



## Creating Influential Social Values

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**125,759**  
hours

Of training provided, recorded a 14.4% increase

**10%**  
reduction

In employee Lost-Time Injury Rate (LTIR)

**233,390**

People served/engaged by activities/ events funded or organised by CCG

**>1,300**  
residents

Served across 12 residential care homes

## Human Capital

Our people are foundational to our Group's continued success. In a rapidly evolving landscape, we are committed to fostering an inclusive, employee-centric culture that supports personal and professional growth. By nurturing a supportive workplace, we empower our workforce to thrive and build a future-ready organisation that creates lasting value for our people and stakeholders.



### Performance Highlights



Total Workforce

**4,199**

#### Workforce by Gender

Male

Female

**1,844**

**2,355**

#### Workforce by Employment Category

Senior  
Management

Management

General Staff

**17**

**608**

**3,574**

### Talent Acquisition & Retention

Our Group Human Resources Management Policy goes beyond regulatory compliance to ensure our Human Resources ("HR") procedures are in line with our Group values. The HR Department oversees key areas including equal opportunities for employees, talent optimisation, compensation and benefits, employee development, engagement, and workplace health and safety.

The Staff Recruitment Policy outlines the recruitment philosophy and defines the criteria for talent selection, based on essential skills, capabilities, experience, and qualifications. Through a robust evaluation by the HR Department and hiring managers, as well as a structured approval process, the best-fitted candidates with proven capabilities are selected to join CCG's high-performing team. Our HR Department strictly adheres to the Staff Reward and Grading Policy to review salaries and benefits packages, providing fair, equitable, and competitive remuneration.

Continuing with our Employer Value Proposition (“EVP”), CCG aims to create a “Space to make transformative impact, career and life” for showing care to its employees and boost talent attraction and retention based on the four key pillars below:



Space to drive  
social progress



Space to bring out  
the best in you



Space to share  
decisions



Space to support  
your family and  
your passions

We undergo ongoing transformation to embed the EVP values in our culture and empower our employees.

#### CCG offers comprehensive benefits to employees, including:

- ✓ Hybrid work arrangements, with some flexibility to choose where to work, to strike a work-life balance and improve employees' well-being
- ✓ Enhanced annual leave entitlements based on years of service for employees in non-executive grades
- ✓ Extension of medical coverage to the families of colleagues holding manager or above positions
- ✓ Team-building activities to foster a spirit of collaboration and teamwork
- ✓ An employee assistance programme, featuring 24-hour counselling support, accompanied by self-learning resources and training to support employees' mental health
- ✓ A Group-wide scholarship scheme for employees' children, which has recognised 131 students for their outstanding academic achievements since 2022
- ✓ A designated nursing room at our headquarters provides a comfortable environment for new mothers
- ✓ Our employees, as parents of newborns, are entitled to fully paid maternity and paternity leave



The Group is also committed to supporting employees throughout their entire career journey. To reinforce this commitment, we have implemented a Retirement Policy to ensure proper retirement arrangements and retirement benefit schemes for normal retirement, pre-retirement, and re-employment of retirees. This includes facilitating early communication, creating succession plans, and conducting a job handover to ensure a smooth transfer of role that is supported by the retirement benefit scheme.



CCG has been honoured with the Good Employer Charter 2024 for its exemplary commitment to employee-friendly practices on promoting work-life balance, providing employee benefits that exceed legal requirements, and maintaining effective communication with employees.

#### Case Study

##### Buddy Scheme

The Buddy Scheme was launched in 2023 to support our new team members. To ensure new employees can adapt to a new working environment quickly and undergo a smooth transition and integration into CCG, they are paired with an experienced colleague who serves as a buddy during the initial employment period. This mentorship enables new joiners to gain insights into the job role and expectations, as well as the Group's organisational structure, culture, vision, mission, and values. It also builds networks and relationships among employees, enhancing overall team cohesion, cooperation, and a sense of belonging and inclusion.



## Employee Engagement

Our Employee Engagement and Communication Policy outlines our commitment to value employees' views and feedback through open, transparent, and two-way communication. CCG prioritises an environment where employees feel a strong sense of belonging, and incorporates their feedback as appropriate to improve operational practices.

The online Suggestion Platform on the Group intranet is a convenient platform for employees to share their ideas. A total of 16 employee-driven feedback sessions were collected during the Reporting Period.

CCG conduct Employee Engagement Survey regularly and plans to launch the next survey in FY2025/26, focusing on five dimensions: Organisational Effectiveness and Agility, Communication Effectiveness, Engagement, Leadership, and Performance Enablement. This survey will enable the Group to benchmark its performance and track progress over time. Employee feedback will be actively acknowledged, with targeted initiatives implemented to address their needs and expectations.

## Promoting Workforce Diversity

The Group promotes DEI in the workplace, offering career opportunities to all employees regardless of disability, family status, marital status, race, religion, nationality, or sexual orientation, and prohibits any form of unfair treatment of employees. CCG is a signatory to the Hong Kong Equal Opportunities Commission's Racial Diversity and Inclusion Charter for Employers.

### KPI for FY2024/25

≥3

DEI credentials confirmed by  
Q1 2025

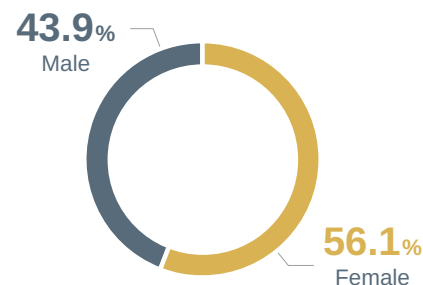
### Performance

4

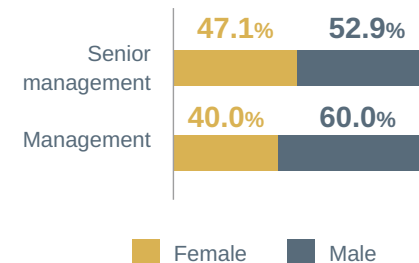
DEI credentials confirmed by  
Q1 2025

## Performance Highlights

### Percentage of Colleagues, by Gender



### Percentage of Colleagues, by Employment Category & Gender



### Empowering our Female Employees on Women's Day

To celebrate International Women's Day, CCG provided its female employees with thoughtful care and gifts.

## A Future Ready Workforce

CCG strives to accelerate the development of its employees and enhance their capabilities through targeted training programmes and structured performance reviews and evaluations.

### Performance Highlights

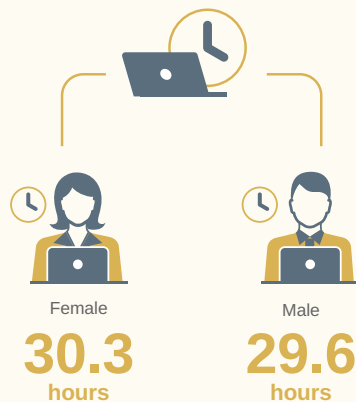
# 125,759

Hours of training provided,  
with a 14.38% increase

# > HK\$ 2 million

Allocated to support learning and  
development

#### Average Training Hours, by Gender



#### Average Training Hours, by Employee Category



#### KPI for FY2024/25

# ≥17.3

Training hours per colleague

#### Performance

# 29.9

Training hours per colleague

### Talent Development

In line with our Performance Management Policy, we conduct annual performance appraisals to assess employees' performance against agreed expectations and goals set by the Group. Managers/supervisors identify employees' capabilities and potential for succession planning, making recommendations on areas for improvement through ongoing feedback. These appraisals also provide a basis for performance-based rewards, such as salary adjustments, benefits, and non-financial recognition.

#### Engineering Apprenticeship Scheme

To address the challenges of sourcing skilled workers and enhancing the Group brand, CCG introduced the Apprenticeship Scheme during the Reporting Period to develop a talent pipeline by bridging academic learning with essential practical workplace skills.

Targeting students enrolled in three-year part-time Higher Diploma programmes, CCG invited eligible participants to join CCG as full-time Engineering Technicians in the Project Department. The scheme, spanning 36 months, allows apprentices to engage in on-the-job learning and assessment, ensuring they acquire both theoretical knowledge and practical skills.

The Apprenticeship Scheme has shown positive outcomes, demonstrating the programme's effectiveness in preparing candidates for the workforce.

**2** participants successfully transitioning to full-time roles  
within CCG



To support employees transitioning into new roles, CCG regularly delivers management training programmes, focusing on problem-solving, decision-making, and target-setting skills through interactive group discussions.



Nina Hospitality has joined the Education Bureau's Business-School Partnership Programme to connect and share industry knowledge with the next generation of talent through hotel visits and job shadowing.

