



迎變而上
reimagine.
reinvigorate.
reinvent.

Environmental, Social and Governance Report

Table of Contents	1
Chairman’s Message	2
Sustainability at a Glance	3
About this Report	4
Corporate Profile	4
Core Business	4
Vision, Mission, Values and Culture	4
Our Approach	5
Report Scope and Boundaries	6
Governance Structure	6
Stakeholder Engagement and Materiality Assessment	7
Responsible Business Practices	8
Our Response to COVID-19	8
Product and Service Quality	10
Ethical Conduct	13
Intellectual Property Rights Protection	14
Confidentiality, Privacy and Data Protection	14
Managing the Environmental and Social Risks of Our Supply Chain	14
Environment	15
Protecting Our Environment	15
Environmentally-Friendly Solutions	16
Emissions and Waste Management	19
Driving Environmental Sustainability	20
Promoting Environmental Protection in Our Communities	20
Environmental Performance Summary	21
Employees	22
Employer of Choice	22
Diversity, Equity and Inclusion	23
Employee Profiles	23
Labour Standards	24
Employee Health, Safety and Well Being	24
Learning and Development	25
Communities	26
Engaging with Local Communities	26
Joining with Clients to Support Sustainability and the Community	29
International Excellence	30
HKEX Environmental, Social and Governance Reporting Guide Content Index	33





迎變而上
reimagine.
reinvigorate.
reinvent.



Chairman's Message

The year 2020 was difficult and disruptive for the whole world, with the COVID-19 pandemic adding to the headwind of an already challenging global economy. Almost no industry was left unaffected. Pico took a coordinated approach to implementing safe management practices to protect staff and ensure business continuity. We established standard operating procedures (SOPs) for global offices to adopt the necessary hygiene practices. Amid shortages during the early phase of the pandemic, we globally sourced and distributed disinfection supplies and 70,000 surgical masks to our offices. We devised Business Continuity Plans and flexible work arrangements such as work-from-home to support pandemic prevention and control and ensure smooth business operations.

We played our part as industry leaders by advising clients on safe management practices for events. In Hong Kong, we proposed SOPs and adaptive design and execution plans to guide organisers and venue operators through safe show execution and participant interaction. Special pandemic control staff, safety officers, safety audits and disinfection materials were provided for shows at which Pico was appointed official service provider. In Malaysia, to support the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS), Pico was involved in devising SOPs for events and exhibitions during the pandemic, and performed an audit of safety guidelines for exhibitions. Pico was appointed to the Business Events Penang Task Force to formulate SOPs and rejuvenate the business events industry in Penang State. In other countries and regions, we fully complied with local government guidelines for holding events, such as those involving group sizes, social distancing and limiting opportunities for close contact.

With the pandemic affecting how our clients engage with customers and audiences at traditional events, we helped them achieve their objectives and solve their problems by providing alternatives in the form of virtual and hybrid events. These included different types of conferences, fashion shows, broadcasts and livestream tournaments. Demand for virtual events, with carbon footprints much-reduced compared to traditional offline events, accelerated during the lockdown period. This in turn helped to further our efforts to protect the environment.

Pico continued its engagement in caring for communities. As well as ongoing community and charitable initiatives begun before the pandemic, we provided professional support to help establish care facilities for COVID-19 testing and patient recovery in Hong Kong, Singapore and Myanmar.

We are certain that the pandemic will continue to impact our business in 2021, just as its disruptive influence will continue to be felt by economies, governments, healthcare, education and on entire ways of life. Nevertheless, in the more than 50 years since its establishment, Pico Group has overcome numerous crises. It is the Group's instinct to turn challenges into opportunities, and continuously transform our business to sustain a leading market position and create sustainable value for all stakeholders.

I am especially grateful to our leaders and staff members for their resilience and hard work during these turbulent times. Thank you.

Lawrence Chia Song Huat
Chairman
Pico Far East Holdings Limited



Sustainability at a Glance

Driving Business Excellence

Celebrating **50+** years of business success

Operations span **36** cities worldwide

About **40** international awards

Nurturing Our Talent

Some **2,200** permanent employees worldwide

Workforce by gender: Female: **45%**

Male: **55%**

Workforce by age: Below 40: **67%**

40 and above: **33%**

Caring for Our Communities

Awarded the Hong Kong 'Caring Company'

designation for **13** consecutive years

Caring for Our Environment

Total energy use was **6,359,148** kWh, or

3,384 kWh per employee in our main operations*

Total carbon emissions were **3,852** tonnes, or **2.1** tonnes
per employee in our main operations*

* The Group's main operations encompass our global offices located in Asia, Australia, Europe, the Middle East and North America.

Unless otherwise stated, information in this section applies to the Financial Year ended 31 October 2020.



About this Report

Corporate Profile

Pico is a global total brand activation company listed on The Stock Exchange of Hong Kong Limited ('HKEX') since 1992 (stock code: 752).

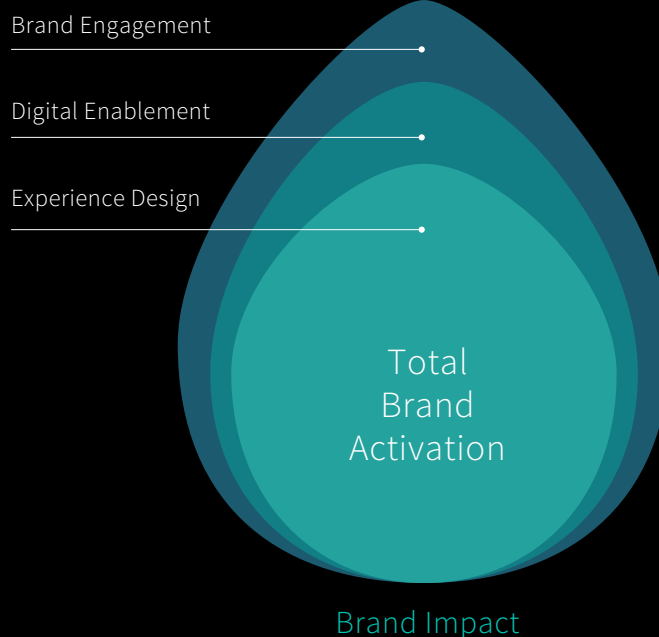
Our uniqueness and strengths lie in the diversity of our some 2,200 inspired professionals working in 36 cities worldwide. For over 50 years, the Pico Group has mastered brand activation, crafting immersive experiences that deliver unforgettable and highly effective engagements to target audiences around the globe.

We call this Total Brand Activation.

Total Brand Activation in this new era is experience-led and digital-first. We merge experiential, communication and technological talent to create extraordinary experiences and powerful activations engineered for superior results.

Core Business

The Pico Difference



Vision, Mission, Values and Culture

Vision		The global leader in total brand activation	
Mission		To deliver tomorrow’s impactful experiences today	
4 Pillars of Our Mission			
People One team of energetic specialists embracing changes	Process One collective focus on solving our business challenges today and tomorrow	Purpose One aspiration in creating sustainable value for all stakeholders	Place One integrated network operating in a borderless marketplace
Our Values & Culture			
Passion We are passionate in what we do	Innovation We challenge the status quo and embrace new ideas	Commitment We deliver with honour, integrity and empathy	One Pico We unite through diversity, equity, and inclusion

For more than half a century, Pico's success and leadership have been built on vision, innovation and a forward-looking willingness to embrace change. Embracing change starts with defining our purpose, our vision and mission, and our values and culture. The objective is to build a strong and agile organisation that is able to move with the times and overcome challenges.



Our Approach

Pico believes in treating our employees, the wider community and the environment with care and respect. The trust of our staff, the support of our stakeholders and the continuing health of the communities we operate in and the environment that surrounds and sustains us have been crucial to the Pico Group's global success. These factors will continue to play an ever greater and more interconnected role in the future.



The Pico Group is committed to working with our business partners in long-term, mutually respectful relationships, now and in the future. By adhering to responsible business practices and ensuring that we create optimal results for our clients, stakeholders, communities and the planet, we aim to drive positive change as we build and sustain a better world for all of us.

The United Nations has developed 17 overarching Sustainable Development Goals ('SDGs') that provide a blueprint to achieve a better and more sustainable future for all. The SDGs which most closely fit with our business model are outlined below and the details are explained in the corresponding sections.





