



# PEOPLE



As a responsible corporate citizen, we acknowledge that we play a critical role in the well-being of our communities. We are dedicated to actively engaging with and supporting our local communities and prioritising building meaningful relationships with the individuals and places we serve.

**31,000+** training hours

**41%** of management of positions held by women

**HK\$13M+** in donations

## BUILDING LIVEABLE AND VIBRANT COMMUNITIES

Through our unwavering commitment to understanding and addressing our communities' unique needs and aspirations, we strive to make a positive impact and drive sustainable change.

During the Reporting Period, we continue to leverage our resources, talents, and expertise to give vulnerable groups a helping hand with heart. We hope to make a difference in people's lives through various programmes, and help address pressing social issues.



### Developing Homes Suited for the Ageing Population

Given the rise of the ageing population in Hong Kong, taking care of senior citizens has become one of our core focuses. The Group supported the research on the ageing population, aiming to provide a sustainable community where the elderly can enjoy various social, entertainment and care services to enhance their quality of life and well-being.

The Group commissioned the Jockey Club Institute of Ageing of The Chinese University of Hong Kong to conduct a five-year study on providing high-quality housing for the elderly community. One of the marked deliverables was to develop the "Residential Design Guide for Healthy Ageing in Hong

Kong", which serves as the blueprint for providing high-quality housing for the elderly community in our residential development projects. Age-friendly features, including wider corridors and lifts, barrier-free facilities, and others, would be incorporated into the project design to accommodate customers who wish to age in place. Mount Anderson, our residential project at Anderson Road, is a pioneer in adopting the new concept of an all-age living community.

To continue our endeavours, the Group is diversifying its business portfolio to serve ageing communities better. In August 2022, the Group announced the acquisition of

approximately 56.15% interest in Pine Care Group Limited from its controlling shareholders for a total of about HK\$450 million. The acquisition marked the beginning of our journey to develop our healthcare and elderly care business.

## Organising the Chinachem Group Sustainability Conference 2021

Organised by the Group and co-organised by the Hong Kong Green Building Council (HKGBC), the Chinachem Group Sustainability Conference 2021 was held on 7 May 2021. Carrying the theme “Creating a Sustainable and Healthy Community for All Ages”, the Conference featured 12 renowned local and overseas speakers from government organisations, academia and the architectural, technology and financial sectors. They were invited to share the best practices and explore multi-dimensional solutions to shape a smart city for all ages, drawing on insights learnt from the pandemic. The Conference was attended by around 300 representatives and experts from various industries.



## Launching the Care for the Elderly Ambassador Programme

Since early 2021, a three-year “Care for the Elderly Ambassador Programme” has been launched by the Group in collaboration with the Senior Citizen Home Safety Association, a non-profit charitable organisation aiming to improve the quality of life for seniors ageing in place. This programme encompasses three main activities—Home Visits to the Elderly, Care over the Phone and School Talks on Life Education and Elderly Care—to strengthen the bonds of care between the elderly and youth, especially in the midst of the pandemic.



## Organising the “Hearts in Motion Ding! Ding! Ding!” activity

While it is always worthwhile to experience the city’s multi-faceted culture, we recognise that some people, especially those from low-income households, may yet to have the opportunity to do so. The “Hearts in Motion Ding! Ding! Ding!” activity provided free tram tours to elderly, students and underprivileged members of the communities including the low-income families and intellectually disadvantaged. The activity introduced the riders to Hong Kong’s rich history and culture and helped them enhance their understanding and appreciation for heritage conservation.

These diverse groups were introduced to the history and folklore of their home city by way of a pleasant, educational and entertaining ride on the Chinachem tram, where the tram body was specially made over for the event. On each journey, a professional docent told stories of the passing neighbourhoods, connecting past with present and highlighting the value of conserving and enhancing the city’s fabric. From Sheung Wan to Causeway Bay, the tour introduced its riders to a wide variety of prominent and hidden features of the cityscape, buildings that have been lost, and landmarks that have been preserved.

With support from various charity organisations and other groups, more than 3,000 beneficiaries took part in the activity.



