

CORPORATE SOCIAL RESPONSIBILITY



Great Eagle Playright Family Play Project



JP Morgan Corporate Challenge



Music Children@Shum Shui Po Project



Great Eagle x WGO – Less Waste Let's Do It Project

CORPORATE SOCIAL RESPONSIBILITY

Our CSR Vision – *Create Value, Improve Quality of Life*, is based on our belief that CSR will:

- create long-term value for our customers, partners, investors, employees and community;
- improve the quality of life in our workplace as well as the local community and the world at large.

This year report focuses on the Group's environmental and social performance of our major businesses which include development, investment and management of hotels and properties. It continues to make reference to the Environmental, Social and Governance Reporting ("ESG") Guide which is issued by HKEX. The report is structured according to the four ESG subject areas:

- Workplace Quality
- Environmental Protection
- Operating Practices
- Community Involvement

In addition to these four ESG subject areas, we have documented on how we make and implement decision in pursuit of our CSR objectives in section "CSR Management". Selected key performance indicators are also supplemented to illustrate our CSR performance.

Our continuous efforts in CSR are reflected in being selected as a constituent member of Hang Seng Corporate Sustainability Benchmark Index in five consecutive years. Once again, the ESG performance rating company for the selection, Hong Kong Quality Assurance Agency, has granted us "AA" rating. Only twenty listed companies in Hong Kong achieved this rating in 2015. Our subsidiaries also received numerous prestigious CSR related awards and recognitions as listed in the following sections of this report.

Our Hotel Division, Langham Hospitality Group, continues to issue their sustainability report, "Collaboration", which reviews their current systems and performance, and sets out their environmental and social objectives for the coming years.

CSR MANAGEMENT

Supporting our CSR Vision is a strong CSR Management framework which encompasses the following elements:

- The CSR Steering Committee: the Committee is responsible for enabling our Group to take responsibility for CSR impacts of our decisions and activities, and for integrating CSR throughout the organisation. The Committee comprises members from the Board and management from key areas of the Group, serving as a senior level working group for determining the Group's CSR direction;
- The Group CSR Policy: the Policy provides a robust framework and direction to implement CSR and embed CSR into our organisational culture;
- Risk Assessment & Strategy: the Committee regularly conducts risk assessment in order to determine the material CSR issues with the top priority, which require managing actions. A CSR strategy is developed to enable the Group to focus our efforts on these issues.

We recognise that engaging our stakeholders is vital for understanding the impact of our operations on different groups, as well as material issues that may impact us or them. Therefore, we periodically conduct stakeholder engagement with our key stakeholders such as employees, tenants, suppliers, investors and media. The results of the engagement are taken into consideration when we prioritise our material issues and review our existing CSR strategy at the CSR Steering Committee Meeting.

CORPORATE SOCIAL RESPONSIBILITY

Based on the latest results of the stakeholder engagement and risk assessment, we have identified “Community Involvement” and “Communication” as our two CSR material issues and a CSR strategy has been formulated to manage them.

In Community Involvement:

- we partner with non-profit organisations to launch impactful projects according to our three major sponsorship themes (please refer to section “Community Involvement”);
- we encourage our colleagues to actively participate in the projects by attending the project events or joining related volunteering.

In Communication:

- internally, we communicate our CSR efforts to colleagues through intranet, monthly CSR tips and orientation;
- externally, we communicate our CSR efforts to tenants, customers, investors and media through CSR Report, community projects and newsletters.

In addition to establishing our CSR Management framework, we believe a CSR culture in our Group is a crucial factor to achieve our CSR vision. To this end:

- we convey CSR in a friendly and funny way by branding our CSR efforts as “CSR Action”, which consists of seven “Great Actions” icons to represent our CSR commitments in human rights, labour practices, the environment and so forth;

- a CSR awareness workshop has been developed based on the “Great Actions”. The workshop educates colleagues about CSR through interesting lecture and interactive games;
- our Hotel Division has established a CSR programme called “CONNECT”, which implies that all colleagues recognise the connection between their initiatives and the environment and society, and they collectively act responsibly every day and contribute to the sustainable development of the neighbourhoods where they operate;
- The four priorities of “CONNECT” are: Governance, Environment, Community and Colleagues, which form the framework to address the most relevant corporate responsibility issues to the hotel business.



