策劃獎2012中榮獲「Citation of Outstanding TV Campaign」獎及「優異獎」。評審員對本公司電視廣告評價為「大膽創新、構思巧妙且為高度完整的營銷方案，透過優秀的營銷技巧，重塑品牌，擺脫其舊有形象，並成功將品牌與其目標客戶聯繫起來。……該廣告進一步鞏固了品牌價值，並使鐵達時成為現代愛的象徵。」



### TVB Most Popular TV Commercial Awards 2013 2013 TVB 最受歡迎電視廣告大獎

Stelux was both delighted and honoured when our Solvil et Titus television commercial, “100 Years of Love” won four awards at the TVB Most Popular TV Commercial Awards 2013 in the following categories, the “Best of the Best Award”, “Most Creative Award”, “Best Visual Effects Award” and the “Leisure, Entertainment and Hobbies” category.

本公司的鐵達時電視廣告「100年之約」在2013 TVB最受歡迎電視廣告大獎中榮獲四個獎項，包括「至尊榮譽大獎」、「最具創意大獎」、「最佳視覺效果大獎」及「最受歡迎消閒、時尚及品味廣告」。本公司為此感到十分高興及榮幸。