#### Case Study

### 2024 Group Summer Internship Programme

CCG expanded the reach of its Summer Internship Programme in 2024 by engaging six secondary school participants as a new talent pool alongside 10 students from higher education institutions. Interns were assigned to various departments to gain practical, hands-on work experience in the real business world, as well as to develop essential soft skills in communication and interpersonal relationships within eight weeks, preparing them for future career endeavours.

During the concluding sharing session, interns reflected on their experiences and lessons learned, expressing gratitude to CCG for this invaluable opportunity.

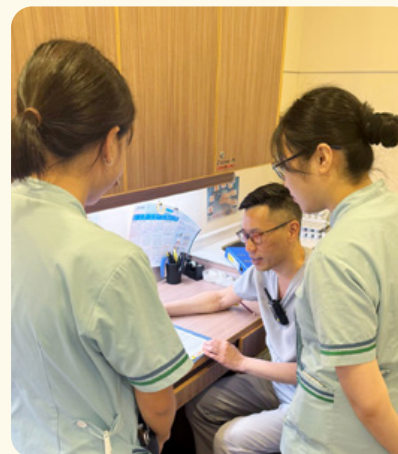


#### Case Study

### Pine Care Practical Clinical Placement Engagement

Pine Care recognises the importance of nurturing the next generation to specialise in elderly care and related disciplines. It introduced three practical clinical placements and an engagement programme during the Reporting Period. For approximately two months, Pine Care offered hands-on learning opportunities to 75 students in health studies. They were equipped with skills and knowledge, including vital signs checking, infection control, and administration of medication.

Capitalising on the success of this programme, Pine Care will develop additional initiatives to attract future talent, while elevating skills and leadership to contribute to the elderly care sector.



## Case Study

**CCG Innovation Ambassador Programme**

The CCG Innovation Ambassador Programme, co-organised with the University of Hong Kong Business School Executive Education, is designed to foster entrepreneurial spirit while also cultivating leadership capabilities within the workforce. This programme aims to empower more than 30 colleagues at a time to suggest innovative solutions to both business and societal challenges through a nine-month initiative centred on “Learning by Doing”.

Participants are organised into small teams and attend six workshops that focus on vital workplace skills, including design thinking, innovation, and managing mindset change. With guidance from departmental advisors and external experts, teams also have opportunities to present their ideas to senior management, potentially bringing their projects to fruition.

**Investments in Training**

At CCG, we recognise that the investment in training is essential for a knowledgeable and capable workforce. The commitment to continuous learning enables us to maintain high industry standards while supporting the comprehensive and dynamic development of our employees. During the Reporting Period, we have allocated a significant amount to support learning and development (“L&D”), including education sponsorships and scholarships.

CCG received the honour of being selected for the Employees Retraining Board's Manpower Developer Award Scheme, underscoring its ability to deliver outstanding performance in training and developing talent.



The Staff Learning and Development Policy outlines the guiding principles for the Group's L&D. CCG is committed to allocating resources to support L&D activities based on employees' performance development plans. These include in-house and external activities, such as workplace learning, coaching, mentoring, e-learning, formal study, and conferences. A Training Committee has been established to plan for a structured and effective training strategy for Property Services. Committee members, representing various departments, including Property Management Services, ESG, Information Technology (“IT”), and Quality Assurance, review the proposed training plans and track training progress to ensure that training objectives are achieved.

Our CCG E-learning platform offers courses on various topics, including the prevention of corruption, anti-money laundering and counter-terrorism financing, employee conduct and business ethics, market conduct and fraud, privacy, confidentiality, and information security.



In addition to internal training, CCG supports employee development by sponsoring external training expenses, including fees for professional memberships and qualification examinations. We also help employees' professional growth with paid leave for examinations.

CCG recognises the importance of strong leadership in fostering growth within the company. To support this, leadership training programmes help our current and future leaders enhance their skills, empowering individuals and driving overall organisational success.

#### Case Study

### The Home Manager Caring Leadership Training Programme

Pine Care participates in the Home Manager Caring Leadership Training Programme, organised by the Hong Kong Association of Gerontology, to enhance the management skills and leadership abilities of supervisors working in the elderly care sector. This programme fosters a "people-centred" work culture, delivering high-quality elderly care services.

This programme consists of two phases. The first encompasses 80 hours of classroom learning, workshops, and tutorials, while the second phase involves the practical implementation of quality service plans within care homes.



### Reinforcing a Sustainability Culture & Skills

Strengthening employees' sustainability awareness and competencies empowers them to integrate sustainable practices at all levels, improving operational efficiency while advancing our environmental and social commitments.

To support our sustainability efforts, we keep employees informed about sustainability trends and updates from industry experts:

#### ESG Talk

A representative from Greeners Action shared tips on waste recycling and reduction practices for both work and daily life. The talk was followed by a creative, hands-on workshop where attendees upcycled discarded denim to craft unique phone accessories.





### ESG Tour

An ESG-focused tour was hosted at the WWF Island House Conservation Centre in Tai Po. This immersive experience reinforced the importance of environmental conservation within our community. Participants explored rare plant species and gained insights into the historical significance of the architecture, enriching their understanding of cultural and ecological preservation. They learned about the daily responsibilities of gardeners and experienced hands-on gardening, applying skills to different seasonal plants.



### Go Green Fair



In partnership with Christian Action, the Go Green Fair was organised in 2024 to promote sustainable practices among employees. They were encouraged to generously donate both second-hand and new items to exchange with others. Employees also gained a deeper understanding of the goals of waste reduction.

### Green Building Week



To celebrate Hong Kong Green Building Week 2024, we promoted smart casual wear in the office to incorporate sustainability and decarbonisation into our daily work environment. Employees were encouraged to wear outfits in four colours (red, blue, green, and yellow), representing health and well-being, resource efficiency, environmental friendliness, and innovation. This initiative aimed to foster a culture of sustainability and raise awareness about eco-friendly practices within the workplace.

### IT Awareness Training

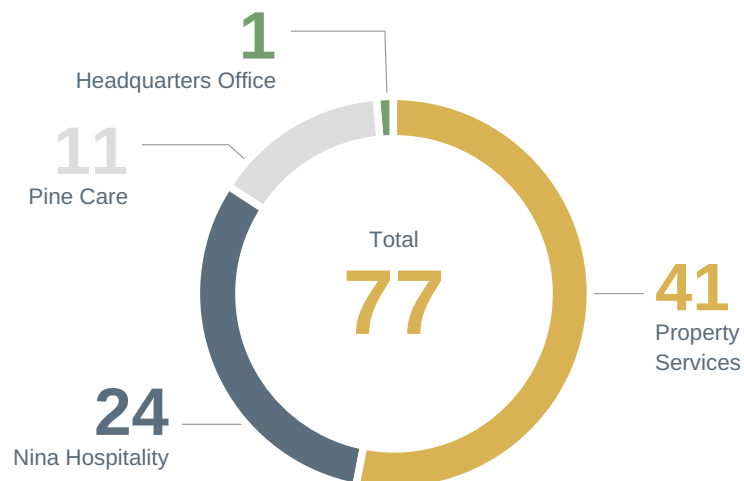
We conducted six mandatory IT awareness training sessions for employees. We also organised an in-house cybersecurity seminar and a talk on web safety. The cybersecurity seminar focused on analysing emerging trends, identifying online threats, and setting strategies to avoid phishing. The web safety talk addressed cyberattacks in Hong Kong and personal protection measures, accompanied by practical case sharing.

## Dedication to Occupational Health, Safety & Well-Being

The Group prioritises Occupational Health and Safety, integrating it into its strategy and organisational culture. A safe work environment is cultivated through a dedicated framework, a committee, effective management, and performance monitoring.

### Performance Highlights

#### Number of Lost Time Injuries (sick leave >0 days)



# 1.8

#### Lost-Time Injury Rate ("LTIR") of employees

Reduced by 10% compared to the previous year

### Occupational Health & Safety Committee for Ongoing Review & Monitoring

To showcase our emphasis on occupational health and safety ("OHS") for internal operations, we have an Occupational Health and Safety Committee ("OHSC"), with formal terms of reference to define scope and responsibilities.

#### Occupational Health and Safety Committee

Consists of representatives from the following divisions and departments:

HR

Sales

Project

Nina Hospitality

Property Services

Entertainment

#### Responsibilities

- Implementing OHS protocols within their respective departments to reduce and control hazards
- Ensuring compliance with relevant OHS standards and requirements
- Promoting OHS knowledge and culture
- Communicating any risks, concerns, and recommendations to the appropriate departments promptly

We have implemented the Occupational Health and Safety Management Framework, which supports the mitigation of OHS risks by outlining objectives, responsibilities, procedures, resources, review mechanisms, and improvement processes. The Occupational Health and Safety Policy is designed to achieve low accident and injury rates, in line with industry best practices in the workplace. It emphasises fostering collaboration among various departments to ensure that employees and external contractors meet OHS standards by implementing proactive preventive measures and timely corrective actions. Additionally, we regularly monitor and review OHS performance.