Report Scope and Boundaries

This is the Environmental, Social and Governance ('ESG') report of Pico Far East Holdings Limited and its subsidiaries (the 'Pico Group', 'Pico' and 'the Group').

This report details the Group's ESG commitments, our management's approach to ESG and the Group's overall ESG performance between 1 November 2019 and 31 October 2020 ('this year'), a period which matches the financial year of the Group. This is the same period covered in the Group's annual report.

In order to emphasise our care and respect for our employees, the wider community and the environment, this report covers the global operations of the Group during the above reporting period, unless otherwise stated.

This report has been prepared in accordance with the requirements of the Environmental, Social and Governance Reporting Guide (the 'Guide'), Appendix 27 of the Rules Governing the Listing of Securities on HKEX.

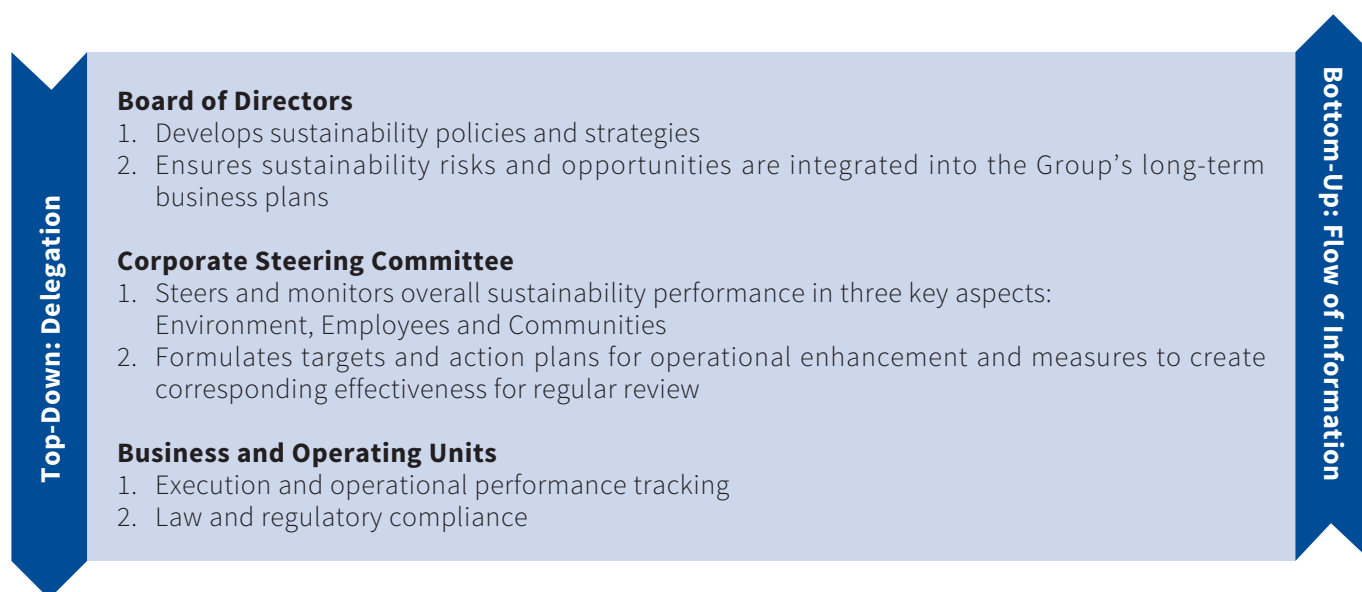
During the development of this report, Pico engaged with a wide range of stakeholders to ensure that we fulfilled the requirements of the Guide. The information disclosed in this report represents the most relevant ESG issues identified by these key stakeholders, with the issues divided into broad environmental and social categories, as suggested by the Guide.

Going forward, we will continue to communicate our progress and gradually enhance the transparency and scope of our sustainability performance in future reports.

Governance Structure

The Group is governed by the Board of Directors (the 'Board'), which is made up of three executive directors, including the Chairman and four independent non-executive directors. The Board is responsible for setting the strategic direction and policies of the Group to ensure the effective delivery of sustainability-related initiatives. Members of the Board are committed to ensuring that our business operates responsibly and that the Group acts in the best interests of our stakeholders and shareholders.

The Board delegates the day-to-day management of all ESG aspects of our operations to the Corporate Steering Committee, which includes representatives from senior management representing different focuses of our operations. This committee oversees our ESG performance, leads our long-term ESG strategic development and reports back to the Board. Our ESG performance is also reviewed and evaluated regularly.





Stakeholder Engagement and Materiality Assessment

Our stakeholders are an integral part of our continuing success: they are both the reason for and the motivation behind this success. Engaging with our stakeholders – including our senior management, employees and others – through multiple channels and on multiple levels allows us to obtain valuable input and feedback. In turn, this allows us to consistently update our procedures, approaches and business practices.

Material topics identified by our stakeholders:

Area	Topic
Responsible Business Practices	Our Response to COVID-19 Product and Service Quality Ethical Conduct Intellectual Property Rights Protection Confidentiality, Privacy and Data Protection Managing the Environmental and Social Risks of Our Supply Chain
Environment	Protecting Our Environment Environmentally-Friendly Solutions Emissions and Waste Management Driving Environmental Sustainability Promoting Environmental Protection in Our Communities Environmental Performance Summary
Employees	Employer of Choice Diversity, Equity and Inclusion Employee Profiles Labour Standards Employee Health, Safety and Well Being Learning and Development
Communities	Engaging with Local Communities Joining with Clients to Support Sustainability and the Community



RESPONSIBLE BUSINESS PRACTICES

Disclosures in this section support SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all, and SDG 9: Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.

Committing to best practices ensures not only the success of a business, but that other businesses in the industry will follow their lead. Underpinning the Pico Group's purpose, strategy, reputation and ability to deliver long-term shareholder returns is our clear commitment to responsible business practices.

Our Response to COVID-19

The pandemic has a significant impact on the way how people live and how businesses engage with their clients. The Group has responded to the situation by delivering virtual and digital technology solutions which replace face-to-face events, or hybrid solutions which complement relatively smaller face-to-face events with virtual elements. Our digital capabilities have enabled the Group to fulfill a strong emerging need. During the year, an increasing number of clients turned to us to deliver virtual or hybrid events and exhibitions, helping them to adapt their marketing strategies to sustain their business.

CENTRESTAGE virtual fashion show – Hong Kong

‘A World of PHYGITAL’ – a convergence of digital and physical worlds - was the theme for the first-ever virtual edition of CENTRESTAGE virtual fashion show. Pico Hong Kong and its digital arm Epicentro integrated traditional fashion show elements with digital imagery to redefine the concept, design, curation and production of runway shows. We developed videos for the event’s six fashion shows, capitalising on the format to create a variety of virtual runway sceneries, and helping to attract a potentially global audience to Hong Kong and Asian designers.

The Fifth Global Virtual Reality Conference – Mainland China

China Mobile’s Migu Video Technology adopted Pico’s new virtual reality (VR) cloud exhibition solution at the Fifth Global Virtual Reality Conference. The technology was used to enhance the audience experience, with an immersive 360-degree digital exhibition environment hosting a launch event and signing ceremony, as well as featuring a virtual exhibition area. This resulted to 1,666 pieces of news coverage from traditional media, and also 3,019 pieces of content by new media with over 50 million views. Another successful outcome of the conference was the formation of a strategic alliance between Pico+ and Migu Video Technology to create new VR virtual events and exhibitions. The alliance will cover the following three spectrums: Online and virtual exhibitions and platforms, VR content channels on mobile phones, TVs and VR headsets and VR e-commerce and online new economy.



OMEN’s virtual livestream tournament – The US

HP’s gaming brand OMEN presented the first-ever virtual livestream tournament of a skateboarding video game at PAX Online. Activated by Infinity Marketing Team, a Pico Group company, the tournament provided an avenue for the brand to reach young gaming enthusiasts at the PAX Online event and also viewers from around the world. Crowd response to the livestream event exceeded OMEN’s expectations, with 726,000 views, 2.8 million minutes watched and 3,500 live content entries.





