



Corporate Social Responsibility 企業社會責任

CONTENT 內容

- Winton Financial Limited: DIY Mother's Day Flower Bouquet — P. 1
運通泰財務有限公司：母親節手作花製作
- Public Bank Group, Hong Kong: Promoting E Lai-see and Recycling of Lai-see — P. 2
大眾銀行集團(香港)：推廣電子利是及回收利是封
- Public Bank Group, Hong Kong: Upholding Our Commitment in Serving the Community — P. 3
大眾銀行集團(香港)：堅守服務社區的承諾
- Public Bank Group, Hong Kong: Supporting Local Community through The Community Chest's Charitable Initiatives — P. 4
大眾銀行集團(香港)：通過參與香港公益金慈善活動支持本地社區
- Public Bank Group, Hong Kong: Promoting Spirit of Social Inclusion through Social Education Activity — P. 5
大眾銀行集團(香港)：以社會教育活動宣傳社會共融
- Public Bank Group, Hong Kong: Hybrid Mandatory Provident Fund ("MPF") and Wealth Management Talk — P. 7
大眾銀行集團(香港)：混合式強制性公積金和財富管理講座
- Public Bank Group, Hong Kong: Promoting Collective Efforts in Driving Sustainability at Green Month 2024 — P. 8
大眾銀行集團(香港)：綠色環保月2024 齊心合力推動可持續發展

Winton Financial Limited: DIY Mother's Day Flower Bouquet 運通泰財務有限公司： 母親節手作花製作



Staff of Winton together with their family members, teenager volunteers and instructors posing with pride of their hand-made gifts as donations



Hand-made flower bouquet gift-wrapped with flower paper with greeting cards tagged with company's logo for distribution to children to be presented to their mothers on Mother's Day

Winton Financial Limited ("Winton") continued their participation in a Youth-led project, Clap@JC, created and funded by The Hong Kong Jockey Club Charities Trust ("the Trust").

This year, Winton collaborated again with The Boys' and Girls' Club Association of Hong Kong ("BGCA"), the supporting unit of the project in promoting the physical and mental well-being of youth, in organising a DIY flower bouquet workshop. Winton donated HK\$2,000 to the Trust and also gave hand-made gifts to BGCA.

In the afternoon of Saturday, 27 April 2024, staff of Winton and their family members, together with some youth volunteers and instructors from the Jockey Club Yau Tong Children & Youth Integrated Services Centre ("JC Yau Tong C&Y ISC") spent their weekend in participating in a three-hour workshop on "DIY flower bouquet". The completed products were donated to the children receiving after-school care services operated by the Centre as gifts to their mothers in celebrating Mother's Day.

This interactive workshop was led by BGCA's instructors and a social worker, who guided the participants in producing hand-made flower bouquet including packaging.

At the workshop, the participants used colourful plush wires in making 20 pieces of flower bouquet gift-wrapped with flower papers. Small greeting cards tagged with the Company's logo were inserted as part of the packaging for children to write their gift blessings.

All the participants enjoyed the production process. They felt that this activity was meaningful in contributing to the local community.

運通泰財務有限公司(「運通泰」)繼續攜手香港小童群益會參與「賽馬會鼓掌·創你程計劃」活動，該計劃由香港賽馬會慈善信託基金(「信託基金」)策劃和捐助。

今年運通泰捐贈港幣2,000元予該信託基金，並參與手作花製作工作坊及將該手工禮物贈予香港小童群益會轄下的服務，以促進青少年身心健康。

於2024年4月27日的週末下午，運通泰員工及其家屬連同青少年義工及導師們一起參加香港小童群益會賽馬會油塘青少年綜合服務中心舉辦的「手作花製作工作坊」，並即場手工製作玫瑰花贈予該中心轄下課餘託管兒童，再轉贈給兒童的媽媽們，以慶祝母親節。

是次工作坊由中心的青少年義工及導師們帶領參加者製作共20份手工玫瑰花及其包裝。

於手作花製作過程中，運通泰員工挑選各自喜愛的毛絨條，製作出20份手工花。隨後將毛絨花放進精美雪梨包裝紙，並附有運通泰標記的心意卡給小朋友寫上對媽媽的心意，製作這些手工禮物。