Great Eagle

CONNECT

“CSR Action” & “CONNECT” Icons

CORPORATE SOCIAL RESPONSIBILITY

WORKPLACE QUALITY

We are dedicated to adhering to all anti-discrimination laws and encouraging a diverse workforce. Our Equal Opportunity Policy ensures that no job applicant or employee receives less favourable treatment or is disadvantaged by sex, pregnancy, disability, marital status or family status when applying for a position with the Group or during employment.

In 2015, we continued supporting employment of persons with disabilities by participating in Labour and Welfare Bureau's Talent-Wise Employment Charter & Inclusive Organisations Recognition Scheme. One of our practices is the partnership of our Hotel Division with Hong Chi Association whose trainees work in their back of house areas and support day-to-day operations (e.g. housekeeping, cleaning and laundry services). The teamwork between the trainees and the colleagues has successfully built a culture of respecting people differences in the workplace.

Total Workforce by Age Group & Gender

Business	Under 20 years old	20 & under 30 years old	30 & under 40 years old	40 & under 50 years old	50 & over years old	Male	Female
Hotel	1%	31%	27%	20%	21%	51%	49%
Property & Others ¹	0%	18%	27%	24%	31%	61%	39%

Total Workforce by Geographical Region

Business	Hong Kong	China	Europe	North America	Oceania
Hotel	28%	10%	7%	36%	19%
Property & Others ¹	88%	12%	0%	0%	0%

Total Workforce by Employment Type & Employment Contract

Business	Full-time	Part-time	Permanent	Contract
Hotel	87%	13%	98%	2%
Property & Others ¹	99%	1%	86%	14%

Note:

- Property & Others include businesses such as property development, property management and trading in Hong Kong and China

CORPORATE SOCIAL RESPONSIBILITY

In addition to creating a fair workspace, we view health and safety beyond a moral and legal responsibility. We are committed to ensuring that risks to employees' health and safety at work are properly controlled. To meet this end, our Hotel Division:

- has established their Occupational Health and Safety Policy which stipulates that all hotels must maintain their health and safety systems with policies, committees, training, emergency preparedness and incident reporting;
- implements and monitors the systems by the senior management, human resources directors and security departments of the hotels;
- reviews the effectiveness of the system in the hotels through Key Performance Indicators (KPI) systems by looking at the injury rates and numbers of lost days;
- sets up improvement teams to analyse the data, find the root cause, implement improvement action plan and follow up the results;
- organises Workplace Health and Safety Week every year, as part of the global awareness programme. Health promotion programmes such as fun run, medical screening, healthy

diet at colleague cafeteria and so forth are held in order to enhance colleagues' awareness on maintaining a safe and healthy workplace environment.

Our Property Management Division is also committed to providing a safe and healthy workplace for our colleagues, tenants and shoppers. The Division has established a health and safety management system and obtained OHSAS 18001 Occupational Health and Safety Management System certification. Through the management system, the Division:

- identifies health and safety hazards which are in turn managed by operating procedures and safety devices (e.g. installing non-slip nosing to staircase so as to strengthen safety passage of shopping mall);
- establishes Safety Committees which aim to implement action plans and review effectiveness of the management system with a view to achieving zero accident;
- uses checklists to monitor high risk activities such as working in confined space, installing electrical systems and manual handling;
- provides ongoing training courses such as in-house training and tool-box talk to frontline staff.



Fire Drill



Workplace Health & Safety Week

CORPORATE SOCIAL RESPONSIBILITY



Non-slip Nosing to Staircase



First60 Certification Programme

Work Related Fatalities & Lost Working Days due to Injuries

Business	Total workforce hours (in thousands)	Number of fatalities	Lost working days due to injuries
Hotel	10,662	0	4,615
Property & Others ¹	1,995	0	595

Note:

1. Property & Others include businesses such as property development, property management and trading in Hong Kong and China

Provision of opportunities for training and development has become an important component to attract and retain staff. Besides offering a competitive compensation and benefits package, we provide corporate and vocational trainings to staff of all levels such as “The 7 Habits of Highly Effective People” and “Business Innovation” training.

Our Hotel Division also ensures the colleagues have the right skill sets and knowledge needed to grow the business. To this end:

- the Division offers a structural learning syllabus, namely Langham Curriculum Certification (LCC), for different levels of colleagues. The LCC syllabus, specially designed for hospitality industry, blended

with management concepts and trade best practices enabling colleagues to enhance their knowledge and skills while pursuing their career at different stages;

- in 2015, the Division deployed the First60 Certification programme, a mandatory programme for all colleagues. The programme architectures a structural pathway for all colleagues to understand company culture, the hotel mission, hotel’s unique features and facilities, customer services series and the brand & operations standard. This programme enables all our colleagues are well trained to deliver our brand promise to the guests;
- Global Sales Training Series has been launched for all room and catering sales colleagues in hotels and global sales offices. The programme aspires a customer-centric approach, to ensure the sales team possesses the necessary skills and knowledge to achieve the business result and at the same time build long-term relationship with our customers.