Other digital/virtual/hybrid projects with Pico involvement:

Project	Location
Cloud Expo Asia, Hong Kong	Hong Kong
e Cloud at China Telecom's nationwide 'China 5G · 24-hour' online broadcast	Beijing
2021 Yonex Newest Technology and Products Trade Show	Shanghai
DBS Asian Insights Conference	Singapore
Virtual Sharp Dealers' Convention	Malaysia
HP Inc. Malaysia's Launch and Partner Event	Malaysia and Singapore
Cars in the Cloud Virtual Showcase	Australia
Virtual exhibitions using the Group's VX Events platform: Pack Print Plas Philippines VX Hotel Suppliers Show VX Beauty and Wellness Manila VX Philconstruct VX	The Philippines

Product and Service Quality

Client satisfaction

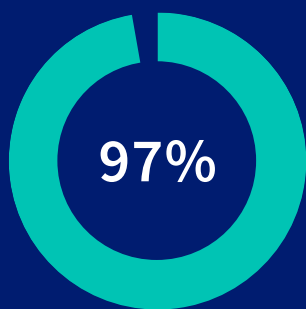
As part of our mission to be our clients' partner of choice, we are constantly working to upgrade and improve our capabilities. One such capability is the Pico Client Care Centre ('CCC'), an important client communication tool. Operated by the Group's headquarters, the CCC centralises the management of client satisfaction surveys for our global offices. All responses, complaints and compliments are reviewed by the Group Chairman and the relevant country and unit heads to ensure that the voices of our customers are heard and handled at the highest levels.

Through a standardised electronic client satisfaction survey, the CCC seeks the views of our clients in several areas: account servicing, service offerings, production and end results.

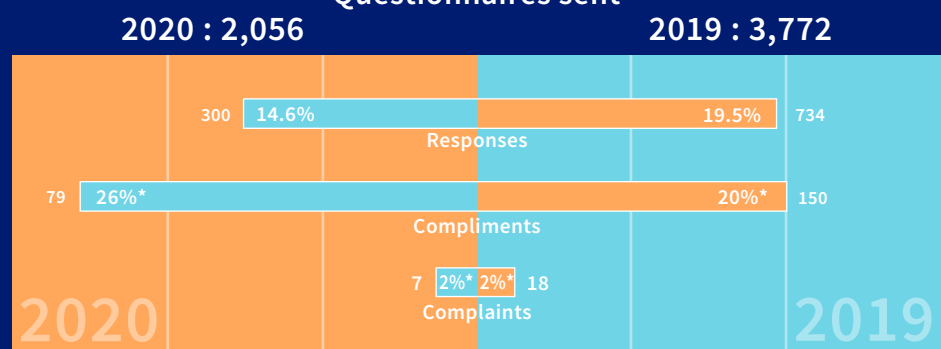
The information obtained by the surveys indicates how each team and each individual has performed, how satisfied our clients are, and how we can make improvements. To ensure as many clients complete the survey as possible, the survey is conducted in a number of languages: Arabic, Chinese, English, Japanese and Korean.

During the reporting period, we reached out to 2,056 clients. The overall client satisfaction level was 97%.

Client Satisfaction



Questionnaires sent



Data for the years ended 31 October

The increased percentage of compliments among the number of responses received indicated an improvement in client satisfaction over the previous reporting period.



Client testimonials



"At the Tencent LBS Partner project, the ambience was creative and vivid, crowd safety and crowd flow were well-organised. The whole night event was a great success and highly appreciated by our company's management... From pre-event processes to the design proposal, to building on site and the event itself, Pico's attitude was professional and meticulous. Their good communications, ability to respond rapidly, and their on-site coordination were crucial factors in the event's success."

– Wayne Chen, Marketing Department, Tencent



"The Fifth Global Virtual Reality Conference integrated virtual reality into its programme in response to pandemic control measures. Modern information technologies such as internet, big data and virtual reality transformed it from 'face-to-face' to 'screen-to-screen' and 'line-to-line', as well as made it possible to offer innovative exhibition marketing tools such as business matching channels and promotion of 'cloud exhibition', 'cloud forum', 'cloud contract signing' and 'cloud publishing'. Pico's work on planning, design, digital production, deployment, operation and maintenance received unanimous praise. The team's creativity, professional technical services, efficient communication and great diligence ensured that the conference was a smooth success."

– China Mobile's Migu Video Technology



"Although it was GE China's third exhibition at the CIIE, it was the first time for our dual booth with GE Healthcare. We hoped to show the best both GE China and GE Healthcare have to offer while bringing visitors a delightfully new experience. Pico's support in the last three years has helped make the CIIE a signature event for GE China. The third edition of CIIE was extraordinary for one and all. Despite the challenges posed by the pandemic, the Pico team was able to deliver with the highest quality. As well as ensuring smooth on-site booth operation, Pico created an engaging visitor experience. We look forward to working with them on more projects in the future."

– Michelle Li, GE China Communications



"We have worked with Pico for many years, starting in 2008, and I can assure you that they are in all respects worthy of trust, esteem and loyalty... their people who worked to prepare the Stäubli booth at ITMA 2019 as well as those who relocated to Barcelona for six weeks made great sacrifices to get the job done, and they all deserve our gratitude."

– JEGOU Joël, Communication Manager, Stäubli Group





Standards of production and business operations

We endeavour to ensure our business continuity, safe and smooth operations especially in response to COVID-19. Measures taken as appropriate to ensure this include:

- Establishing Pico Group Health Alert and Business Continuity Plan for global offices.
- Conducting global offices recovery assessment.
- Adopting flexible work arrangements such as work from home.
- Driving the rejuvenation of the industry by devising adaptive standard operating procedures (SOPs) and advising clients on the safe management of events with adaptive design and execution plans.
- Providing disinfection materials and arranging staff to carry out the pandemic control measures for shows at which Pico was appointed official service provider.
- Full compliance with local government guidelines such as those involving group sizes and social distancing at events.



In support of the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) and the industry, Pico was involved in devising industry SOPs for events and exhibitions, and also performed an audit of safety guidelines for exhibitions. The SOPs include guidance for venue and event check-in, body temperature screening, social distancing, headcount monitoring, and personal protective equipment for service staff. Pico was also appointed to the Business Events Penang Task Force to formulate SOPs and rejuvenate the business events industry for Penang State.

Apart from the above, we are committed to delivering the highest standard of quality, health and safety. The measures implemented to ensure this include:

- Standardised production processes in our production plants.
- We are constantly upgrading and improving our capabilities through quality management programmes and certification processes such as ISO 9001 Quality Management Certification. More accreditations are listed in the 'International Excellence' section of this report.

During the reporting period, no cases of non-compliance were recorded relating to health and safety and redress handling. Pico continued to act in compliance with all relevant laws and regulations such as the Construction Sites (Safety) Regulations in Hong Kong.



Creating efficiencies through new services and innovations

In the more than 50 years since the establishment of Pico Group, we have overcome numerous crises and continually transformed our business to sustain our lead in the markets we are in. Consequently, though the COVID-19 crisis significantly affected our business, the **‘Drive Change, Go Digital and One Pico’** strategies we implemented several years ago have allowed us to promptly adjust our operation and pivot our business solutions physically and digitally for brand activation. We are certain that the pandemic will continue to impact our business in 2021, and that its effects will be felt in the years beyond. We have embraced this challenge by continuously redesigning our business and transforming our business model with five overarching strategies:

1. Improving organisational agility.
2. Accelerating adoption of new technologies and digital transformation.
3. Transforming our business model to an experience-led, digital-first business.
4. Investing in a content creation and community building business.
5. Talent acquisition and development.

The progressive and industry-leading initiatives launched in the previous years achieved tangible results during the reporting period. Our centralised deployment centre model, which consolidates project management, procurement and production processes improved our gross margin in operations in Northern China and Southern China, including Hong Kong. In future, we see this model as a unique competitive advantage for the Group that creates value for all our stakeholders. We are developing different vendor management systems to ensure a seamless and transparent process. To date, 400 vendors have already enrolled in the systems.

Our unified IT system, Power One, which includes automation and a centralised data repository, will be expanded with advanced data analytic technologies and customer relationship management as rolled out to the entire global network.

Ethical Conduct

All individuals associated with Pico are required to conduct themselves in accordance with the letter and spirit of our ethics, anti-corruption practices, anti-money laundering policies, and other policies and guidelines. Under no circumstances do we ever offer or accept bribes or other similar types of consideration, directly or indirectly, during the course of conducting any business. Employees are expected to perform their duties under the Group’s Code of Ethics and Business Conduct. Ethical measures implemented include:

- Regular training programmes for staff regarding anti-corruption practices, sound operational practices and business ethics.
- The ‘Pico Whistle-blower Line’ encourages the reporting of any suspected ethical violations. Any report received will be brought to our Internal Audit Department and Legal and Compliance Department for investigation. The Pico Whistle-blower Line is promoted through regular training and the Group intranet. A set of frequently asked questions is provided to ensure the transparency of the Line’s procedures.
- The Code of Ethics and Business Conduct is available on the Group intranet and can be accessed by all staff.