是次活動中，運通泰員工感受到自製手作的樂趣，並且對於能為社區作出貢獻，感到十分有意義。

Public Bank Group, Hong Kong: Promoting E Lai-see and Recycling of Lai-see

大眾銀行集團(香港)：推廣電子利是 及回收利是封



Lai-see Collection from Colleagues

Public Bank Group, Hong Kong (the "Group") launched different initiatives in promoting E lai-see and recycling of lai-see through various channels. The giving of lai-see has been one of the must-do traditional activities during Chinese New Year. However, the wastage behind this tradition is enormous and people have to be environmental conscious while celebrating Chinese New Year. In addressing this issue, the Group took proactive steps to promote eco-friendly practice, such as posting promotional posters of E lai-see at branches of Public Bank (Hong Kong) Limited in raising the environmental awareness of wastage to staff and customers. Customers were also encouraged to use E lai-see through the e-banking website login page.

As for recycling of lai-see pockets, four lai-see collection boxes were placed at designated office premises to recycle unused lai-see. Ten cartons of recycled lai-see were collected from our supportive colleagues and delivered to the local recycling facility, Mil Mill, where the materials were properly repurposed. The Group continues to be dedicated in reducing wastage and cultivating green sense into staff and customers' mindset. Staff were encouraged to embrace eco-friendly practices while celebrating the Chinese New Year festive season.

大眾銀行集團(香港)(「集團」)推出了不同方法來推廣電子利是和利是封回收。派發利是一直是過年傳統活動之一。然而，部分傳統習俗會產生不必要的廢物。因此，在歡慶農曆新年之際，我們也應當注重環保，以永續的方式傳承節日傳統。為回應這一環保議題，大眾銀行(香港)有限公司的分行亦張貼了電子利是的宣傳海報。客戶亦可於本銀行網站登錄頁面看到使用電子利是的提醒字句，以提高員工和客戶的環保意識。

集團於公司擺放了4個利是封收集箱，以回收未曾使用的利是封，並一共收集了10箱可用作回收的利是封。這些利是封已轉送至本地回收廠咁坊作物料回收再利用。本集團致力減少浪費及培養員工及顧客的環保意識。在慶祝節日的同時，讓我們身體力行支持環保，為地球出一分力。

Public Bank Group, Hong Kong: Upholding Our Commitment in Serving the Community

大眾銀行集團(香港)：堅守服務社區 的承諾



Staff representative at the TECM 2023 Closing cum Award Ceremony



From left to right: Staff representatives from PFL, PBHK and Winton at the S+ Summit cum Expo

Public Bank (Hong Kong) Limited ("PBHK") has been presented a "Social Enterprise Supporter" Award by the Fullness Social Enterprises Society in March 2024 in recognition of PBHK's support towards ethical consumption, social enterprises and also through advocacy of the "Social" pillar under Environmental, Social and Governance in Hong Kong. PBHK is honored to be nominated by its social eco-enterprise partner, Green Ladies & Green Little of St. James' Settlement, showcasing the gesture of support and appreciation towards PBHK's effort in taking action in creating a positive impact to the community.

In addition, Public Bank Group, Hong Kong ("the Group") dedication towards the community has been further recognised in May 2024. The Hong Kong Council of Social Service presented the Caring Company Logo to PBHK and Public Finance Limited ("PFL") for the 6th consecutive year and to Winton Financial Limited ("Winton") for the 8th consecutive year. PBHK, PFL and Winton were nominated by their non-profit and non-governmental organisation ("NGO") partners, Hong Kong Christian Service, Agency for Volunteer Service and The Boys' & Girls' Clubs Association of Hong Kong respectively. The Group expresses its gratitude to these community partners for their support and recognition. This reflects the Groups' continuous efforts in promoting corporate social responsibility and its dedication in developing a sustainable society for all.

We cherish every collaboration opportunity and valuable friendship with our NGO partners. While continuing to serve the community with the existing local partners, we proactively extend our networks to meet new NGO friends and look forward to forming new partnerships. We will persistently strive for a better and more sustainable future for all by fostering meaningful connections with diverse sectors within our community and by upholding our commitment in serving the community.