Performance Review assists our colleagues to keep track of their performance and determine development needs. Our Performance Appraisal System provides a mechanism for colleagues to review together with their superior about their performance, establish key objectives as well as determine their training and development needs.

CORPORATE SOCIAL RESPONSIBILITY

Percentage of Employees Receiving Regular Performance and Career Development Reviews

Business	Employee receiving performance reviews
Hotel ¹	98%
Property & Others ^{2, 3}	100%

Notes:

1. Hong Kong and China employees who are eligible to receive performance review during the reporting year
2. Property & Others include businesses such as property development, property management and trading in Hong Kong and China
3. Employees joined from 1 August to 31 December are not subject to review for the year as per policy

We recognise that productive employees are those who maintain a healthy work-life balance. To promote the importance of this, in the past year, we organised various interest classes and recreational events, such as Cake Baking Class, Great Eagle Choir, Christmas Party and Group Badminton Competition. We also encouraged our colleagues to eat more fruits by launching "Happy Fruit Day". Seasonal fruits are handed out to our colleagues bi-weekly throughout the year.

In recognition of our efforts in people strategies and practices, and occupational health and safety, our Hotel Division and Property Management Division were granted the following prestigious awards in the past year:



Cake Baking Class

- The Langham, Xintiandi, Shanghai:
 - o 2015 Best Talent Attraction Award by Human Resources Excellence Centre
- The Langham, Sydney:
 - o The General Manager was awarded Australian General Manager of the Year at the 2015 HM Awards for Hotel and Accommodation Excellence organised by Hotel Management Magazine
- The Langham, Melbourne:
 - o Concierge of The Year at the HM Awards for Hotel and Accommodation Excellence by Hotel Management Magazine
 - o The Assistant Financial Controller was awarded Administration Employee of the Year at the 2015 Tourism Accommodation Australia Awards for Excellence
 - o The Restaurant and Outlet Manager was awarded Food and Beverage Employee of the Year at the 2015 Tourism Accommodation Australia Awards



Great Eagle Choir

CORPORATE SOCIAL RESPONSIBILITY

- The Langham, Hong Kong:
 - o Silver Award at the “Excellence in HR Strategic Plan” of HR Innovation Award 2015 by Human Resources Magazine
- Langham Place Office Tower:
 - o Silver Award for 2015 Theme Award – Occupational Safety and Health by The Hong Kong Institute of Facility Management



Human Resources Excellence Centre Award



HM Award – Australian General Manager of the Year



The Hong Kong Institute of Facility Management Award

CORPORATE SOCIAL RESPONSIBILITY

ENVIRONMENTAL PROTECTION

Minimising the significant impacts of our operations on the environment is a key component of our Group CSR Policy. To concert the Group's efforts in managing the impacts, we have established the Green Champion Working Group. The working group is formed by nominated Green Champions from business units/departments to share and learn green practices from each other and in turn spread the best green practices in the Group. In 2015, several green awareness campaigns were launched by the working group:

- Lunar New Year Gift Donation: to share the joy with the underprivileged, we collected Lunar New Year gifts from colleagues. The collected gifts were in turn donated to St. James Settlement for their transfer to people in need;
- Exchange Corner: in support of our sponsored project to World Green Organisation's "Great Eagle x WGO – Less Waste, Let's Do It Project" (please refer to section "Community Involvement"), we hold the Exchange Corner at our offices. The campaign aimed to promote the concept of "reuse" by asking our colleagues to donate items they no longer need and exchange them with other colleagues;



Exchange Corner

- Green Monday Luncheons: encouraged colleagues to go meatless on Mondays. Green Monday luncheons were organised at our various office locations during the year;
- Mooncake Collection: we supported The Salvation Army's Mid-autumn Festival Appeal by collecting mooncakes from colleagues.

Our Hotel Division endeavours to be one of the role models amongst hospitality operators for environmental impact, awareness and reduction. As such, in 2015, the Division:

- continued its partnership with the EC3 Global EarthCheck Programme which offers a credible independent auditing and monitoring service on environmental benchmarking and sustainability certification;
- attained Gold Certified status in the programme for eight hotels (a substantial increase from three hotels in 2014), one hotel received Silver Certified status, one hotel received Bronze Benchmarked status and two hotels joined the programme.