During the reporting period, no legal case or non-compliance case regarding corrupt practices, bribery, extortion, fraud, or money laundering was brought against the Group or its employees. Pico will continue to observe relevant laws and regulations such as the Prevention of Bribery Ordinance in Hong Kong and the Law on Anti-money Laundering in mainland China.



Intellectual Property Rights Protection

Our Code of Ethics and Business Conduct requires that our employees strictly adhere to established security measures and internal controls which safeguard the integrity and validity of Pico's intellectual property, as well as that of our clients and third parties.

All trademarks and patents are centrally managed by our Legal and Compliance Department. Established management systems ensure the proper protection of intellectual property rights, safeguard the traceability of documents and allow us to remain up to date with the latest relevant laws and regulations.

During the reporting period, no cases of non-compliance were recorded related to intellectual property rights. Pico will continue to act in accordance with the relevant laws and regulations, such as the Trademark Law, Copyright Law and Anti-unfair Competition Law in mainland China and the Trade Marks Ordinance in Hong Kong.

Confidentiality, Privacy and Data Protection

It is a top priority of the Group to protect proprietary company information and personal data. Our Code of Ethics and Business Conduct and our Personal Data Policy clearly state that proprietary information and personal data about other companies, suppliers and customers must be treated with sensitivity and discretion. Unauthorised disclosure of any confidential information is strictly forbidden and may lead to disciplinary or legal action being taken.

Our information technology policies include measures which strengthen information security and minimise the risk of information leakage. These include:

- Installation of anti-virus software and computer firewalls.
- Mandatory periodic changes of passwords.
- Provision of cyber-security training to employees.

Any exceptions or irregularities should be reported and followed up according to established policies. Our Legal and Compliance Department provides internal education and monitors and implements any relevant consumer data protection and privacy policies.

During the reporting period, no cases of non-compliance were recorded related to confidentiality, privacy or data protection. Pico will continue to act in accordance with the relevant laws and regulations, such as the Personal Data (Privacy) Ordinance in Hong Kong.

Managing the Environmental and Social Risks of Our Supply Chain

The Group is committed to reducing, as much as possible, the environmental and social risks inherent in our supply chain in every part of the world. The Pico Group Environmental Policy specifies that the environmental performance of our suppliers and our partners is one of our highest concerns. Our stringent sourcing process ensures that our production materials are as environmentally friendly as possible.

Regarding social risks, our goal is to ensure that everything the Group and our suppliers and partners do is consistent with good and ethical business practices. Our Code of Ethics and Business Conduct requires that our personnel and suppliers comply with all applicable anti-bribery and corruption laws for all our offices. The selection of our partners, subcontractors and suppliers is made using objective and impartial criteria.

Measures to ensure the proper management of environmental and social risks along the Group's supply chain include:

- Evaluations of suppliers regarding their environmental and social risks. The results of these evaluations form the basis of our supplier selection process.
- Use of an automated vendor tendering platform to ensure fair and transparent vendor selection processes.
- Requiring approved vendors to sign an integrity agreement.
- Regular visits to vendor managers to ensure that our relationships are sustainable, cooperative and of high integrity.

ENVIRONMENT

Today, protecting the environment should be a top responsibility for every corporation. Pico believes that addressing and mitigating the environmental impact of our operations is an essential part of doing business, and this requires our continuous attention and effort as we work to address important environmental issues like global climate change, pollution and the overuse of natural resources.

Protecting Our Environment

Pico is committed to the principles of sustainable development. Our Group Sustainability Policy outlines our commitment to:

- Using water, electricity and other natural resources efficiently.
- Properly disposing of waste and reducing our emissions into the atmosphere.
- Reducing the use of energy in our daily operations and in the development, production, marketing, and distribution of our products and services.

Our eco-friendly approaches are built around the '3Rs' philosophy: Reduce, Reuse and Recycle.



During the reporting period, there were no non-compliance incidents in relation to air or greenhouse gas emissions, discharges into water or on land, and the generation of hazardous and non-hazardous waste. Pico will continue to observe all relevant laws and regulations, such as the Environmental Protection Law, the Atmospheric Pollution Prevention and Control Law, and the Prevention and Control of Environmental Pollution by Solid Waste Law in mainland China.

Environmentally-Friendly Solutions

Disclosures in this section support SDG 12: Ensure sustainable consumption and production patterns.

Part of the Group's business involves providing custom-made solutions for our large and diverse client base. Within this business model, we offer 'eco-positive' encouragement to our clients, suggesting that they adopt eco-friendly solutions. We also adopt eco-friendly practices in our offices and production plants to minimise the impact of our business on the environment.

Reducing the use of wood

Wood is frequently used for structures and furniture throughout our operations. Measures taken in several offices to reduce its consumption include:

- Digital solutions for online and virtual events to significantly reduce the use of wood needed for physical events.
- Standardised and reusable systems for structures like wall frames, platforms and counters.
- The Pico-branded SMART Lightbox, a reusable lightbox containing no wooden materials.
- Reusable LED screens and light projectors to reduce the use of wooden display materials.
- Furniture made from reclaimed wood.
- Advanced cutting machines and optimised software to ensure that wood products are cut accurately to minimise waste.
- Re-use of larger wood scraps to make smaller panels or structural supports in exhibition and event projects.



Reducing electricity consumption

Electricity is by far the most significant energy resource consumed in our offices and production plants, and also our largest source of carbon emissions. Measures taken in several offices to ensure the efficient use of electricity include:

- Conducting electricity audits to create benchmarks for improvement.
- Use of solar powered lights in outdoor areas to harness solar energy.
- Replacing traditional lights with LED lights in offices and signage products and removing unnecessary lights.
- Scheduling production in batches to optimise electricity consumption.
- Setting timers, temperature controls and motion sensors on lights and air conditioners.
- Setting computer screens to 'default off when idle' mode.
- Posting reminders to raise staff awareness of the importance of reducing electricity usage.



During the year under review, our main operations recorded a reduction in electricity consumption of 38% (by floor area), which resulted in a 41% reduction in total greenhouse gas emissions (by floor area) over the previous reporting period. The details of this drop are set out in the Environmental Performance Summary section of this report.

Use of water

We are committed to using water resources efficiently in our offices and production plants. Our water efficiency initiatives include:

- Controlling water pressure and using push-type water taps to avoid unnecessary water wastage.
- Water used in the water curtains of spray paint booths in our production plants is reused in a water circulation system.
- Posting reminders to raise staff awareness about the importance of conserving water.

During the year, our main operations recorded a 11% reduction in total water consumption (by floor area) over the previous reporting period. The details of this drop are set out in the Environmental Performance Summary section of this report.

Use of paper

Measures taken in several offices to ensure the efficient use of paper include:

- Use of digital communications and operations, like using mobile applications for internal approval flow, and digital platforms to replace traditional paper-based orders at exhibitions where Pico is the official service provider.
- Centralised paper ordering system to simplify paper usage monitoring.
- Use of the 'tap and print' function – whereby documents are only printed when staff physically tap on printers – to reduce accidental printing.
- Use of e-greeting cards to send holiday greetings to clients and other stakeholders.
- Posting of staff reminders to save paper and providing bins to promote reuse and recycling efforts.

During the reporting period, our main operations recorded a reduction of paper consumption per employee of 42% over the previous reporting period. The details are set out in the Environmental Performance Summary section of this report.

In our Hong Kong office, over 3,000 kg of used papers were collected and sent to a recycling company.





Use of other resources

Apart from those mentioned above, the events and exhibitions industry traditionally uses significant amounts of resources to create the right ambiance and ensure excellent audience experiences. Pico encourages all our clients to reuse items wherever possible. In cases where items cannot be reused, we pursue other options.

Ultimately, our clients make the final decision regarding the methods and materials used in their solutions, but thanks to increasing public awareness and support for environmentally-friendly initiatives, more clients are adopting eco-friendly approaches.