## Offering Safe Shelter for the Vulnerable

Hong Kong is known for its wealth but is also home to hundreds of thousands of low-income families. Following 3Ps, the Group has committed to utilising our resources to help under-resourced families. Since 2019, we teamed up with Habitat for Humanity Hong Kong, which is a global non-profit organisation, that aims to build simple and affordable houses in various countries. In 2022, the Group provided four units of a vacant building in Jordan, Hong Kong. Urban Ecologies Design Lab under the Faculty of Architecture of the University of Hong Kong and Habitat for Humanity converted the four units into temporary accommodations for the homeless. The “Project Home Works” programme was also launched to offer house repairing services to the under-resourced elderly and the physically disabled. The programme strives to improve their housing conditions, build community, and convey hope and happiness to the communities.



## Supporting the “Run to the Moon” Campaign

The Group supported the “Run to the Moon” campaign organised by the F&B Run Club to raise funds for children with rare diseases and underprivileged youth. More than sixty colleagues participated in the kick-off run in September 2021. The goal was to run, hike or walk 384,000 kilometres, the distance between the Earth and the moon. Apart from engaging in the fundraising campaign, the Group donated HK\$250,000 to the InspiringHK Sports Foundation for underprivileged children living in Tsuen Wan and Kwai Tsing or whose parents work in the F&B industry, providing them with standardised and professional running training.



## Arranging the special screening of “Never Settle”

We arranged a special screening of an inspiring movie, Never Settle, a documentary about the “Urban Climb 300M+” challenge. A true story about disabled climber Lai Chi-wai, who climbed Nina Tower with his wheelchair, it encourages people to face the challenges in life together bravely and instils respect for people with disabilities for a more inclusive society.



## CARING THE COMMUNITIES DURING COVID-19

The COVID-19 pandemic causes adverse effects in many areas, and people from all walks of life encounter hardship. We see it as our responsibility to support the communities we serve. That is why we have responded quickly to combat COVID-19 and positively contribute to the people across the districts. The construction of a vaccination centre, provision of Rapid Antigen Test (“RAT”) Kits, implementation of Vaccination Promotion Programs, and provision of support for quarantined visitors were a few measures taken.

### Responding swiftly to the Fifth Wave of COVID-19

When the fifth wave of COVID-19 hit in March 2022, the Group, with another real estate developer, offered a new pop-up Community Vaccination Centre (“CVC”) at the junction of Leighton Road and Caroline Hill Road, Causeway Bay, Hong Kong, which was the largest CVC within a private property portfolio. The CVC was built in record time, just 18 days, as part of a collaborative effort to hasten Hong Kong’s recovery.

Also, the Group partnered with an eye caring company and a biotech company to donate 20,000 RAT Kits to the Fu Hong Society and 80,000 RAT Kits with other anti-epidemic supplies and daily necessities such as masks, hand sanitiser, canned food to around 4,000 low-income families in Tsuen Wan, Sham Shui Po and Yau Tsim Mong districts.

Moreover, the Group donated HK\$500,000 to Hong Kong Sheng Kung Hui Welfare Council to alleviate their substantial expenses of employing temporary care workers, paying special allowances, and purchasing anti-epidemic supplies and disinfection.



# 100,000

RAT Kits have been donated to benefit residential care homes, daycare centres and underprivileged families.