The Division also launched a global environmental event named as "Loving Earth Month" which included:

- holding the "lights out" campaign at our hotels in support of Earth Hour;
- offering meatless dishes at restaurants and colleague cafeterias on Monday to promote healthy green diet;
- launching "10,000 Steps Challenge Campaign" which encourages colleagues to walk more and use less transportation;

CORPORATE SOCIAL RESPONSIBILITY



10,000 Steps Challenge Campaign



Upcycled Wine Cork Board

- turning the gift shop of Cordis, Hong Kong into a pop-up store selling upcycled products made by members of St. James' Settlement's Sheltered Workshop. Items included creative handmade wine cork boards, magnets and pens. Part of the wine corks were collected from the hotel;
- also organising complimentary upcycling demonstration sessions given by St James to promote the concept of upcycling to our guests and general public. Profits generated from the pop-up store would help fund the members' training allowance.

Other than the "Loving Earth Month", The Langham, Hong Kong partnered with Victor Chu, a young talented sustainable fashion designer and winner of The EcoChic Design Award 2014/15 second prize, to create textile waste-reducing staff uniforms for T'ang Court. The uniform was designed with minimal waste generated and using durable materials to maximum capacity. For example:

- to reduce the use of additional materials, female jackets were designed without lapels or pocket flaps and select male shirts have shorter stand-up collars as opposed to a traditional turnover style;
- cut-offs from garment production were incorporated into the uniforms collars and pockets to ensure minimal fabric wastage.



Environmentally Conscious Staff Uniforms

Our Property Management Division is committed to minimising the significant environmental impacts of the operation and improving their performance. As such, the Division implements ISO 14001 Environmental Management System Standard at the properties they manage. Through environmental impact assessment, energy consumption, carbon emission and water consumption have been identified as the significant environmental impacts.

CORPORATE SOCIAL RESPONSIBILITY

In order to reduce the energy consumption and carbon emission of the properties, the Division has:

- retrofitted fluorescent luminaries to LED luminaries at Digital Sky of Langham Place Shopping Mall (LED could also maintain a longer life time of the lighting system);
- retrofitted fluorescent luminaries to LED luminaries fitted with motion sensor at staircases, corridors and lavatories of the Shopping Mall;
- installed Variable Speed Drive (VSD) for chilled water pumps;
- participated in Earth Hour as well as encouraged occupiers to join this meaningful event.

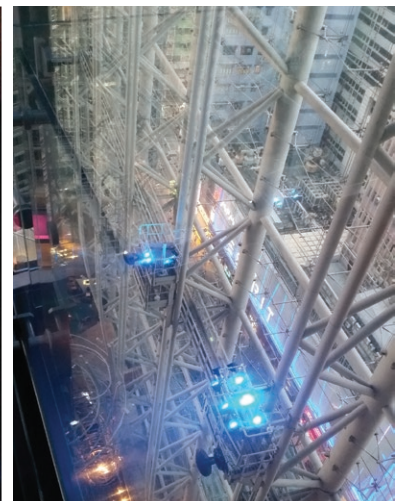
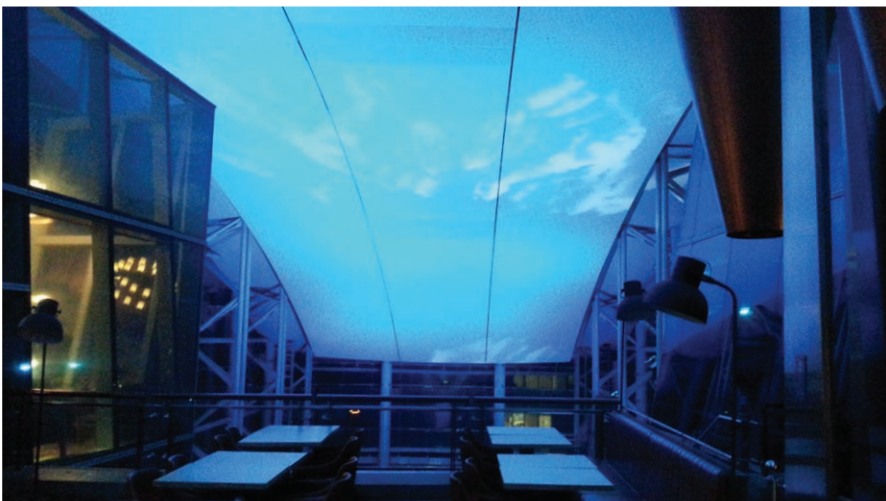
To reduce water consumption, the Division has:

- installed automatic low flow water faucet for wash basin;
- drawn underground water for irrigation;
- arranged prompt remedial action on water leakage.