Eco-friendly solutions provided to clients or adopted in our several operations include:

- Digital solutions for online and virtual events significantly reduce the use of decorative items needed for physical events.
- Replacing water in single-use plastic bottles with reusable water carboys at exhibitions and events and drinking fountain in offices.
- Use of biodegradable plastic rubbish bags in convention centres under our management.
- Reuse of carpet, utensils, furniture, and a wide variety of other decorative items.
- Removing single-use plastic straws from our office canteens.
- Placing recycling bins in exhibition halls and offices during installation and dismantling work.

Reducing our carbon footprint

In addition to the measures taken to reduce our impact on the environment, the Group also took the following steps to reduce our carbon footprint this year:

- Delivering digital and virtual events with a smaller carbon footprint than that of physical events.
- Implemented a standard video conferencing system globally which allows all offices to communicate and share documents digitally. This has substantially reduced the need to travel for meetings.
- Our offices in Hong Kong and Beijing now have electric vehicle charging stations, providing an incentive for staff to drive electric cars instead of petrol-powered cars.



Emissions and Waste Management

Disclosures in this section support SDG 12: Ensure sustainable consumption and production patterns.

The Group is committed to reducing the impact of the emissions and waste produced by our business activities. Air emissions produced by our operations are primarily exhaust gases generated from sawing, spray painting and welding at our production plants in Dongguan and Dubai; while the major source of greenhouse gas emissions is electricity consumption in our offices. Measures taken to reduce and control the consumption of electricity have been explained in previous sections.

Measures taken to reduce the pollutants generated from spray painting include:

- Using of coloured aluminium composite panels, flame retardant cloth, melamine-faced board, UV board and wallpaper instead of ordinary timber, which requires more paint during finishing work.
- When spray painting is still needed, we promote the use of water-based paints instead of oil-based paints, as water-based paints contain lower levels of hazardous substances.

In compliance with local laws and regulations, all emissions are treated before being discharged:

- Exhaust gases are treated by filtration systems such as activated carbon absorption, water curtain spray paint booths, wet spray de-dusting towers and UV photocatalyst purifiers.
- Filtered exhaust gases are discharged at high altitudes in compliance with local laws and regulations.

In our production plants, various types of hazardous waste are generated. These are mainly used activated carbon generated during exhaust gas filtration, wastewater used in water curtain spray paint booths, and paint buckets which contain paint residue. Measures taken to minimise the generation of these waste products include:

- Wastewater is reused until the hazardous chemicals it contains reach a certain concentration.
- Paint buckets are reused whenever possible.

All hazardous waste is collected and processed by qualified waste disposal companies which comply with relevant government regulations.

The Group's business operations also generate non-hazardous waste products, mainly wood scraps from our production plants and paper from our offices. These waste products are either reused or passed to qualified parties for recycling whenever possible. Other measures to ensure the efficient use of wood and paper are described in the previous section.

During the year, our production plants recorded a 64% reduction in the emissions of exhaust gases, 67% reduction in total hazardous waste produced, and 1% reduction in total non-hazardous waste produced. The details are set out in the Environmental Performance Summary section of this report.



In our Australia office, we introduced Pico branded wheat fibre reusable coffee cups, which prevented 1,300 coffee cups from being added to landfill last year.



Driving Environmental Sustainability

Many of our clients' activations have a strong sustainability component. As our clients' advocate and partner, we are often able to help organise, facilitate and participate in these projects which contribute to global environmental protection.

These projects include:

Eco-Friendly Idea	Project with Pico Involvement
Eco-friendly manufacturing technologies	LASER World of PHOTONICS CHINA 2020 in Shanghai
	The 22nd China International Optoelectronic Exposition in Shenzhen
Green energy	SNEC 14th (2020) International Photovoltaic Power Generation Conference and Smart Energy Exhibition and Conference in Shanghai
	China International Industry Fair 2020 in Shanghai
	China Wind Power 2020 in Beijing
New energy vehicles	Auto China 2020 in Beijing
	Auto Guangzhou 2019
	2020 Hunan (Changsha) International Intelligent Transportation and Intelligent Network Connection and New Energy Automobile Exposition
	Chengdu Motor Show 2020

Promoting Environmental Protection in Our Communities

Disclosures in this section support SDG 13: Take urgent action to combat climate change and its impacts.

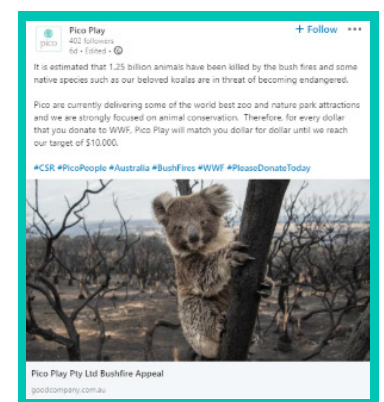
Pico and Earth Hour 2020 #Connect2Earth

Every year since 2014, Pico has supported WWF's Earth Hour. For one hour starting at 8:30pm (local time) on 28 March 2020, Pico mobilised offices and subsidiaries in over 30 cities around the globe to switch off their non-essential lights and electronic devices to add their voices to Earth Hour, one of the world's largest grassroots environmental events.

As well as joining in the 'switch off' action, Pico encouraged more people and businesses to participate, by spreading the '#Connect2Earth' Earth Hour campaign tag on social media, and by providing special e-cards for staff to send to clients and friends.

Highlights of our environmentally-focused activities appear below:

Activity	Engaging Organisation	Location
Raised funds and donated dollar for dollar to support WWF's "Towards Two Billion Trees" plan to aid recovering and restoring Australia after the devastating 2019-20 bushfires.	WWF	Australia
Participated in the Red Pocket Recycling and Reuse Campaign to collect and recycle used red pockets in Chinese New Year.	Greeners Action	Hong Kong





Environmental Performance Summary

HKEX ESG Reporting Guide Reference	Indicator	Unit	Year ended 31 October 2020	Year ended 31 October 2019
KPI A1.1	Emission of exhaust gas from production plants	kg	170	468
KPI A1.2	Greenhouse gas (GHG) emissions from main operations ^{#3}	tonnes	3,852	5,778
	Indirect emissions (Scope 2 ^{#4}) – purchased electricity			
	GHG emissions per employee	tonnes/employee	2.1	2.4
	GHG emissions per floor area	tonnes/m ²	0.03	0.04
KPI A1.3	Total hazardous waste produced in production plants	tonnes	2	6
	Total hazardous waste produced per floor area in production plants	kg/m ²	0.04	0.09
KPI A1.4	Total non-hazardous waste produced from main operations – paper	tonnes	10	21
	Paper consumption per employee	kg/employee	5.1	8.9
	Total non-hazardous waste produced from production plants – wood scraps	tonnes	78	79
	Total non-hazardous waste produced per floor area of production plants – wood scraps	kg/m ²	1.6	1.2
KPI A2.1	Indirect energy consumption in main operations	kWh	6,359,148	9,121,770
	Indirect energy consumption per employee	kWh/employee	3,384	3,846
	Indirect energy consumption per floor area	kWh/m ²	42	67
KPI A2.2	Water consumption in main operations	m ³	42,300	42,510
	Water consumption per employee	m ³ /employee	23	18
	Water consumption per floor area	m ³ /m ²	0.28	0.31

Remarks:

- #1 For the year ended 31 October 2019, the production plants were in Beijing, Dongguan and Shanghai. For the year ended 31 October 2020, the production plants were in Dongguan and Dubai. The change in scope is to reflect the extension of report coverage to the production plant in Dubai and the decrease of production activity of production plants in Beijing and Shanghai.
- #2 Main operations refer to our global offices located in Asia, Australia, Europe, the Middle East, and North America.
- #3 Given that 1) our major energy source and consumption is purchased electricity, 2) we do not own a significant number of vehicles, and 3) we do not conduct other business activities involving significant direct emissions, the data on our Scope 1^{#4} emissions is not significant and thus has not been disclosed.
- #4 The scopes of emissions are defined in accordance with the international reporting framework published by the World Resources Institute/World Business Council for Sustainable Development, as reported in *The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard*. The GHG emission data is presented in carbon dioxide equivalent units.

a+m

advertising+marketing MAGAZINE'S AGENCY OF THE YEAR AWARDS



Our talented, passionate and determined people are the driving force behind Pico's 50 years of constant growth and success. Pico's fast-paced, inclusive and exciting company culture attracts visionary thinkers and team players, while our management team nurtures talented people, helping them grow with the organisation through a clear and well-defined career advancement plan.