大眾銀行(香港)有限公司(「大眾銀行」)於2024年3月榮獲豐盛社企學會頒發「支持社企機構」大獎。此獎項旨在肯定大眾銀行在促進道德消費、支持香港社會企業、以及積極推動「環境、社會和管治」中社會責任方面的傑出表現。大眾銀行深感榮幸，能夠獲得其環保社會企業合作夥伴——聖雅各福群會旗下的Green Ladies & Green Little提名獲得此獎項，藉此嘉許並鼓勵大眾銀行持續為社區創造正面影響。

除此之外，大眾銀行集團(香港)(「集團」)對社會的貢獻於2024年5月再次獲得肯定。香港社會服務聯會連續第六年頒發「商界展關懷」標誌予大眾銀行和大眾財務有限公司(「大眾財務」)，同時亦連續第八年頒發該標誌予運通泰財務有限公司(「運通泰」)。大眾銀行、大眾財務和運通泰分別獲得香港基督教服務處、義工工作發展局和香港小童群益會等非牟利機構或非政府組織的提名，足見各社福機構對本集團的肯定。集團衷心感謝這些社區夥伴的支持與認可，這兩項殊榮反映了集團致力推動可持續發展，並在履行企業社會責任方面所作出的不懈努力。

集團十分珍惜及重視與每一個非牟利機構或非政府組織的合作機會及友好關係。除與現有的社區夥伴加深合作外，我們亦努力拓展聯繫網絡，期望能夠與更多社福機構建立新的夥伴關係。集團深明唯有與社會各界攜手，才能共同推動社會持續發展。因此，我們將持續致力於履行企業社會責任，堅定不移地服務社區，為締造更美好、更可持續的未來而努力。

Public Bank Group, Hong Kong: Supporting Local Community through The Community Chest's Charitable Initiatives

大眾銀行集團(香港)：通過參與香港 公益金慈善活動支持本地社區



Public Bank Group, Hong Kong (the "Group") has demonstrated its ongoing commitment in supporting the local community through its participation in various charitable initiatives organized by The Community Chest (the "Chest") of Hong Kong.

In March 2024, the Group participated in the "Skip Lunch Day 2024" activity. Employees were encouraged to donate the cost of their lunch to help the less fortunate. As a token of appreciation, staff members who contributed HK\$38 or more received a coupon redeemable for certain drinks. A total of 25 staff members participated, with total donation of HK\$3,644 received, which was allocated in full to benefit "Services for Street Sleepers, Residents in Cage Homes and Cubicles" supported by the Chest.

In June 2024, the Group also participated in the Chest's "Green Low Carbon Day" charity activity, which aimed to raise funds for green-related projects and promote sustainable, low-carbon living. Employees were encouraged to donate, with each HK\$85 contribution entitling participants to a commemorative ticket providing unlimited MTR rides. A total of 16 staff members donated a total of HK\$2,480, in supporting green initiatives.

Through its participation in these charitable initiatives, the Group has demonstrated its commitment in supporting the Chest's community service work and giving back to those in need, while promoting environmental sustainability. The Group's participation has reflected its dedication of a responsible corporate citizen and in making a positive impact on the local community.

大眾銀行集團(香港)(「集團」)一直透過參與香港公益金(「公益金」)籌辦的各種慈善活動，彰顯支持本地社區的宗旨。

集團參加了在2024年3月舉行的公益行善「折」食日活動。活動鼓勵員工把午餐費用捐贈給弱勢家庭。每位捐贈38港元或以上的員工都可獲贈一張可兌換飲品的優惠券作為獎勵。是次活動共有25名員工參與並募集到3,644港元的捐款，而全數捐款將用作支持公益金「露宿者、籠屋及板間房居民服務」。

集團亦在2024年6月參加了由公益金舉辦的「綠色低碳日」活動，為環保項目募集資金，並推廣可持續低碳生活。我們鼓勵員工捐款，而員工在每達到85港元捐款額時，也會收到一張可無限次搭乘港鐵的紀念車票。本次活動共有16名員工參與，並成功募集了2,480港元的捐款用作支持綠色低碳倡議。

通過參與不同的慈善活動，集團展現了其作為負責任企業的精神。在推動環境可持續性的同時，支持公益金社區服務工作和關懷弱勢社群的決心，並為本地社區帶來正面影響。

Public Bank Group, Hong Kong: Promoting Spirit of Social Inclusion through Social Education Activity

大眾銀行集團(香港)：以社會教育活動 宣傳社會共融



Group photo of PBHK Group's staff with NGO representatives

Public Bank Group, Hong Kong (the "Group") continue promoting the spirit of social inclusion by supporting and participating in a social education activity in connection with the visually impaired and their guide dogs in heightening staff sense of awareness in communicating with the visually impaired in the community and serving them well as customers.