The Group holds certifications for the ISO 45001:2018 international standard for OHS management systems, achieved through OHS risk assessments and internal and external audits. We have obtained a total of nine ISO 45001 certifications, covering our operations in the headquarters office, hotel and properties.

CCG was awarded the Healthy Corporate Award Scheme 2024 – Diamond Award. This recognition underscores the company's dedication to the physical and mental well-being of its employees, fostering corporate social responsibility.



#### Case Study

#### First Aid & AED Certification Scheme

To respond efficiently and effectively to medical emergencies, we encourage our Property Services colleagues to undertake training in First Aid and automated external defibrillator ("AED") skills. As a result of these trainings, 93 colleagues passed the First Aid examination, and 126 colleagues completed AED training in this Reporting Period, demonstrating their proficiency in managing medical emergencies.



#### Health & Safety for Our Colleagues

The Group is committed to providing training and resources to employees and contractors. During the Reporting Period, we offered health and safety training to our employees, including on-the-job training, occupational safety, workplace safety, fire safety, and well-being and wellness workshops. Nine colleagues from Property Services are certified as qualified safety supervisors, having obtained the Combined Certificate for Safety, Health, and Environmental Supervisors (Property Management) from the Occupational Safety and Health Council in Hong Kong.



KPI for FY2024/25

**100%**

Of employees are covered by the wellness, health, and safety support programme



Performance

**100%**

Of employees are covered by the wellness, health, and safety support programme



**Prevention of Lower Limb Disorders**



**Sleep Well and All Will Be Well – Mastering Quality Sleep Skills**



**Debunking Low-Sugar Diet Myths**



**Wheeling to Be Happy – Understanding PERMA & the Elements of Happiness**

Our employees also benefited from a series of wellness and occupational health talks and workshops that were designed to enhance awareness of mental health and promote healthy lifestyles.



## Employee Wellness Activities

Recognising the vital role of employee wellness in achieving organisational success, the Group fosters a holistic approach to health and well-being. We believe that a healthy workforce not only enhances productivity but also contributes to employee satisfaction and retention.

### Monthly Fruit Day & Healthy Canteen Food

To promote employees' health, CCG arranges nutritious meals on our canteen menu, curated by an in-house nutritionist. We also continue the monthly fruit giveaway initiative at our headquarters.



### CCG Staff Social Clubs



We established the CCG Staff Social Club to organise activities that promote well-being and strengthen team cohesion.

The CCG Staff Social Club provides a platform for organising social activities, welcoming all full-time and part-time staff to join their activities of interest.

During the Reporting Period, we had seven social clubs, including sports, board games, coffee and cocktail making, drumming, floral design, and wine tasting.



### Bouldering Sports Events

We offered 50 colleagues a unique opportunity to participate in a bouldering session led by professional coaches and a bouldering athlete. The event also introduced core training exercises to enhance daily posture and reduce injury risk, as well as myofascial release techniques to relieve muscle tension and chronic pain.



### Table Tennis Competition

The Nina Hospitality Table Tennis Competition 2025 concluded successfully after intense competition.



### Smoking Cessation Seminars

Nina Hospitality hosted two smoking cessation seminars at our Nina hotels in partnership with the Lok Sin Tong Benevolent Society, engaging over 50 colleagues. The workshops covered smoking and disease, quitting strategies, and solutions to withdrawal symptoms. Participants also received health assessments, including cardiovascular and blood pressure measurements.



### Summer Cooling Kit



Acknowledging the challenges of working in Hong Kong's hot weather, the Property Services Department has prepared a Summer Cooling Kit, which includes a handheld fan, a cooling towel, and practical tips to help stay cool. These kits were distributed to employees as a gesture of our appreciation for their dedication to their work.

### Emotional Support for Pine Care Frontline Staff



To support caregivers facing stress and emotional fatigue, our registered social workers delivered 15 hours of psychological and emotional support to frontline staff during the Reporting Period.

Training included mindfulness relaxation exercises, enabling social workers to guide frontline staff to apply these practices at their facilities and share insights. To address the stress and emotions of staff, each elderly care home offered various channels for staff to express their opinions.

## Reinforcing Health & Safety Practices Among Contractors

Contractors are essential business partners in construction projects and industry development, directly affecting our OHS performance. It is necessary to set high expectations for health and safety standards among our contractors. Currently, all contractors must comply with the ISO 45001 international standard for OHS management systems. ISO 45001 certification is one of the criteria in our contractor selection process, ensuring that contractors follow internationally recognised OHS standards and show a commitment to maintaining a safe working environment.

### Performance Highlights



0

Work-related  
fatalities of  
contractor workers



7

Lost time injuries of  
contractor workers  
(sick leave >0 days)

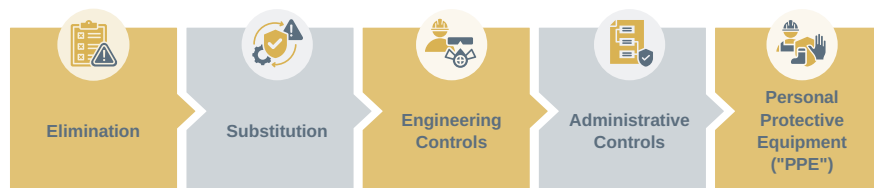


0.354

LTIR of the contractor, increased by 19.2%  
compared to the previous year\*

\* Regularly communicate with contractors about the approach taken to reduce the LTIR

We also require our contractors to implement comprehensive Environment, Health, and Safety ("EHS") Risk Management systems with structured control hierarchies. Each project begins with a Development Implementation Plan, which includes the design scheme, construction approach, management and supervision, site safety programme, and risk assessment and mitigation strategy, using the following prioritisation in safety risk control measures:



To reinforce safety compliance, we introduced the Pay for Safety Scheme that incentivises and rewards proper safety practices at construction sites. This scheme details a comprehensive list of safety items, including the scope of safety measures that contractors are expected to implement and the corresponding reimbursement. It promotes proactive safety investments by providing financial recognition to contractors who consistently uphold and demonstrate sound safety practices on-site.



CCG also participates in the Safety Hero Scheme for MTR joint venture projects, boosting frontline safety performance and fostering a positive safety culture among contractors' workers throughout the entire construction period. By recognising exemplary safety behaviours and rewarding proactive safety engagement, the scheme aims to improve overall site safety and highlight individual contributions to OHS. Four Safety Heroes are chosen each month, receiving a monetary reward for their efforts in safety training, proper use of PPE, adherence to safe working procedures, and promoting safety awareness among their colleagues.



CCG organises daily construction site visits to assess the safety practices of the contractors. Additionally, our Construction Management Team conducts weekly site safety inspections and random spot checks. Contractors are required to address and rectify any identified issues and document the corrective actions in the inspection reports. CCG reviews the reports and verifies that the proposed corrective actions have been adequately implemented. Furthermore, safety meetings are regularly organised with engineers, qualified personnel and the CCG and contractor's safety team to assess safety risks and reinforce best practices for continuous improvement and accountability.



We adhere to the Project Department's internal guideline, Major Incidents Reporting and Handling of Sensitive/Confidential Information. At the site level, contractors are required to submit a project safety plan for approval by the project architect and CCG. Site-specific emergency response procedures must be developed, including procedures for evacuation, emergency contacts, roles and responsibilities, training and drills, communication protocols, and other necessary measures. For any incidents that occur, the contractor must notify CCG immediately, and a preliminary incident investigation report must be submitted within 24 hours of the incident.





CCG's redevelopment project at Tonkin Street received the 30th Considerate Contractors Site Award by the Hong Kong SAR Government's Development Bureau and the CIC for two consecutive years. This achievement underscores CCG's commitment to promoting safety first, effectively managing the complexities and constraints of construction sites, maintaining high standards of management practices, demonstrating environmental consciousness, emphasising public morality, and caring for its contractor workers.

### OHS Training for Contractors

CCG ensures its contractors understand the Group's OHS requirements. We organised 39 safety sharing and briefing sessions at construction sites, emphasising the importance of securing a safe working environment with the principles of "People, Life First" and enhancing the safety awareness of workers. At the site level, all safety trainings for frontline workers and site supervisors are coordinated and conducted by the main contractor as part of their contractual safety responsibilities. CCG actively engages in key training activities, including pre-work safety briefings and workshops focused on high-risk on-site activities. Pre-work safety workshops for high-risk activities are held before the start of site work.

### Technologies to Support OHS

CCG actively seeks opportunities to integrate technology into OHS management and adopt innovative OHS solutions.