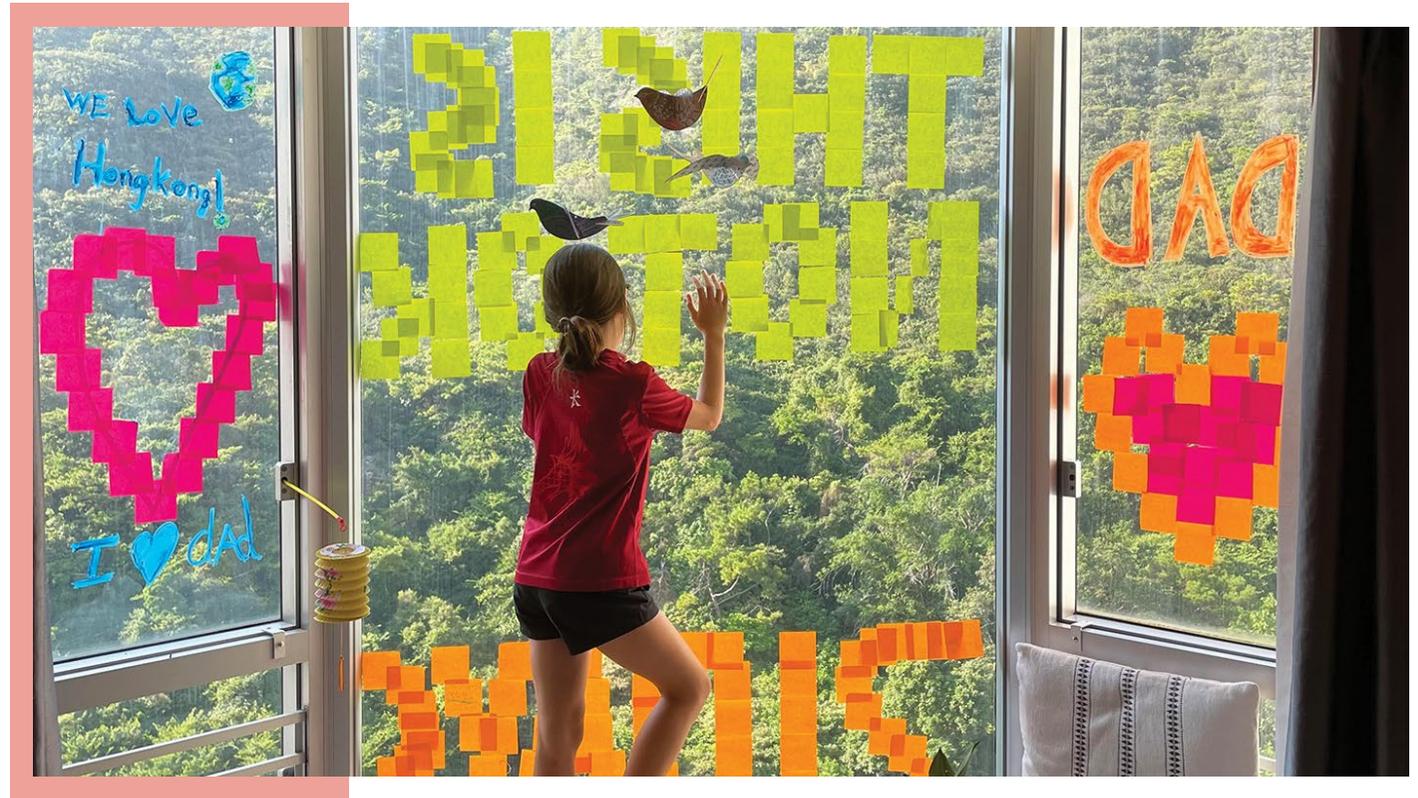
## Strengthening the Immunity Barrier against COVID-19

In support of the HKSAR Government vaccination exercise to build an immunity barrier for Hong Kong, the Group organised the “Chinachem Group City-Wide Lucky Draw” with over HK\$20 million worth of prizes, including a staycation and shopping vouchers. The Group supported Hong Kong Community Anti-Coronavirus Link and Tsuen Wan District Office to provide the venue at the Nina Hotel Tsuen Wan West for the Tsuen Wan Vaccination Day.



## Supporting Communities through Our Hospitality Arms

The spread of COVID-19 has caused widespread fear and gloom. As part of our commitment to serving and contributing to the Hong Kong community to combat COVID-19, Nina Hotel Island South was one of the Designated Hotels to offer quarantine stay. Several media recommended Nina Hotel Island South as one of the “Best quarantine hotels in Hong Kong”. Tower 1 of Nina Hotel Tsuen Wan West was also operated as a quarantine hotel in December 2021. The Group also backed the HKSAR Government’s Community Isolation Facility Hotel Scheme in early 2022, offering Nina Hotel Causeway Bay and Nina Hotel Kowloon East as isolation facilities for those who tested positive for COVID-19 but showed no or moderate symptoms.