Our staff have always welcomed visually impaired customers and their guide dogs when visiting our branches for their banking needs. In demonstrating staff unwavering commitment to social inclusion, care, and exceptional service to the visually impaired customers, a total of 17 staff participated in a social education activity on a guided tour to Hong Kong Seeing Eye Dog Training School on 2 March 2024 organised by a local non-profit organisation, the Hong Kong Seeing Eye Dog Services ("HKSEDS"), with the vision of caring for the visually impaired in achieving a harmonious and inclusive society via professionally trained service dogs.

大眾銀行集團(香港)(「集團」)致力宣傳社會共融，支持及參與有關認識視障人士及導盲犬的社會教育活動，以增加對有關群體的關注，加強溝通及提升客戶服務。

我們的員工時刻歡迎視障客戶按其需要，攜同導盲犬親臨分行。為展示員工對締造社會共融，顯示關愛及向視障客戶提供優質服務的承諾，17位員工於2024年3月2日參加由非牟利團體香港導盲犬服務中心舉辦之香港導盲犬訓練學校導賞團。此機構透過已受專業訓練的服務犬關愛視障人士，以達至和諧共融的社會。



◆ NGO representative demonstrating how to communicate with a guide dog with cues



◆ Staff blindfolding themselves and crossing the simulated pedestrian bridge with the help of handle markings



◆ Staff covering their eyes and navigating the simulated traffic crossing

During one of the tour sessions, the staff blindfolded themselves and relied solely on sound signals and facility markings in navigating simulated pedestrian bridges and traffic crossings, enabling them to empathise deeply with the visually impaired on the challenges faced by them in their daily living.

It was indeed a memorable learning experience from the guided tour as staff expressed that it was rare to have a chance to interact closely with a guide dog, learning effective techniques in communicating with the visually impaired and understanding their special needs.

The Group extended their heartfelt gratitude to the HKSEDS team and their charismatic guide dog for their warm welcome, informative seminar, and captivating demonstrations, in providing our staff with a truly unique and invaluable experience.

於導賞團中其中一節，員工蒙著雙眼，分別依靠交通燈聲號及設施標記走過模擬班馬線及上落行人天橋。活動讓員工親身體驗視障人士在日常生活所遇到的挑戰。

我們的員工表示能與導盲犬近距離接觸，機會難得。他們又可學習與視障人士溝通的技巧，深入了解他們的需要，此學習經驗實在難忘。

集團衷心感謝香港導盲犬服務中心的團隊及導盲犬的熱情招待。他們的詳細講座及生動的展示，為員工帶來一個特別及寶貴的經驗。

Public Bank Group, Hong Kong: Hybrid Mandatory Provident Fund ("MPF") and Wealth Management Talk

大眾銀行集團(香港): 混合式強制性公積金和財富管理講座



Staff attending the Hybrid MPF and Wealth Management Talk



Highlighting wealth management information and strategies through PowerPoint shared by the representative from MPF & Insurance Support Department of the Public Bank (Hong Kong) Limited

Public Bank Group, Hong Kong (the "Group") organised a lunch talk or hybrid talk, "MPF and Wealth Management Talk", for all staff members on 21 May 2024 at the training room of Public Bank (Hong Kong) Limited and also through Webex. A total of 42 staff participated in the talk led by a representative from MPF & Insurance Support Department ("MIS") of the Public Bank (Hong Kong) Limited, together with representatives from Bank Consortium Trust Company Limited ("BCT"). The talk was to introduce the upcoming latest features of the eMPF Platform and the MPF Artificial Intelligence ("AI") advisory service, as well as empowering staff in managing their wealth and retirement planning.