CCG's construction projects are recognised under the 4S Labelling Scheme which aligns with the plan of the Hong Kong SAR Government's Development Bureau and the CIC to promote the Smart Site Safety System ("4S"). 4S is an intelligent safety system which integrates various safety devices and sensors with a digital monitoring platform. It also includes the integration of advanced digital tools such as IoT sensors, real-time data analytics, AI-powered monitoring, mobile safety applications, and centralised safety management platforms. This all-in-one platform enables real-time data collection and analysis, immediate safety alerts and centralised safety management. Supported by the 4S system, on-site management can better understand and monitor site safety conditions, allowing for timely responses to potential safety risks.

The benefits of the implementation of 4S include:



Higher compliance rates  
with established safety  
procedures



Reduced response time  
to safety hazards



Enhanced accuracy  
and timeliness of safety  
reporting

We actively encourage contractors to adopt additional 4S technologies based on their site-specific conditions and operational risk levels. We have three projects that have adopted the 4S system, and two have obtained 4S Labelling certification.

## Ensuring Customer & Tenant Satisfaction Through Service Excellence

CCG is dedicated to serving the needs of our occupiers and customers. We value their feedback and prioritise customer satisfaction in our continuous improvement efforts.

We regularly conduct occupiers and customer satisfaction surveys to gather valuable insights. These surveys help us identify primary concerns, enabling us to effectively enhance our service standards. Our commitment to addressing these concerns reflects our dedication to fostering positive relationships with our tenants and customers.

### Performance Highlights

**82/100**

Property Services  
Satisfaction Score



**89/100**

Hotel Guest Satisfaction  
Score



**4.97/5**

Property Owner Satisfaction Score



**97.3/100**

Elderly Care Satisfaction  
Score (Residents)



**96.1/100**

Elderly Care Satisfaction  
Score (Family members  
of Residents)



## Reinventing Customer & Tenant Experience

### CCG Hearts Reward Programme



Unlike conventional customer loyalty programmes that primarily encourage spending, CCG Hearts distinguishes itself by rewarding meaningful community engagement. Through volunteering programmes known as "Quests", members have the opportunity to contribute to social good while earning points. The programme recognises and incentivises community involvement through a point-based rewards structure, enabling members to redeem points for vouchers and enjoy exclusive dining and shopping discounts. By connecting members to volunteer opportunities that address youth empowerment, elderly support, and environmental sustainability, CCG Hearts inspires collective action and helps create lasting, positive change within the community.

#### Community impact since the launch of CCG Hearts:

**>400** "Quests" initiated with  
over 50 NGO partnerships

**>19,500** hours of  
volunteer work



## Case Study

## Volunteer Opportunities for All-Round Wellness Programme



This is a collaborative project between CCG Hearts and the Hong Kong Federation of Youth Groups, aimed at expanding service opportunities for youth volunteers, catering to diverse interests, and promoting a culture of volunteerism.

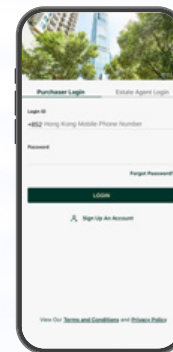
The programme offers a range of activities for volunteers, including the Recycled Clothes Sorting Workshop, Sustainable Farm Visit Workshop, Cooking Workshop Series, and Wellness Art Workshop Series, as well as a four-session programme focused on children and the elderly, comprising two training sessions and two community service events.

The programme ran from August 2024 to July 2025, aiming to engage 212 youth volunteers and 90 CCG Hearts volunteers to serve 4,695 community beneficiaries.

Through these interconnected initiatives, CCG Hearts exemplifies the Group's commitment to fostering a culture of community engagement and social responsibility, while providing tangible rewards for members who contribute to the greater good.



## "My Places by Chinachem Group" Mobile Application for Home buyers



The mobile application simplifies the “registration of intent” process for potential buyers before sales commence. CCG uses the collected data to analyse customer preferences regarding district and unit type, informing future development strategies. Users can also gain access to a wide range of sales events and property services efficiently.

## Achieving High Customer Satisfaction

During the Reporting Period, we engaged with a group of over 26,500 stakeholders through surveys to gather insights from their experiences. We received more than 3,800 valid responses from tenants, approximately 20,600 valid responses from hotel customers and more than 630 from property owners. We also recently surveyed approximately 1,500 elderly care residents and their family members. The overwhelmingly positive feedback highlights our commitment to service excellence. While acknowledging that opportunities for improvement still exist, we remain committed to continually enhancing the customer experience as part of our broader ESG objectives.



To achieve high customer satisfaction and deliver a positive experience for our guests, CCG emphasises effective management of customer feedback processes. By actively gathering customers' feedback, we demonstrate our commitment to listening and responding to their needs. This continuous process not only helps identify areas for improvement but also emphasises the importance of each guest's experience. By incorporating feedback into service enhancements, CCG aims to ensure that its guests feel valued and engaged, thereby strengthening the sense of community that is central to its brand philosophy.

Our Workplace Services Department and Customer Relations Department handle general enquiries, email enquiries, and complaints received by individual departments. We also maintain a master complaint log that outlines the steps and key points to address each concern. Our comprehensive management system ensures that each customer's feedback is heard and used to improve our services.

#### Case Study

### Creation of “Socialised Spaces” in Nina Hospitality

Nina Hospitality has transformed the hotel experience by creating “Socialised Spaces.” This initiative began with the launch of Nina Communal at Nina Hotel Tsuen Wan West and Kowloon East, which function as social hubs for travellers, local communities, and residents. By combining dining, co-working, and leisure activities in a communal environment, Nina Communal encourages meaningful interactions among individuals. This approach not only increases guest satisfaction but also cultivates a sense of community within the hotel, ensuring each visit presents an opportunity for meaningful engagement.



Apart from Nina Communal, Nina Hospitality has introduced several initiatives to foster social interaction among guests and staff. The monthly Running Club invites guests to explore the local area while jogging with hotel staff, promoting health and camaraderie. Meanwhile, the Social Hour provides a relaxed environment for networking and socialising, offering a welcoming space for guests to enjoy light refreshments and drinks while engaging in conversation. These initiatives collectively strengthen the bond between Nina Hospitality's team and guests, transforming the hotel stay from a solitary experience into an engaging one.

## Ensuring High Quality Products & Services

We are committed to delivering high-quality products and services that meet our standards. As a result, we have implemented a comprehensive set of stringent quality assurance protocols across our various products, services, and operations.



To create exceptional guest experiences, Nina Hospitality ensures rigorous service quality in accordance with our Minimum Quality Service Standards, which cover all areas, including reception, guest rooms, recreational facilities, catering, and restaurant operations.



CCG guarantees that all property sales activities adhere to statutory and regulatory requirements. We seek approval and comments from the Legal Department for all advertising or marketing materials. The process of handing over residential units to owners is governed by the Handover of Residential Properties to Individual Owners Policy, which includes support for rectifying defects and verifying the quality of completed developments against the agreed-upon standards before handover.



Pine Care upholds the highest standards of service quality through structured guidelines and manuals. We also adopted a resident-centred approach through staff training, quality internal audits, and open communication to safeguard residents' dignity and autonomy, with regular feedback from residents and their families.

Committed to social responsibility and quality care, Pine Care participates in third-party assessments to ensure service excellence and has achieved certification for ISO 9001 international standards for quality management systems for ten of its elderly care homes. We participate in the Hong Kong Association of Gerontology's Residential Care Home Accreditation Scheme and undergo regular evaluations by the Hong Kong Quality Assurance Agency (“HKQAA”). These assessments benchmark our services against industry standards, reinforcing our dedication to transparency, resident well-being, and continuous improvement. Through third-party audits, Pine Care fosters stakeholder trust and a culture of accountability and excellence in care.



A member of Chinachem Group  
華懋集團成員

## Business for Social Good: Enhancing Elderly Lives, Addressing Societal Needs

Hong Kong is facing an urgent demographic shift. According to the Hong Kong SAR Government's Census and Statistics Department, the number of people aged 65 or above is projected to rise from 1.64 million in 2023 to 2.67 million by 2043, equivalent to 35% of the total population. This surge underscores a growing demand for high-quality elderly care services, yet the current supply remains insufficient, posing significant social and healthcare challenges.

Recognising this societal need, CCG made a strategic and transformative investment in 2023 by fully acquiring and privatising Pine Care, one of Hong Kong's leading and most trusted elderly care service providers. This marks a bold step beyond CCG's traditional real estate roots – embedding social value into business purpose.