The event, known as “The Wave”, was self-organised by more than 170 quarantined hotel guests in Nina Hotel Island South to show mutual support to nearby residents and show appreciation to our hotel’s colleagues by decorating the hotel’s windows with positive and uplifting messages written on colourful post-it notes. Colleagues of Nina Hotel Island South waved back to the guests with cheerful smiles. We know how difficult it is to be quarantined. The Group sponsored snacks and drinks for virtual Happy Hours to inject a little cheer into the monotony of isolation.

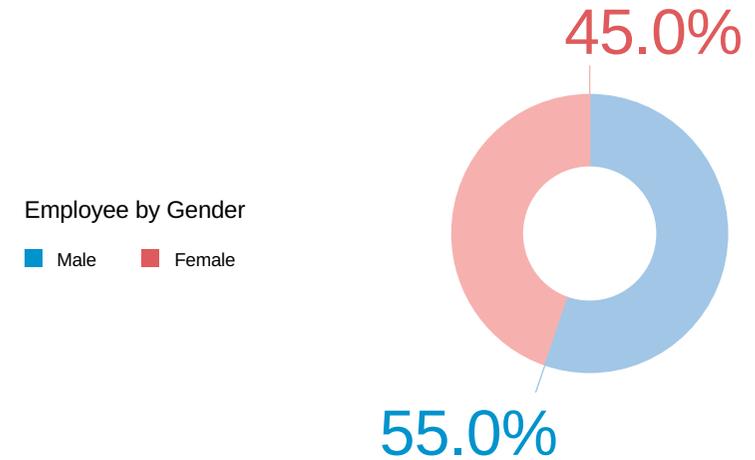
## EXPANDING OUR EFFORTS TO CREATE A DIVERSE, INCLUSIVE AND HEALTHY WORKPLACE

The people who work for the Group are our greatest asset and a significant factor in our success. A diverse, inclusive, and healthy workforce is crucial to creating long-term, sustainable value for our stakeholders. Our colleagues' happiness and growth are among our top priorities, so we work hard to foster an atmosphere where they can do their best work and feel appreciated. We care for our colleagues' physical and mental wellness and have organised various activities for colleagues from different departments and workshops.

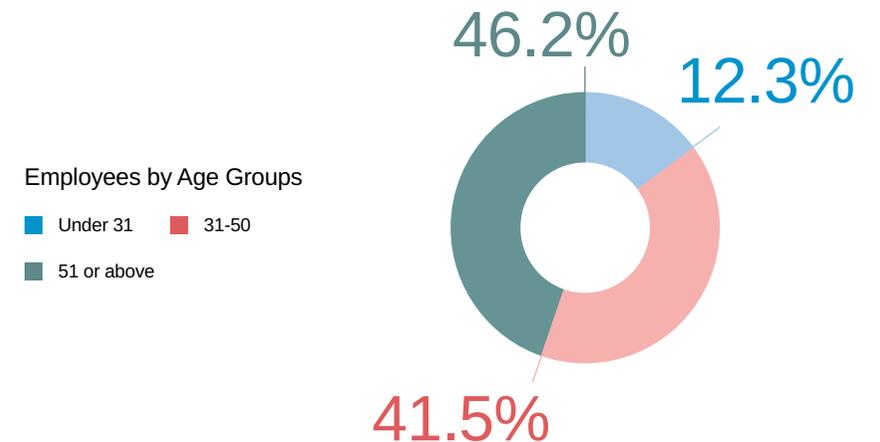
As of 30 June 2022, the Group hired approximately 2,982 full-time and part-time employees. Women comprise 45.0% of the Group's workforce, and over 41% of management positions are held by women.



Employees by Gender



Employees by Age Groups



## Creating a Supportive and Healthy Working Environment

We have thousands of colleagues within the Group. Building connectedness among them could not happen overnight, but it would take time and effort. The “Get to Know Your CCG Peers” and cross-departmental competitions were just two events we conducted over the Reporting Period to enable our colleagues to get to know one another.