BCT representatives first shared the latest features of the eMPF Platform developed by the Mandatory Provident Fund Schemes Authority, which enables employers and employees to easily access and manage MPF accounts on a single platform. BCT also introduced their new AI-powered advisory service, AI Mario. BCT partnership with Magnum Research Limited has enabled the AI Mario to generate personalized portfolio recommendations that align with the member's risk tolerance and investment preferences.

Following the BCT representative's presentation, the talk continued with the representative from MIS, delivering an engaging and informative presentation covering key topics of an overview of the MPF system and its benefits, investment options and risk management within MPF, strategies for building a diversified wealth portfolio, and financial planning for different life stages. The talk has enlightened staff with valuable insights and information about MPF and wealth management strategies. Refreshments were provided during the talk for the 30 colleagues who joined the talk in person.

This initiative by the Group highlighted its continuous dedication in empowering staff with relevant financial knowledge and tools. By showing the latest advancements of the eMPF platform and wealth management strategies, the Group has enabled staff in making informed decisions on their financial well-being and in serving customers on their financial needs.

大眾銀行集團(香港)(「集團」)於2024年5月21日午膳時間舉辦了一場內容豐富的強制性公積金(「強積金」)和財富管理講座。講座採用混合模式進行，在大眾銀行中心的培訓中心現場舉行，同時透過Webex為全體員工提供線上參與機會。講座由大眾銀行(香港)有限公司強積金和保險支援部(「MIS部門」)以及銀聯信託有限公司(「BCT」)的代表共同主講，吸引了42名員工參與。講座旨在介紹即將推出的eMPF積金易平台的最新功能和強積金人工智能顧問服務，亦加強員工管理自身財富和退休規劃的能力。

BCT代表首先分享由強制性公積金計劃管理局開發的eMPF積金易平台的嶄新功能，該平台可讓僱主和僱員能夠在同一平台中輕鬆地查閱和管理強積金帳戶。BCT代表亦向員工介紹全新人工智能顧問AI Mario。這項由BCT與弘量研究有限公司合作開發的服務，能根據成員的風險承受能力和個人投資偏好，提供量身定制的投資組合建議。

隨後，MIS部門代表為員工深入講解了財富管理知識，內容涵蓋強積金制度及其效益概覽、強積金投資選擇與風險管理、多元化投資組合策略，以及因應不同人生階段的財務規劃等關鍵主題。講座為員工提供了寶貴的強積金和財富管理策略見解，30位現場參與的同事更獲安排茶點招待。

此次講座是集團持續致力於提升員工金融相關的知識和工具的又一重要舉措。通過介紹eMPF積金易平台的最新發展及探討財富管理策略，集團不僅協助員工更好地管理個人財務，亦進一步提升了員工服務客戶金融需求的能力。

Public Bank Group, Hong Kong: Promoting Collective Efforts in Driving Sustainability at Green Month 2024

大眾銀行集團(香港)：綠色環保月2024 齊心合力推動可持續發展



Staff from different subsidiaries, Departments, and Branches showing their efforts in living a greener and more sustainable life

Public Bank Group, Hong Kong (the “Group”) has launched Green Month throughout the month of July 2024, featuring a variety of staff and environmental awareness activities centered around weekly themes highlighting sustainability.

In the first week of the Green Month 2024, the theme of “Sustainable Tourism” was introduced. Corporate Culture & Social Responsibility (“CSR”) Department has provided various itinerary suggestions on how staff members can travel in a sustainable manner at popular travel destinations such as Mainland China, Malaysia and Japan, etc. In addition, sustainable transport and accommodation suggestions were also listed to encourage staff members to minimise their impacts on the environment while traveling.

The signature Green Month clothing donation drive was revitalised. A big “Thank-you” to all staff members for their generous support where a total of 60 clothing items were collected, of which were sent to our social eco-enterprise partner, Green Ladies & Green Little of St. James’ Settlement, in support of eco-friendly habits.