Employer of Choice

Our aspiration to become an employer of choice for our people is outlined in the Pico Group Corporate Social Responsibility Global Guidelines and Policy. This document explains how our vision is to be a harmonious and inspiring place where everyone can share and contribute so as to continuously attract and retain talent worldwide.

Every Pico office is obliged to provide all staff with a safe, healthy and caring environment. The measures taken to fulfil these obligations include:

- Systems which quickly identify employees with business acumen and leadership qualities and help them reach their full potential.
- Employee performance is evaluated during annual appraisals. This builds mutual understanding and serves as a basis for salary adjustments.
- Transparent compensation, dismissal, recruitment and promotion practices that take into consideration various factors spanning four perspectives: Financial, Customer, Internal Process, and Learning and Growth. Collectively, these factors are known as Pico's Balanced Scorecard – a performance measurement system adopted in all our offices around the world.



During the reporting period, there were no non-compliance incidents relating to compensation, dismissal, recruitment and promotion, welfare, or other benefits. Pico will continue to observe all relevant laws and regulations, such as the Labour Law in mainland China, the Employment Ordinance in Hong Kong and the Employment Act in Singapore.

Diversity, Equity and Inclusion

Disclosures in this section support SDG 5: Achieve gender equality and empower all women and girls. They also support SDG 10: Reduce inequality within and among countries.

The Group is committed to providing equal opportunities to all staff in terms of employment, learning and development, career progression, welfare, and benefits programmes – regardless of race, colour, religion, gender, age, disability, family status, nationality, or employability status. As stated in our Corporate Human Resources Manual, all employees are treated as individuals and are assessed solely based on their capability to perform to expectations.

Discrimination in any form is prohibited in all areas of our business, including recruitment, remuneration and opportunities for promotion. We also strive to provide an inclusive working environment for employees with special needs.

During the reporting period, no cases of non-compliance were recorded related to equal opportunities, diversity or anti-discrimination. Pico will continue to observe all relevant laws and regulations, such as the Law on the Protection of Women's Rights and Interests in mainland China; and the Family Status Discrimination Ordinance, the Disability Discrimination Ordinance and the Race Discrimination Ordinance in Hong Kong.

Employee Profiles

The Group

Total Workforce: some **2,200**

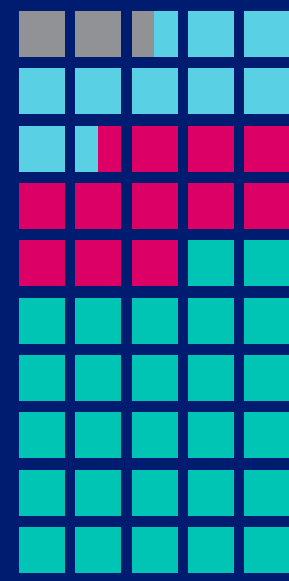
Breakdown by gender



Breakdown by age



Breakdown by years worked at Pico



The charts depict full-time, permanent employee figures as at 31 October 2020



Labour Standards

It is a Group-wide policy that all our entities strictly comply with all employment and related legislation in every place that we operate. Child and forced labour are strictly prohibited in every geography, and we conduct stringent identity verification procedures during the recruitment process. We also strictly comply with laws and regulations on working hours and rest periods. The details of these procedures appear in our Corporate Human Resources Manual.

During the reporting period, no cases of non-compliance were recorded related to labour standards on working hours, rest periods, child and forced labour. Pico will continue to observe all relevant laws and regulations regarding working hours and rest periods, including the Decision of the State Council on Working Hours of Workers and Staff in mainland China, the Employment Act in Malaysia, and the relevant laws and regulations regarding child and forced labour, such as the Law on the Protection of Minors and Provisions on the Prohibition of Using Child Labour in mainland China and the Employment Ordinance in Hong Kong.

Employee Health, Safety and Well Being

Disclosures in this section support SDG 3: Ensure healthy lives and promote well-being for all at all ages.

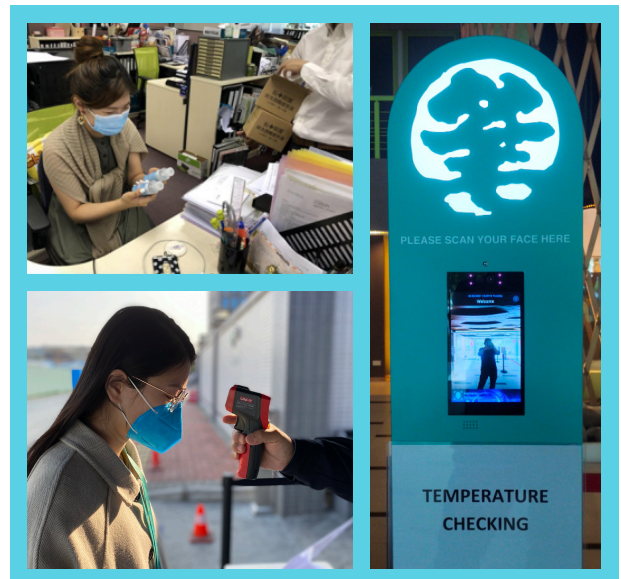
Health, safety and well being is a priority for everyone in the Group. We keep a close eye on current and upcoming developments in safety legislation in all our jurisdictions to ensure that we continuously meet our obligations. Our Corporate Human Resources Manual sets out the Group's health and safety commitments in detail.

The Group has established health and safety committees in all our major operations. These committees perform on-going reviews of our management systems and policies, including the Safety Policy in Hong Kong and the Emergency Handling Procedure in Dongguan. Comprehensive regulations and guidelines have been established for different types of operations involving fire, electricity, machines and other practices. Emergency Response Teams have also been established to handle emergency incidents.

Our response to COVID-19

We have strived to ensure our employees' health and safety during the pandemic. Measures taken as appropriate to ensure this include:

- Establishing SOPs for global offices to adopt the necessary hygiene practices, such as requiring staff to wear surgical masks, practising social distancing, and washing hands properly and frequently.
- Adopting flexible work arrangements such as work from home and flexible working hours.
- Global sourcing and distributing of disinfection supplies and 70,000 surgical masks to our offices, amid shortages during the early phase of the pandemic.
- Organising pandemic prevention and control training.
- Limiting and tracking staff business travel in high-risk areas.
- Frequently sanitising of office areas.
- Body temperature check at office entrances.
- Limiting the number of persons per table and fitting dividers on office canteen tables.
- Offering mental health support to staff, such as subscription to mental health hotline for staff and organising virtual lunch gathering to keep staff connected.





Other measures taken in several offices to ensure occupational health and safety include:

Health and well being

- Providing physical examinations and free vaccinations to employees.
- Adjustable-height desks in offices which allow staff to work using their bodies' optimal neutral posture – this reduces fatigue and the risk of injury caused by working in one position for too long.
- A health check-up kiosk lets staff regularly monitor the condition of their health.
- Providing fitness facilities in offices to encourage physical fitness.
- Reminders posted in our offices to raise awareness about fitness and healthy lifestyles.
- Regular activities and forums for staff on topics like physical fitness, massage therapy, yoga and healthy diets.
- Cooling tower water is regularly checked for legionella bacteria.

Safety

- To keep Hong Kong staff involved in fabrication and other construction-related duties safe, they need to receive mandatory safety training and receive a Construction Industry Safety Training Certificate. In 2010, Pico became the first exhibition industry practitioner in Hong Kong to receive a qualification to conduct mandatory basic safety training and revalidation courses and to issue these certificates.
- Automated external defibrillators are installed in our workplaces.
- On-site workers are required to wear protective clothing and equipment such as protective masks, goggles and earmuffs where necessary.
- Fire drills and other safety training exercises are conducted regularly to ensure employees are 'safety aware' and prepared for any emergencies.
- Production facilities and on-site safety conditions are regularly inspected by safety officers.

During the reporting period, no cases of non-compliance were recorded related to providing a safe working environment and protecting employees from occupational hazards. Pico will continue to observe the relevant laws and regulations, including the Occupational Safety and Health Ordinance and the Fire Safety (Commercial Premises) Ordinance in Hong Kong, Measures for the Supervision and Administration of Employers' Occupational Health Surveillance and Law on the Prevention and Control of Occupational Diseases in mainland China and the Fire Safety Act in Singapore.