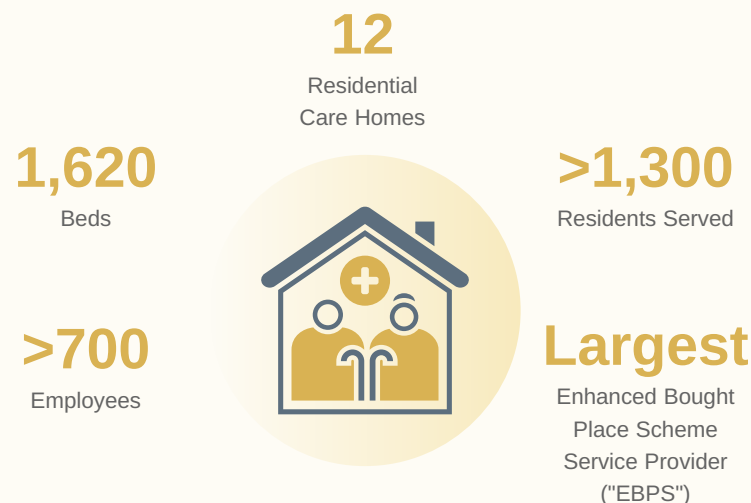
Through Pine Care, CCG demonstrates that profitability and purpose are not mutually exclusive. Instead, they form the foundation of a sustainable business model that meets critical social needs while creating long-term value for all stakeholders.

### Pine Care: Respecting the Elders as our Family

Founded in 1989, Pine Care has over 36 years of experience delivering compassionate, professional elderly care in Hong Kong. Guided by its founding principle – “*Respecting the Elders as Family*”. With 12 facilities providing over 1,600 beds strategically across Hong Kong Island, Kowloon, and the New Territories, Pine Care ensures accessible, community-rooted care for the elderly from all walks of life.

Backed by CCG's strong support on real estate and hospitality expertise and strategic vision, Pine Care enhances housing and care options, delivering premium services that prioritise the dignity, comfort, and well-being of residents.

### Pine Care Key Numbers



### Core Values of Pine Care

#### Respect

Respecting our elderly residents as we would for our own families.

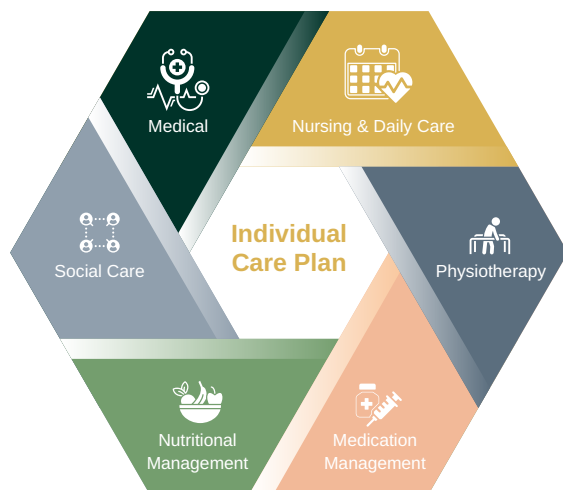
#### Competence

Attracting the best and most caring staff possible and providing the best systems, facilities and equipment to help them reach their full potential.

#### Priority

Putting the best interests of our elderly residents above all else.

At Pine Care, "Feeling what our residents feel" is more than a philosophy – it's a practice. Each resident receives a tailored care plan crafted by a team of medical professionals, nurses, caregivers, therapists, and social workers. These plans address physical, mental, social, and spiritual needs, with regular evaluations to ensure optimal outcomes. Flagship offerings, such as the Silverage Collection, combine professional clinical support with elegant, home-like settings, allowing residents to age with grace, comfort, and respect.



### A Comprehensive Care Journey for Every Stage of Ageing

Ageing is a journey, and Pine Care walks every step of the way with our residents. Our Care Journey model provides a full spectrum of care, from short-term rehabilitation to long-term residential care, and ultimately, to compassionate end-of-life support, ensuring elderly and their families receive the right care, at the right time, with the right support. This holistic model not only enhances the well-being of our residents but also provides invaluable reassurance and support to their families and caregivers.



#### Rehabilitation Services

Act as an intermediary step for the elderly individuals' transit between hospital and home to provide critical support during recovery and to ensure a smooth integration to post-recovery life

**1,967** elderly individuals served



#### Respite & Short-stayed Accommodation

Offer essential recuperation support to caregivers and families, and allow caregivers with sufficient rest and recovery through short-stay accommodations

**347** elderly individuals served



#### Residential Care Home

Provide long-term, professional care in safe and nurturing environments

**1,363** residents served across 12 homes



#### Care Giving Supports & Sharing

Create a comforting, homely environment that supports not only physical health but also emotional and social needs.

**3,230** beneficiaries across 12 homes



#### Supporting Programmes for Home Carers

Empower families and caregivers to provide better care at-home by equipping them with essential knowledge to reduce their reliance on institutional care



#### Palliative Care

Provide compassionate end-of-life care, ensuring dignity and comfort for residents and support for their families.



## Joyful Moments, Connected Lives

We are redefining elderly living by moving beyond traditional institutional care to create vibrant, independent, and fulfilling lifestyles for our residents. Pine Care goes beyond physical care to foster the mental and emotional well-being of the residents through dynamic, engaging recreational activities. Through a diverse range of social and recreational activities, we foster a sense of belonging and promote the physical, mental, and social well-being. Each programme is thoughtfully tailored to the interests and abilities of our residents, enriching their daily lives.

### “Silver Coins” Programme (銀齡幣計劃)

#### Objective:

Bring added fun and motivation during their stay with us



Residents earn tokens by participating in activities and friendly competitions



Redeem for in-house treats, services, or games



#### Festival Celebrations

Residents celebrated the Dragon Boat Festival by designing their own paddles – an activity that rekindled childhood memories while encouraging physical movement.

#### Art & Culture Workshops

Creative expression through painting and storytelling deepened peer connections and emotional well-being.



#### Experiencing New Technology

In collaboration with Tung Wah College, residents explored virtual outdoor environments, stimulating cognitive and sensory health.



### Family Engaging Activities

Cultural and religious tours, such as a visit to the Wun Chuen Sin Kwoon Taoist Temple, offered meaningful experiences for residents and their families, fostering family togetherness.

### Horticultural Activities

Residents cared for plants as a metaphor for the seasons of life, enhancing sensory stimulation, inner peace, and renewed purpose.



### Physical Fitness Activities

Year-round sports events and games based on physical, mental, social, and spiritual dimensions promoted strength, social inclusion, and reduced fall risk.

### Welcome Gatherings

New residents were warmly introduced to the facility, team and residents, easing transitions and nurturing new friendships.



### Life Education Workshop

Residents co-created their personal life storybooks, honouring their legacy and fostering emotional reflection.



### Intergenerational Engagement

Students from Mary of Providence Primary School joined residents in a vase-making activity, fostering intergenerational interaction and shared joy.



## Case Study

**Golden Gourmet: Supporting Elderly with Swallowing Difficulties through Inclusive, Nutritious Menus**

Swallowing and chewing difficulties often prevent elderly people from enjoying meals, which can impact their mood and social engagement. To address this challenge, CCG, Nina Hospitality, and Pine Care, in collaboration with the Golden Age Foundation, launched the “Golden Gourmet” menu, specifically designed for elderly with swallowing difficulties, enabling them to enjoy meals with loved ones.

Served at three Nina Hospitality restaurants, the “Golden Gourmet” menu offers authentic, nutritious, and easy-to-consume meals to rediscover the joy of dining and promote inclusivity. Developed by a multidisciplinary team that includes nutritionists, a speech therapist, and chefs from Nina Hospitality and Pine Care, the menu ensures optimal softness and viscosity for safe consumption. It features dishes such as Chinese dim sum and Western-style options, including Watermelon and Feta Cheese Salad with Watermelon Gel and Sole Fish with Egg White and Spinach Sauce, enabling elderly to share delightful dining experiences.

In addition to the menu, Pine Care, CCG Hearts, and the Golden Age Foundation organised a “Three-Day Elderly Service with Golden Gourmet” event at Pine Residence. Led by professional chefs from Nina Hospitality, the event featured hands-on culinary workshops where elderly and CCG Hearts volunteers learned to prepare nutritious gourmet meals using healthy ingredients. The initiative not only fostered a passion for cooking and healthy eating among elderly but also encouraged intergenerational bonding.



## Case Study

**“Silver Teacher” Helps Enrich Living**

At Pine Care Jade Maison, Raymond Chow, one of the Pine Care residents, has transformed a rooftop into a vibrant garden of growth and fellowship. A passionate gardener with over 20 years of experience, Raymond moved into Jade Maison in early 2024 and, with encouragement from Pine Care’s team, became one of the first “Silver Teachers” in a peer-led wellness programme.

Under Raymond’s guidance, residents – many new to gardening – now cultivate okra, eggplants, lettuce, and seasonal greens. Beyond the harvest, the rooftop garden has blossomed into a hub of purpose and connection, fostering well-being, responsibility, and joy.

The “Silver Teacher” programme extends beyond gardening to include ink painting and calligraphy groups, empowering residents to lead, learn, and inspire one another.