香港大眾銀行集團(「集團」)在2024年整個7月舉行綠色環保月，每週介紹與可持續發展有關的主題，並舉辦提高員工環保意識的活動。

綠色環保月的第一週以「可持續旅遊」為主題。企業文化及社會責任部(「CSR部門」)就可持續出行方式向員工提供熱門旅遊目的地的行程建議，包括中國內地、馬來西亞及日本等。此外，他們還列出可持續交通和住宿的建議，以鼓勵員工在旅行時盡量減少對環境的影響。

綠色環保月的標誌活動—舊衣回收捐贈活動今年繼續推行。感謝全體員工的慷慨支持，集團共收集60件回收衣物，並將其中衣物捐贈給環保社企伙伴—聖雅各福群會旗下的Green Ladies & Green Little，以支持實踐環保的習慣。



In the second week, the theme of “Green Well-being” was introduced through the Zentangle workshop and yoga workshop held at the Bank’s Training Centre and Pure Yoga, respectively. In the Zentangle workshop, nearly 30 staff decorated their own tote bag with their beautiful Zentangle drawings. As for the yoga workshop, a total of 23 staff members participated after work. Through a variety of muscle strengthening exercises and warm stretches, staff members were able to relax mentally and physically after long sitting in office setting. Moreover, the yoga practices have encouraged individuals in paying more attention to their surrounding nature, the environment and oneself.

In the third week the theme of “Changing Our Eating Habits”, was introduced in showing how staff members can act sustainably in their daily consumption patterns, such as bringing their own reusable cups to purchase beverages, visiting local farmers market to source organic local products to minimise carbon footprint. In addition, CSR Department has provided insights on how staff members can shop more wisely in minimising food waste in Hong Kong, with the aim of promoting collective efforts for a more sustainable future for all.

In the fourth and final week, the theme of “Dress Green Day” was encouraged as sustainable fashion trend. Many Staff wore green and earthy tones clothing on the last day of the Green Month. Nearly 220 staff took photos in showing their belief and support for a sustainable future. Participating staff from Departments and Branches also wrote their green pledges and downloaded the “Plastic-Free Rewards Mobile App” or “GREEN\$ Mobile App”, developed by the Environmental Protection Department of the Government of Hong Kong Special Administrative Region in demonstrating their commitment through sustainable manners. Portable glass cups with printed green message were distributed to participated staff as a token of appreciation in their participation.

第二週，集團透過禪繞藝術工作坊和瑜珈班引入「綠色身心靈」主題。兩項活動分別於大眾銀行中心培訓中心及 Pure Yoga 舉行。近30名員工在禪繞藝術工作坊中，用細緻美麗的禪繞圖案裝飾自己的手挽袋。共23名員工則參加瑜珈班，並透過各種肌肉強化活動和暖身伸展動作得到身心放鬆，消除長時間坐在辦公室的疲勞。與此同時，瑜珈訓練鼓勵我們多關注外界、自然環境及自己的身心靈。

第三週以「改變我們的飲食習慣」為主題，向員工介紹如何在日常消費模式中採取可持續行動，例如自備可重用杯購買飲料、光顧本地農市場採購有機產品等，以減少碳足跡排放。此外，CSR部門也就精明購物向員工提供建議以減少浪費食物，及鼓勵大家為可持續的未來而齊心努力。

第四週，也是綠色環保月的最後一周，以永續時尚趨勢為主題，並以「時尚綠色日」作總結。約220位員工穿著綠色和大地色系的衣服，以表達對可持續未來的信念和支持。參與活動的部門及分行員工均寫下環保約章，並下載由香港特別行政區政府環境保護署的「走塑有賞」或「綠綠賞」手機應用程式以展示對實踐可持續生活模式的承諾。為感謝員工的積極參與，集團向參加此活動的員工派發印有環保訊息的便攜玻璃杯作紀念品。



Portable glass cup with green message for participating staff as appreciation



Group photo of staff holding their own designed tote bags with Zentangle patterns



Staff feeling refreshed after an hour of deep relaxing yoga stretching

The four weeks of Green Month with different themes and staff activities was a success as it has delivered key message of practicing green living and in reflecting staffs' commitment of sustainable future. Together, we can make a healthier, greener future.

為期四週的綠色環保月，以不同主題和員工活動成功傳遞了實踐綠色生活的重要訊息，及體現員工對可持續未來的承諾。就讓我們一同創造一個更健康、更綠色的未來。