Learning and Development

Disclosures in this section support SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Pico believes in helping all our staff grow and realise their true potential. We offer a number of programmes to help our managers and staff with their careers and personal development. Our commitment to nurturing the growth of our employees is reflected in our Balanced Scorecard, mentioned earlier, which includes learning and growth as one of the four performance measurement parameters.

Our local learning and development programmes are an important part of the career path for our high potential employees, while numerous corporate training courses enhance the skills and abilities of all our employees. These include:

- Training programmes that are either developed and delivered in-house or provided by local and overseas external training organisations, covering aspects such as industrial and technical knowledge, health and safety, business administration, and other types of internal knowledge sharing.
- Providing staff with e-learning platforms to make learning easier and more effective. This includes our internal e-learning platforms Pico Academy and XiQ, to pass on valuable experience and knowledge covering aspects such as digital and leadership skills.
- Providing staff rotation opportunities to broaden their horizons and leverage our global network.



COMMUNITIES

Disclosures in this section support SDG 1: End poverty in all its forms everywhere, SDG 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture, and SDG 10: Reduce inequality within and among countries.

We believe in giving back to the communities in which we operate. Our Pico Global Care in Action initiative involves staff over the world in a wide variety of community-focused activities – from engaging in charity work and sponsorship activities, to donating time, money and effort to causes like disaster relief and initiatives which improve health and education in communities in need.

All the activities mentioned below complied fully with relevant COVID-19 safety guidelines such as social distancing.

Engaging with Local Communities

With communities facing unprecedented challenges in 2020, Pico staff continued to give back to those in need. As well as donating to a number of charitable organisations throughout the reporting period, staff members from offices around the world participated in activities ranging from child and youth development to caring for the elderly and servicing the needs of local communities.

Child and youth development

Young people are the future of humankind and should be given every opportunity to live healthy, happy and productive lives. During the reporting period, our local offices continued to support child and youth development through donations of money and materials, and through physical visits to children to spread love and care.

Activity	Engaging Organisation	Office
Joined 'Love Teeth Day', raising funds to help people in need obtain access to oral health services.	The Community Chest of Hong Kong, The Hong Kong Dental Association and Oral Health Education Division of the Department of Health	Hong Kong
Visited and played games with the children in Little Sunshine programme in New Taipei City. Brought gifts of stationery, books and toys and raised fund of NTD125,500 for the children from disadvantaged families.	Little Sunshine programme in New Taipei City	Taiwan



Caring for the elderly

In cultures across the world, elderly people are treated with reverence and respect. As a way of thanking the older generation for the contributions they have made to the next generations, our local offices initiated a variety of visits focusing on caring for the elderly.

Activity	Engaging Organisation	Office
Redistributed festival foods collected in Mid-Autumn Festival to an elderly centre.	The Salvation Army's Tai Po Multi-Service Centre for Senior Citizens	Hong Kong
Over 50 Pico Singapore staff took part in the food donation activity, with 100 elderly people benefiting. Some staff offered extra support by donating money.	Community Chest Singapore and Lions Befrienders Service Association (Singapore)	Singapore



Servicing the needs of local communities

We are committed to making the world a better place in every aspect. During the reporting period, our local offices initiated a number of programmes to help address the needs of the local communities in which we operate.

Activity	Engaging Organisation	Office
Supported food waste recycling and reduction by collecting and donating festival foods for the needy in the community in Chinese New Year and fund raising.	Food Grace	Hong Kong
Participated in Skip Lunch Day to raise fund for the 'Services for Street Sleepers, Residents in Cage Homes and Cubicles' supported by The Community Chest of Hong Kong.	The Community Chest of Hong Kong	Hong Kong
Participated in 'Green Low Carbon Day' to raise funds for the 'Green Related Projects' which support food rescue and assistance, redistribution of community resources, urban green and organic farm programmes, aiming to promote public awareness and understanding of the concept of sustainable development while helping those in need.	The Community Chest of Hong Kong	Hong Kong
Participated in Dress Casual Day to raise funds for supporting children and youth, elderly, family and child welfare, medical and health, rehabilitation and aftercare, and community development.	The Community Chest of Hong Kong	Hong Kong
A timely autumn-winter donation of jackets to the elderly.	Tung Chung Silverjoy elderly home	Hong Kong
Donated more than 300 pieces of clothes and other necessities to a charitable organisation.	Shunyi community and Tong Xin Hu Hui Institute	Beijing
Made a monthly donation of necessities which varied according to seasonal needs, such as clothes and food coupons helping vulnerable individuals overcome personal crises.	Vineyard Community Centre	London
Donated furniture for the new Inya COVID Centre for the patients at the Yangon Convention Centre.	Main donors KBZ Bank and Shwe Than Lwin	Myanmar



Joining with Clients to Support Sustainability and the Community

Many of our clients' activations have strong sustainability and community care components. As our clients' partner, we are often able to help organise, facilitate and participate in these projects which support global sustainability.

These projects include:

Goal	Project with Pico Involvement
Response to COVID-19	<p>In Hong Kong, the Group designed and built a community treatment facility at AsiaWorld-Expo. The project delivered nearly 1,200 cubicles with a total area of 10,764 square metres across four exhibition halls. At Hong Kong International Airport, the Group designed and built 100 specimen collection units and quarantine arrangement set-up for passenger waiting areas.</p> <p>In Singapore, we helped to transform several exhibition spaces into Community Care Facilities (CCFs) for recovering COVID-19 patients. These projects included the delivery of 960 cubicles to a 10,000 square-metre CCF at the Singapore EXPO Convention and Exhibition Centre and MAX Atria; the delivery of nearly 5,000 bunks and beds to temporary sleeping quarters at the Changi Exhibition Centre; and the delivery of nearly 2,000 bunks and beds, tentage and shelters for sleeping quarters at the National Service Resort and Country Club in Kranji.</p> <p>In Myanmar, the Group helped build the new Inya COVID Centre with 516 beds for patients at the Yangon Convention Centre.</p> <p>In Dubai, as part of the #ThankYouHeroes campaign initiated by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates, and Ruler of Dubai, to express gratitude to the healthcare workers engaged in the fight against COVID-19, Pico EMEA was honoured to contribute to the design and build of an art gallery display project at The Dubai Mall.</p>
Home for the aged	In Hong Kong, we helped the event management of MIND-Friendly Fun Fair by Housing Society Elderly Resources Centre, which introduced the features of mind-friendly living room for the elderly.
Community wellness and health	In Expo 2020 Volunteers' Fitness Challenge, Pico worked with Expo 2020 in Dubai for the production to have their volunteers participate in fun sports activities and challenges to promote their wellness and health.





International Excellence

The majority of our offices and client activations have received several quality, environmental management and other professional accreditations.

Responsible Business Practices	
Special Events Magazine's 2020 Annual List of 50 Top Event Companies	Pico Group
Marketing Magazine's Agency of the Year Awards 2020 in Hong Kong <ul style="list-style-type: none"> • Gold: Event Agency of the Year • Local Hero award 	Pico Group
PRO Awards 2020 <ul style="list-style-type: none"> • Gold: Best B2B Campaign • Gold: Best Campaign Targeting Millennials • Silver: Best Entertainment Sponsorship or Tie-In • Silver: Best Integrated Campaign • Silver: Best Brand Awareness Campaign 	Infinity Marketing Team
Top 100 Event Agencies of the Year at 'The 2020 IT List' of Event Marketer magazine	Infinity Marketing Team
The 2020 Ex Awards <ul style="list-style-type: none"> • Ex Winner: Best Production of an Event (B-To-B) • Gold: Best Millennial or Gen Z Campaign • Silver: Best Trade Show Activation 	Infinity Marketing Team
World Exhibition Stand Awards 2020 <ul style="list-style-type: none"> • Gold: Best Activation in a Retail Environment • Gold: Best Stand Up to 24 sqm • Bronze: Best Stand 1,000 sqm+ 	Pico+ UK
advertising + marketing magazine's Agency of the Year Awards 2020 in Malaysia <ul style="list-style-type: none"> • Gold: B2B Agency of the Year • Silver: Event Marketing Agency of the Year 	Pico Malaysia
Campaign's Event Marketing Awards 2020 <ul style="list-style-type: none"> • Gold: Best Launch • Bronze: Best Business Solution 	Pico Hong Kong
Singapore Good Design Award (SG Mark) 2020 <ul style="list-style-type: none"> • Experience Design Category 	Pico Singapore
iF Design Award 2020 <ul style="list-style-type: none"> • Communication discipline, signage category 	Pico Singapore
The HKIRA 6th Investor Relations Award <ul style="list-style-type: none"> • Certificate of Excellence 	Pico Group
Golden Panda Award of the China Convention and Exhibition Industry <ul style="list-style-type: none"> • The Most Influential Exhibition Premium Service Provider of 2019 	Pico Beijing