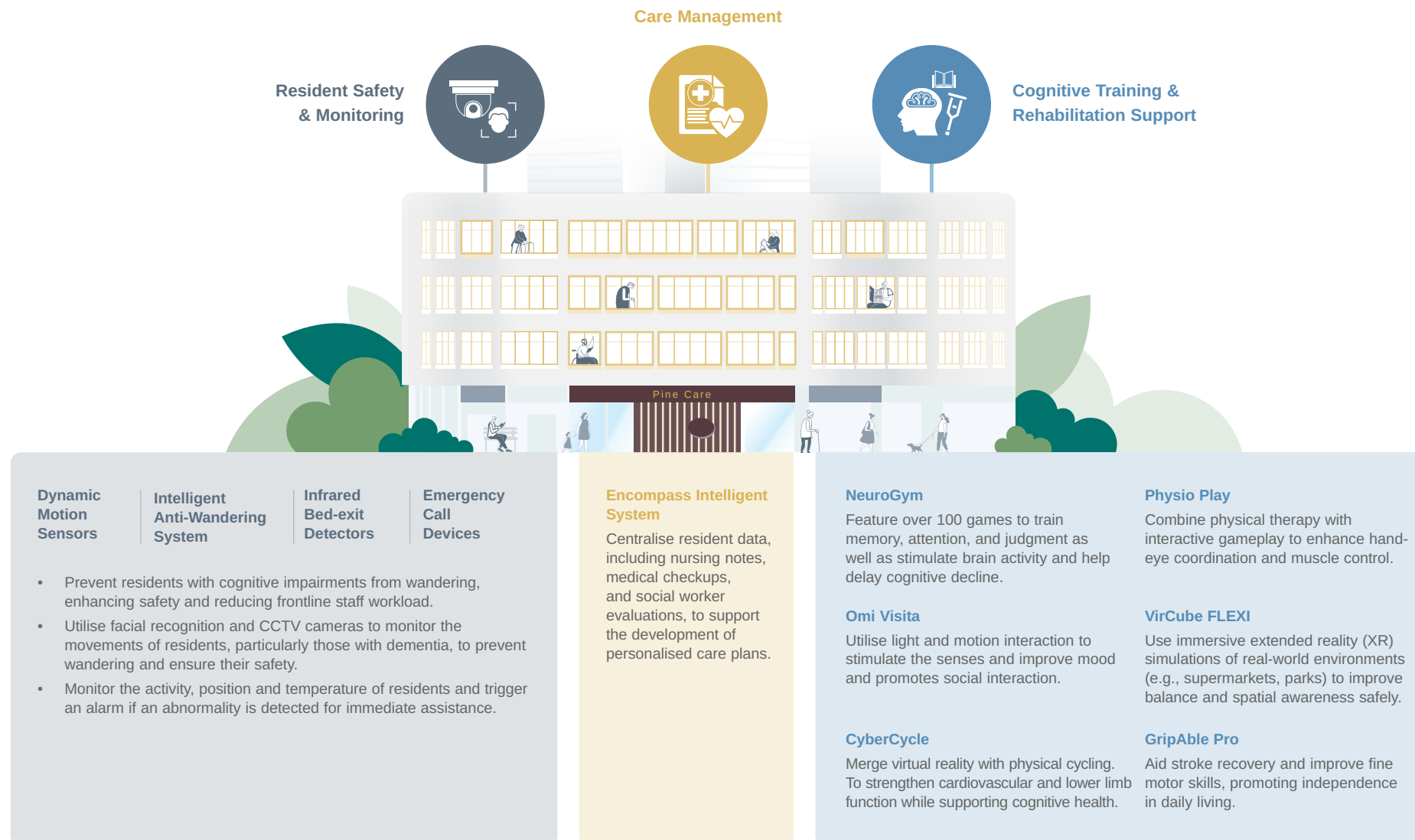
Explore the full story in the Summer 2024 Issue of Life+ Magazine



For residents with dementia, the Pine Care Point in Shek Kip Mei offers a unique Community Space designed to simulate 1960s Hong Kong. Featuring a nostalgic restaurant, street, bus stop, and grocery store, this environment stimulates memories and fosters a sense of belonging. Multi-sensory therapy rooms further enhance cognitive and emotional well-being, particularly for those with cognitive impairments.

## Smart Solutions for a Safe & Satisfying Residence

At Pine Care, we combine compassionate service with cutting-edge gerontechnology to enhance the safety, quality, and responsiveness of care, ensuring that every resident receives personalised, comprehensive and quality support. These innovations not only empower our care teams but also provide families with peace of mind, knowing their loved ones are in a safe, professional, and nurturing environment.





### Using Robotics in Elderly Care Services

Pine Care has introduced AI-powered robots to support daily operations and resident engagement. These robots:

- Monitor resident behavior to detect early signs of irregularities and promptly alert staff
- Assist with logistics, including the delivery of documents and meals, improving efficiency
- Enhance companionship by interacting with residents, reducing loneliness and encouraging emotional engagement
- Assist with daily cleaning work in residential care homes

With built-in sensors and interactive capabilities, these robots reflect our commitment to blending technology with human-centered care.

### Recognised Excellence in Elderly Care

During the Reporting Period, Pine Care exemplified its dedication to exceptional elderly care, consistently exceeding the statutory requirements of the Code of Practice for Residential Care Homes in Hong Kong, issued under the Residential Care Homes (Elderly Persons) Ordinance (Cap. 459), and the Service Quality Standards "SQSs" and Criteria. Through industry-leading accolades and innovative initiatives, Pine Care has set a benchmark for quality care and robust governance, significantly enhancing resident well-being and service excellence.

### Industry Recognitions



Pine Care earned a prestigious 5-star rating from the Hong Kong Association of Gerontology for its Residential Care Home Star Certificate Programme 2024. This recognition, awarded to four Pine Care facilities, reflected excellence in governance, environmental management, service quality, data management, and communication, aligning with global best practices in elderly care.

Additional recognitions include:

- Active Participation Award in "HKAG Residential Home Star Certification Programme 2024"
- Outstanding Award in "HKJC Home Manager Caring Leadership Training Scheme"
- Excellent Grade and Best Practice Award in Residential Aged Care Accreditation Scheme
- The 7th Elderly Care Services Employee Awards ceremony – Excellent Employee Award (Frontline Category)
- The 7th Elderly Care Services Employee Awards ceremony – Outstanding Staff Award (Frontline Category)
- The 7th Elderly Care Services Employee Awards ceremony – Talent Excellence Award
- The Caring Company Scheme
- The Jockey Club Age-Friendly Partnership Scheme

## Case Study

## Award-Winning Initiative Enhances Resident Dignity



In FY2024/25, Tak Fung Elderly Centre's Assistant Deputy Head received the Outstanding Award in the Hong Kong Jockey Club's Care Home Leaders Training Programme. Selected from among 61 participating care homes, her project, titled "Active Body Toileting Training", exemplified Pine Care's commitment to people-centred and innovative care.

The toilet training programme, designed by the Centre's management team and led by the Assistant Deputy Head, involved systematic training and assessments for care staff to enhance their skills. The programme achieved a 70% success rate, enabling 35 residents to improve their self-toileting abilities.

The programme resulted in a reduction in diaper usage and contributed to the restoration of residents' self-care capabilities and personal dignity. This outcome reflects Pine Care's mission to provide compassionate, professional, and sustainable elderly care, while also reinforcing our focus on staff empowerment and continuous service improvement.

Through its synergy with CCG, Pine Care is not just a business – it's a mission. Together, we are reimagining elderly care in Hong Kong: compassionate, innovative, and future-ready.

By embedding social good into our business model, we prove that doing well and doing good can go hand in hand. As Hong Kong faces the realities of an ageing society, CCG is paving the way – not just responding to needs, but shaping a more caring, resilient, and inclusive future for all.

## Investing in Our Community to Drive Social Impact

CCG maintains an unwavering commitment to social impact, particularly in the Tsuen Wan and Kwai Tsing communities, where our headquarters is located. For decades, we have been committed to fostering meaningful connections, empowering residents, and driving positive change to enhance the quality of life for everyone.

Through involvement in strategic and collaborative initiatives, we aim to address the unique needs and aspirations of these vibrant communities. By investing in the well-being of the ageing population, promoting holistic health and wellness, and cultivating sustainability and inclusion, we are confident that our efforts will spark a transformative ripple effect that enriches lives and inspires the elderly and younger generations.