We also transformed the headquarters office in Tsuen Wan into a more open and spacious one so that people of all ranks and responsibilities can sit together to facilitate a two-way conversation. By incorporating more collaboration spaces and social hubs, the new office design emphasises group work and social intercourse to foster a healthy work-life balance and stronger teamwork. The renovated headquarter office is designed to protect colleagues’ health by promoting good indoor air quality and water, natural light, and eco-friendly materials, which helps increase employees’ awareness of the importance of maintaining a healthy lifestyle. The Group has decided to pursue BEAM Plus and WELL certifications for this renovation project; this thoughtful design has also demonstrated how it cares about the well-being of its colleagues and the environment.

## Safeguarding Colleagues’ Mental and Physical wellbeing

To provide mental support for colleagues dealing with the COVID-19 outbreak, we set up hotlines and provided care packs to colleagues in quarantine and those working in the quarantine hotels. Furthermore, an exclusive quarantine accommodation package has been available for our colleagues and their family members. On top of the healthcare measure, comprehensive insurance was provided for all colleagues against losses and expenses caused by COVID-19.

We know the risk of disease correlates with the food people choose to eat. Nina Hospitality saw the importance of a balanced diet and thus employed a nutritionist to assist with developing new menus for employee canteens. Courses associated with mental and physical wellness, good posture, a healthy spine, and Osteoarthritis were conducted for our colleagues in the Reporting Period.

Occupational health and safety are always our top priority. In addition to obtaining occupational health and safety certification, we have established a Safety Committee consisting of department heads and section heads. Different activities are organised to reinforce colleagues’ safety mindset and knowledge. These activities include workplace safety briefings, departmental safety quiz competitions and safety week campaigns.

## Unleashing the Potential of Our Talents

To mobilise the Group to deliver transformation priorities and emerge from the pandemic stronger, we have focused on equipping our colleagues with the relevant skills and competencies that enable them to be adaptable and well-prepared for a changing environment, which allows our colleagues to remain relevant and competitive and support the achievement of the Group’s sustainability vision. Over the last year, we have provided training in different areas, including management, operation, environmental, occupational health and safety, cybersecurity, computer skills, languages, etc. Also, we encourage our colleagues to pursue and earn relevant qualifications, such as the qualifications related to BEAM Plus and the WELL Building Standard. We made the necessary arrangement and provided a full subsidy for the examination fees. During the Reporting Period, the total number of training hours is 31,439.

With the increased emphasis on sustainability, we are implementing upskilling programmes such as Places with Heart Academy to equip our employees with superior sustainability knowledge and skills for the future.

**13.6**  
training hours  
per employee



## DELIVERING THE BEST EXPERIENCE THROUGH SERVICE EXCELLENCE AND CUSTOMER ENGAGEMENT

Because our tenants and customers are important parts of our businesses, we pay close attention to the things that matter most to them. We regularly conduct tenant and customer satisfaction surveys to listen to their voices, understand their priorities, and enhance the quality of our services.

During the Reporting Period, we asked our customers to rate their experience with us on a scale of 1-5. The results were positive as 100% of our surveyed property owners and 19.5% of our surveyed hotel guests responded to the survey, with an average score of 4.96 and 4.3 out of 5 respectively. In our recent tenant satisfaction surveys, we got an average score of 79.0 out of 100. We understand that there is always room for improvement and are committed to improving our customer experience.

### Property Owner Satisfaction Surveys

Overall Satisfaction Score:

**4.96** out of **5**

Response Rate:

**100%**

### Tenant Satisfaction Surveys

Overall Satisfaction Score:

**79.0** out of **100**

Response Rate:

**14.2%**



Our hotel guests shared their thoughts and feedback on their stay with us. Here are some of the comments:



#### Best Choice for Our Quarantine

"This hotel really found a special place in our heart. We had anticipated our quarantine with mixed feelings but the hotel team turned it into a very pleasant experience."



#### Pleasant Surprise for Quarantine Stay

"We were impressed by the friendly and courteous reception of the hotel staff, the timely delivered high-quality meals, and the spacious comfy bed. The quality of this hotel stay is way beyond our expectations. Good job, Nina Hotel!"