Responsible Business Practices

ISO 9001 Quality Management Certification	Pico Australia Pico Beijing Pico Dongguan Pico Dubai Pico Guangzhou Pico Hong Kong Pico Malaysia Pico Shanghai Pico Singapore Pico Thailand Pico Xi'an A.E. Smith Shanghai Jinjiang International Convention and Exhibition Center
---	--

ISO 27001 Information Security Management System Certification

Pico Beijing
Action One

Certificate of Enterprise Credit Grade (AAA)

Pico Shanghai

Certificate of Credit & Qualification Grade (AAA)

Certificate of Credit Grade (AAA)

Certificate of Integrity Demonstration Unit (AAA)

Honorary Certificate of Industry Integrity Demonstration (AAA)

Certificate of good faith supplier grade (AAA)

Certificate of Honoring Service and Keeping Promises (AAA)

Certificate of Respecting Quality and Keeping Promises (AAA)

Certificate of Observing Contract and Keeping Promises (AAA)

Honorary Certificate of Integrity Entrepreneur

Honorary Certificate of Integrity Manager

Pico Xi'an
Jinjiang International
Convention and Exhibition
Center

GB/T 29490 Enterprise Intellectual Property Management Certification

A.E. Smith Shanghai

Environment

ISO 20121 Event Sustainability Management Certification

Pico Dubai
Pico Taiwan

ISO 14001 Environmental Management Certification

Pico Australia
Pico Beijing
Pico Dongguan
Pico Dubai
Pico Malaysia
Pico Shanghai
Pico Singapore
Pico Xi'an
A.E. Smith Shanghai
Jinjiang International
Convention and Exhibition
Center

Certificate of Merit in the 'Media and Communication' category at the 2019 Hong Kong Awards for Environmental Excellence

Pico Hong Kong



Environment

Recognised as 'Hong Kong Green Organisation' from 2020 to 2022 by Environmental Campaign Committee alongside the Environmental Protection Department and in conjunction with nine organisations	Pico Hong Kong
Wastewi\$e Certificate from the Hong Kong Green Organisation Certification	Pico Hong Kong
Energywi\$e Certificate from the Hong Kong Green Organisation Certification	Pico Hong Kong

Employees

OHSAS 18001/ISO 45001 Occupational Health and Safety Management Systems Certification	Pico Beijing Pico Dubai Pico Malaysia Pico Shanghai Pico Singapore
Breastfeeding Friendly Workplace 2019/2020 from UNICEF, Department of Health and the Food and Health Bureau in Hong Kong	Pico Hong Kong
Certificate of Merit at the 'Hong Kong Smoke-free Leading Company Awards 2019' by Hong Kong Council on Smoking and Health, Occupational Safety and Health Council and Radio 1 of RTHK	Pico Hong Kong
Dementia Friendly Unit from Tai Po Dementia Care Link	Pico Hong Kong
2013-2020 Manpower Developer from the Employees Retraining Board in Hong Kong	Pico Hong Kong
Happy Company 2020 from 'Happiness-at-Work' Promotion Scheme by the Hong Kong Productivity Council and the Promoting Happiness Index Foundation	Pico Hong Kong
'Good MPF Employer 6 Years' and 'MPF Support Award' from the Mandatory Provident Fund Schemes Authority	Pico Hong Kong
Joyful@Healthy Workplace from the Occupational Safety and Health Council	Pico Hong Kong
bizSAFE STAR certificate	Pico Singapore

Communities

10 Years + 'Caring Company' logo



Pico Hong Kong





HKEX Environmental, Social and Governance Reporting Guide Content Index

ESG Aspects		Section
A. Environmental		
Aspect A1: Emissions		
General disclosure	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.	Protecting Our Environment (pages 15-16)
KPI A1.1	The types of emissions and respective emissions data.	Emissions and Waste Management (page 19) Environmental Performance Summary (page 21)
KPI A1.2	Greenhouse gas emissions in total (in tonnes) and, where appropriate, intensity.	Environmental Performance Summary (page 21)
KPI A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity.	Environmental Performance Summary (page 21)
KPI A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity.	Environmental Performance Summary (page 21)
KPI A1.5	Description of measures to mitigate emissions and results achieved.	Environmentally-Friendly Solutions (pages 16-18) Emissions and Waste Management (page 19)
KPI A1.6	Description of how hazardous and non-hazardous wastes are handled, reduction initiatives and results achieved.	Emissions and Waste Management (page 19)
Aspect A2: Use of Resources		
General disclosure	Policies on the efficient use of resources, including energy, water and other raw materials.	Protecting Our Environment (pages 15-16) Environmentally-Friendly Solutions (pages 16-18)
KPI A2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh) and intensity.	Environmental Performance Summary (page 21)
KPI A2.2	Water consumption in total and intensity.	Environmental Performance Summary (page 21)



ESG Aspects		Section
A. Environmental		
Aspect A2: Use of Resources		
KPI A2.3	Description of energy use efficiency initiatives and results achieved.	Environmentally-Friendly Solutions (pages 16-18)
KPI A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency initiatives and results achieved.	Environmentally-Friendly Solutions (pages 16-18) Issue in sourcing of water is not applicable to the Group's business
KPI A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	Not applicable to the Group's business
Aspect A3: The Environment and Natural Resources		
General disclosure	Policies on minimising the issuer's significant impact on the environment and natural resources.	Protecting Our Environment (pages 15-16)
KPI A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	Environmentally-Friendly Solutions (pages 16-18) Driving Environmental Sustainability (page 20) Promoting Environmental Protection in Our Communities (page 20)
B. Social		
Aspect B1: Employment		
General disclosure	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.	Employer of Choice (pages 22-23) Diversity, Equity and Inclusion (page 23) Labour Standards (page 24)
KPI B1.1	Total workforce by gender, employment type, age group and geographical region.	Employee Profiles (page 23)



ESG Aspects		Section
B. Social		
Aspect B2: Health and Safety		
General disclosure	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards.	Employee Health, Safety and Well Being (pages 24-25)
KPI B2.3	Description of occupational health and safety measures adopted, how they are implemented and monitored.	Employee Health, Safety and Well Being (pages 24-25)
Aspect B3: Development and Training		
General disclosure	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	Learning and Development (page 25)
Aspect B4: Labour Standards		
General disclosure	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour.	Labour Standards (page 24)
Aspect B5: Supply Chain Management		
General disclosure	Policies on managing environmental and social risks of the supply chain.	Managing the Environmental and Social Risks of Our Supply Chain (page 14)
KPI B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, how they are implemented and monitored.	Managing the Environmental and Social Risks of Our Supply Chain (page 14)



ESG Aspects		Section
B. Social		
Aspect B6: Product Responsibility		
General disclosure	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.	Product and Service Quality (pages 10-13) Confidentiality, Privacy and Data Protection (page 14) Advertising and labelling matters are not applicable to the Group's business
KPI B6.3	Description of practices relating to observing and protecting intellectual property rights.	Intellectual Property Rights Protection (page 14)
KPI B6.4	Description of quality assurance process and recall procedures.	Product and Service Quality (pages 10-13)
KPI B6.5	Description of consumer data protection and privacy policies, how they are implemented and monitored.	Confidentiality, Privacy and Data Protection (page 14)
Aspect B7: Anti-corruption		
General disclosure	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering.	Ethical Conduct (page 13)
KPI B7.1	Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases.	Ethical Conduct (page 13)
KPI B7.2	Description of preventive measures and whistle-blowing procedures, how they are implemented and monitored.	Ethical Conduct (page 13)
Aspect B8: Community Investment		
General disclosure	Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests.	Communities (pages 26-29)
KPI B8.1	Focus areas of contribution.	Communities (pages 26-29)
KPI B8.2	Resources contributed to the focus area.	Communities (pages 26-29)



Both English and Chinese versions of this report
are available for download at www.pico.com
本報之中文版及英文版均已上載於 www.pico.com
Enquiry 查詢： corp.info@pico.com