### Our Community Priorities in Focus



Elderly care and  
support for an  
ageing population



Nurturing health  
and wellness



Building sustainable  
and inclusive  
communities

#### KPI for FY2024/25

**≥60%**

Of annual donations to projects/  
NGOs that benefit the elderly and  
cross-generational integration

#### Performance

**73.2%**

Of annual donations to projects/  
NGOs that benefit the elderly and  
cross-generational integration

**≥84,000**

People served/engaged by  
activities/events organised by CCG

Measured the social impacts of two  
pilot projects

**233,390**

People served/engaged by activities/  
events funded or organised by CCG

Measured the social impacts of  
**Nina Park** and **“One Beat,  
One World: Connecting  
Through the Drum”** projects

### Performance Highlights



**>HK\$12,250,000**

Contributed to community investments



**37**

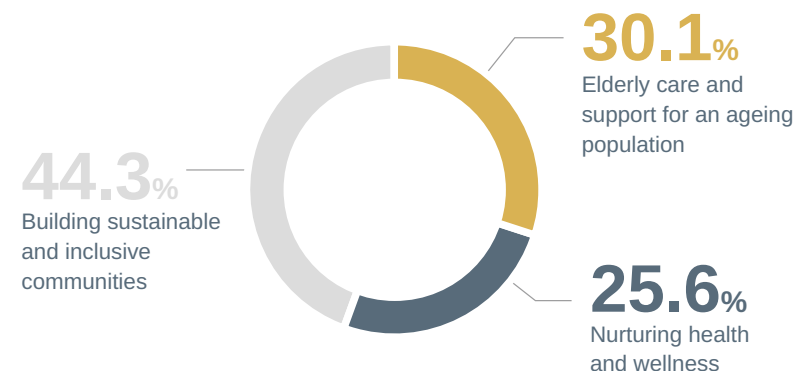
Organisations  
benefiting from the  
donation projects



**11,862**

Hours of community  
service contributed  
by 2,576 volunteers

### Community Service Hours by Focus Area



## Elderly Care & Support for an Ageing Population

With Hong Kong's ageing population continuing to grow, we recognise the importance of addressing the changing needs of elderly communities through inclusive and innovative approaches. By harnessing the combined strengths of CCG, particularly Pine Care and our Property Services teams, we co-create meaningful impact and deliver long-term value for the elderly.

Our strategic partnerships with various organisations enable us to collaboratively develop and implement innovative initiatives that tackle key challenges faced by seniors, including social isolation, chronic health conditions, and limited access to essential services. By prioritising principles of dignity, inclusion, and purpose, we aim to enable elderly individuals to age actively and gracefully within their communities, enhance their quality of life, and build a more compassionate and age-friendly society.

### Case Study

#### Young at Heart Festival 2024

The Young at Heart Festival 2024, organised by the Jade Club and co-sponsored by Chinachem Group and Pine Care, was held at D•PARK under the theme "Age with Blessing". It aimed to redefine elderly life through four key pillars: health, life values, social connection, and financial security. This two-day event was officiated by Mr Chris Sun Yuk-han, HKSAR Secretary for Labour and Welfare, and gathered over 100 supporting organisations.



In partnership with innovative technology companies, Pine Care showcased its commitment to enhancing elderly care through cutting-edge solutions. By harnessing advanced technology such as the VirCube full-scale immersive virtual reality system, Pine Care offered festival attendees a highly engaging virtual tour of its elderly care homes. This breakthrough approach enhances transparency, fosters community trust, and challenges stereotypes about institutional elderly care, such as the misconceptions that it leads to isolation and neglect. By showcasing positive outcomes and personal stories, we aim to shift perceptions and demonstrate that elderly care can be compassionate, engaging, and supportive.

Furthermore, interactive rehabilitation gaming systems, such as BUTTONS, enhance seniors' physical rehabilitation, social interaction, and cognitive engagement. These state-of-the-art tools reflect Pine Care's holistic, people-centred care philosophy and its dedication to improving the wellness and quality of life for older people.



A highlight of the festival was the Happy Chair Dance, performed by Pine Care's team of seniors, whose average age was 81.7, with the eldest participant being 91 years old. Their vibrant performance on stage exemplified the vitality and confidence that can be achieved in later life.

Pine Care CEO, Angus Chan stated,



*A fulfilling later life is the right of every person. We are committed to supporting the physical, psychological, social, spiritual development of our residents.*

This highlights the roles of CCG and Pine Care in promoting intergenerational engagement and their dedication to social sustainability.



## Case Study

## Project Futurus – Savouring Dim Sum Artistry

Designed based on reminiscence therapy principles, the Savouring Dim Sum Artistry Programme empowered elders with dementia to reconnect with their memories, express themselves creatively, and regain a sense of purpose. It combined artistic expression and community engagement, forging intergenerational bonds while strengthening community resilience and cohesion.



Implemented over four structured phases, the programme used the cultural familiarity of dim sum for older generations to stimulate their cognitive function and emotional connection. Elderly participants created ceramic dim sum artworks, engaging in a therapeutic artistic journey that promoted social interaction and mental stimulation.

Volunteers from secondary schools and youth organisations underwent specialised training to interact meaningfully with the elderly, fostering intergenerational engagement. These trained volunteers visited three elderly centres in Tsuen Wan and Kwai Tsing to support the ceramic dim sum art marking with elders, forming genuine bonds with the participants.

The programme culminated in a “Sensory Restaurant on Wheels” experience, which was brought to the care centres, allowing them to celebrate their artwork in a joyful and immersive setting.



~ **60** elderly beneficiaries at three elderly centres  
 ~ **100** pieces of ceramic artworks created  
 >**20,000** visitors viewed the public art exhibition at NINA MALL

## Case Study

## Fostering Age-Friendly Estates

CCG recognises that many elderly residents and their caregivers often lack awareness of the community resources available to support their needs. To bridge this gap, our Property Services Teams partnered with non-profit organisations, including the Hong Kong Council of Social Service (“HKCSS”) and the Sha Tin District Health Centre Express (“ST DHCE”), to implement the Age-Friendly Estates Pilot Scheme. Under the Scheme, our Property Services Teams offered services tailored to the unique needs of elderly residents and their caregivers, extending beyond the scope of traditional property management.

Through workshops, expert-led talks, and community events, we provided essential health information to our residents and their caregivers. Key initiatives include a health event at Golden Lion Garden, in collaboration with the University of Hong Kong’s Department of Pharmacology and Pharmacy and ST DHCE, offering one-on-one medication management consultations with pharmacists and physical fitness assessments.

Building on that success, we partnered with ST DHCE to conduct AI-powered fall risk assessments for our elderly residents, providing tailored advice to reduce risks. In preparation for the winter season, we organised a flu vaccination campaign at Pictorial Garden, benefiting 100 residents and enhancing community resilience against seasonal illness. Additionally, we hosted a stroke prevention seminar at Pictorial Garden, delivered in collaboration with ST DHCE, to raise awareness of early warning signs and prevention methods.

By combining our professional property management capabilities with strategic community partnerships, CCG continues to foster age-friendly living environments where elderly residents feel safe, supported, and connected.



## Nurturing Health & Wellness

We believe that physical, mental, and social well-being is essential for building a thriving community. With health and wellness as our core strategic pillar, we endeavour to provide inclusive, accessible, and sustainable support for individuals of all ages and abilities.

Through a combination of targeted programmes, strategic partnerships, and extensive community engagement, we strive to increase access to quality care, encourage active lifestyles, and foster holistic health. By leveraging our resources, expertise, and collaborative network, we aim to achieve meaningful health outcomes, empower individuals with healthier living conditions and habits, and promote long-term well-being across the communities we serve.

### Case Study

#### “One Beat, One World: Connect Through the Drum” Series

CCG continued to celebrate cultural heritage and community connection through the inspiring “One Beat, One World: Connect Through the Drum” series, presented in collaboration with the Hong Kong Chinese Orchestra. Building on the success of past editions, the 2024 series expanded its reach and impact, offering a vibrant platform for cultural expression, wellness, and inclusion.

The series began with the CCG Hearts Concert at the Hong Kong Cultural Centre. Marking a new partnership, CCG joined forces with Mind the Waves, an organisation dedicated to youth mental health, to expand the programme's reach by delivering drumming workshops across Hong Kong to district councils, schools, and community organisations. The series culminated in a large outdoor concert at the West Kowloon Cultural District. The concert attracted over 31,000 attendees who enjoyed lively drumming performances, vibrant dance acts, and interactive cultural experiences.

More than just a cultural showcase, the series served as a meaningful avenue to enhance mental wellness, foster a sense of shared identity, and promote cultural appreciation. To assess its impact, CCG commissioned a professional Social Impact Assessment (“SIA”), which found:



**>90%** of participants reported increased cultural awareness and appreciation



**>90%** of participants identified new health benefits associated with drumming



**>85%** of participants felt a strengthened connection to their local community

These results underscore the series' success in delivering not only an engaging cultural experience but also a powerful platform for social connection, emotional enrichment, and community well-being.



## Case Study

### Providing Sports Training Opportunities to Underprivileged Students

Sport plays a pivotal role in shaping young lives, promoting physical health, developing character, and fostering social inclusion. CCG has continued to expand its support for inclusive sports programmes that benefit children from underrepresented backgrounds, including those with special educational needs (SEN).

In 2024, the Love Soccer initiative experienced significant growth, reaching over 100 participants. Designed for SEN children with high-functioning autism disorders, the programme went beyond physical training by incorporating parental support workshops. These sessions empowered families with greater awareness and tools to support their children's growth through sport.

In parallel, the *RUN Inspires!* Programmes, co-organised with the InspiringHK Sports Foundation, offered 60 hours of professional running coaching to 32 underprivileged primary school students and children in Tsuen Wan and Kwai Tsing districts. Participants reflected in the post-programme evaluations that they improved teamwork and sportsmanship through the programme, highlighting the initiative's success in nurturing both physical and personal development.



## Case Study

### Health Check Service in Mobile Truck Station



In response to the high prevalence of hepatitis B in Hong Kong, CCG partnered with the Hong Kong Liver Foundation to launch the city's first liver health screening campaign via a mobile truck clinic, an innovative approach to reaching underserved and high-risk populations.

Stationed at popular locations in Tsuen Wan and Kwai Tsing, the mobile clinic provided free liver assessments and consultations to residents who might otherwise have limited access to preventive care and education on liver health, promoting early disease detection. The campaign also included educational activities with student and volunteer participation, helping to raise public awareness about liver health and the risks associated with hepatitis B.

The initiative reached more than 1,000 individuals in the Tsuen Kwai Tsing area, greatly enhancing awareness, encouraging early detection, and improving access to essential health resources.





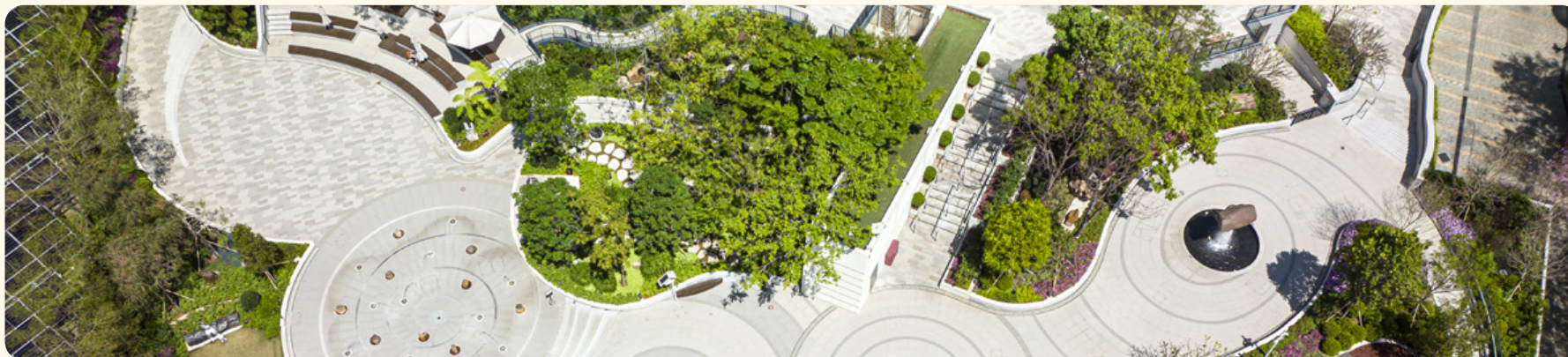
## Building Sustainable & Inclusive Communities

Building sustainable cities and inclusive communities requires more than just infrastructure. CCG recognises our role as a responsible corporate citizen in all dimensions, including social, economic, and environmental. As such, we place significant emphasis on several interconnected themes, including environmental sustainability, cultural enrichment, youth empowerment, and support for underprivileged individuals.

During the Reporting Period, we delivered and supported several signature projects to support our stakeholders across these themes in the communities we serve.

### Environmental Sustainability

#### Case Study



#### Nina Park – A Hub for Sustainability Education

Since its reopening in 2023, Nina Park has emerged as a premier destination in Hong Kong, refining how urban parks can serve as education hubs. Located in Tsuen Wan, the park spans approximately 70,000 square feet and houses a collection of more than one hundred wood fossils, offering a unique blend of natural history and public engagement.

Through its innovative “edutainment” approach – combining education and entertainment – Nina Park provides a dynamic platform for visitors to explore the Earth’s geological history, environmental science, and sustainable development. At the centre of this experience is the Wood Fossil Experience Centre, which features 16 thematic zones filled with interactive exhibits designed to make complex scientific concepts both accessible and enjoyable for all ages.

To further strengthen its educational impact, Nina Park launched a school programme tailored for students. Integrating science, technology, engineering, arts, and mathematics (“STEAM”) elements, the programme includes three key components that deepen students’ understanding of sustainability through hands-on experiments, scientific exploration, and creative activities. Beyond the classroom, the park also offers guided tours, interactive workshops, and games that make learning immersive and engaging for families, tourists, and lifelong learners.



Number of visitors in FY2024/25: **>285,506**





## Case Study

### Fifth Year of Partnership with the French May Arts Festival to Bring French Culture to Hong Kong

CCG continues to champion arts and culture as a pillar of sustainable urban development through its long-standing partnership with the French May Arts Festival. Celebrating its fifth consecutive year in 2025, the “Chinachem x French May” fosters social cohesion, enriches communities, and boosts economic vitality by integrating French arts, gastronomy, and workshops into CCG’s retail and hospitality spaces, including Central Market, NINA MALL, and D•PARK.

Highlights include the Hong Kong debut of Cie Racines Carrées’ “Trampoline X Hip Hop,” captivating over 100 attendees, and French GourMay Markets. Eight complimentary dance workshops engaged diverse participants, promoting inclusivity.

Through immersive activities featuring world-class performances, the programme brought vibrant French culture directly into the heart of Hong Kong.



## Youth Empowerment

## Case Study

### Affordable Youth Hostels & Communal Spaces



Nina Hospitality partnered with the Y.Elites Association to provide affordable youth hostel accommodation at Nina Hotel Tsuen Wan West as part of a social integration programme for low-income residents. We transformed 100 hotel rooms into approximately 200 youth hostel beds with all essential facilities. Young residents can enjoy comfortable stays at a lower rent than the local housing market typically offers.



## Supporting the Underprivileged Communities

### Case Study

#### Pay-It-Forward Meal Box Donation Programme – Dignity Kitchen Hong Kong

The Pay-It-Forward Meal Box Donation Programme was a six-month initiative that promoted social inclusion through meal preparation and distribution.

The programme was organised in collaboration with a social enterprise Dignity Kitchen Hong Kong, which offers on-the-job training for people with disabilities. CCG Hearts members, along with Dignity Kitchen Hong Kong's staff, prepared nutritious meal boxes and delivered them to underprivileged communities in Tsuen Wan. In addition to helping alleviate the burden of food for low-income families, the programme showed care for some of the most vulnerable members of the community.



**360**

Volunteers recruited to cook  
and pack meals



**2,400**

Hot meals delivered to  
disadvantaged citizens



## Case Study

## Gateway to Language Inclusion Programme for Non-Chinese Speaking Students

To support the integration of non-Chinese speaking ethnic minority students into the local community, the Gateway to Language Inclusion programme was launched in partnership with a charity Intelligent Brilliant Education. The initiative reached 45 kindergarten students, offering inclusive activities that combined Chinese learning with play and cultural interaction.

The programme featured two extracurricular activities combining physical activity and storytelling with language learning, making language acquisition enjoyable and meaningful.



### Touch Rugby

Students were divided into multi-ethnic groups for the team sports, creating a fun environment for Chinese language learning while encouraging teamwork and mutual respect.



### Chinese Storytelling with the Orff Approach

Students participated in interactive lessons that blended music, movement, drama and speech, helping them express themselves, promote mindfulness, and cultivate a love for language learning.

As we continue to strengthen our social impact, CCG will continue to deepen partnerships with NGOs, social enterprises, and academic institutions to create lasting value in the communities we serve. Our focus will be on advancing elderly care and ageing support, promoting health and wellness, and fostering the development of sustainable, inclusive communities. These strategic collaborations will enable us to leverage collective expertise and resources, amplifying our ability to address evolving societal needs.

In parallel, we aim to expand our employee volunteering programme by introducing more meaningful opportunities that align with community and environmental priorities. By encouraging greater employee engagement in social initiatives, we hope to cultivate a stronger culture of empathy, purpose, and shared responsibility.



### Summary

In FY24/25, we provided over 125,000 hours of training – a 14.4% increase – to support talent development and build a future-ready workforce. We also achieved a 10% reduction in LTIR, reinforcing our focus on workplace health and safety. Through the strategic acquisition of Pine Care, we expanded into elderly care, now operating 12 residential care homes serving over 1,300 residents, aligning our businesses with evolving societal needs. Our community initiatives engaged more than 233,000 people through events and programmes we funded or organised. With a continued focus on service excellence and stakeholder engagement, CCG remains dedicated to building a more inclusive, resilient, and people-centred future.