In addition to managing the significant environmental impacts, to demonstrate the Division's commitment to green purchase, Green Purchasing Policy – Langham Place was formulated in 2015. The policy was distributed to the colleagues, tenants, contractors and suppliers in order to influence them to make green purchasing decisions.

To protect the environment, Property Management Division understands it cannot be done solely by themselves and must seek partnership with the tenants. As such, the Division has:

- introduced a few recycling initiatives to collect paper, glass, used computers and so forth from the tenants;
- recognised their efforts by presenting souvenirs to the outstanding participants at Green Christmas Celebration;
- organised green workshops such as Eco-detergent Making Workshop, Upcycling Bottle Planting Workshop and Green Monday Talk for the tenants.



Retrofitting LED at Digital Sky

CORPORATE SOCIAL RESPONSIBILITY



Upcycling Bottle Planting Workshop

Energy Consumption (GJ)

Business	Direct energy consumption	Indirect energy consumption
Hotel ¹	263,896	467,701
Property & Others ²	181	197,512

Carbon Emissions (tonnes CO₂-eq)

Business	Direct carbon emission	Indirect carbon emission
Hotel ¹	15,124	58,842
Property & Others ²	301	44,748

Water Consumption (m³)

Business	
Hotel ¹	1,430,907
Property & Others ²	338,843

Notes:

1. Hotel includes owned hotels only
2. Property & Others includes communal area of three owned and/or managed major properties: Citibank Plaza, Great Eagle Centre and Langham Place (Office Tower & Shopping Mall) only

Our Property Development & Project Management Division is committed to pursuing environmental initiatives during the development and project management process. Starting from planning, design, construction, to subsequent collaboration with Hotel Division and Property Management Division, the environmental impacts in the life cycle of new development and renovation projects are evaluated. The Division also targets to adopt building rating schemes for their projects:

- in 2015, The Langham, Chicago achieved LEED for Commercial Interiors Silver Certification awarded by U.S. Green Building Council;
- the new luxurious residential development in Pak Shek Kok, Tai Po, Hong Kong, will submit for BEAM Plus certification (Gold and above), and will be designed to comply with the Sustainable Building Design Guidelines;
- three new developments in San Francisco are planned to be submitted for LEED Accreditation – Howard Condominium/Hotel (Platinum), Pine Street Condominium (Silver) and Market Street Hotel (Gold at a minimum);
- The Eaton Hotel in Washington D.C. which will be totally renovated with its new branding, targets to achieve LEED Accreditation (Gold at a minimum).

CORPORATE SOCIAL RESPONSIBILITY

In our corporate office, our Administration Division continues to implement green practices according to the slogan “ER³” (Environmental Protection, Recycle, Reduce and Reuse). The following green practices have been implemented:

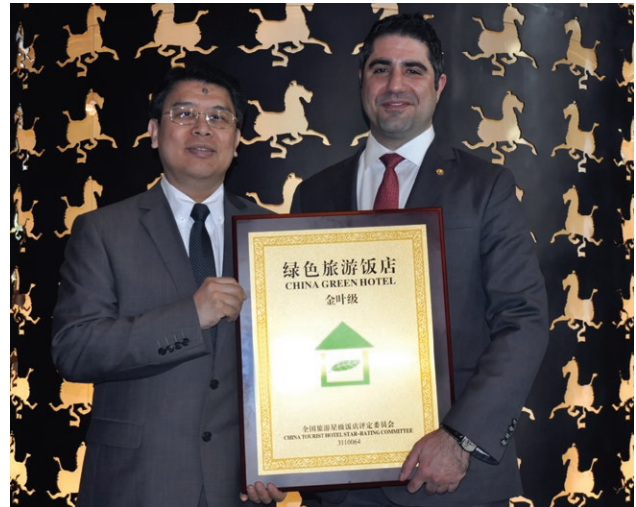
- Electricity Saving: sets timer control to turn off copiers, escalators and lightings at common area;
- Paper Reduction: encourages colleagues to print when necessary and use single-sided paper to print;
- Old Furniture Reuse: donates old furniture to charities such as Hong Chi Association;
- Wood & Tree Conservation Scheme: participates in this Hong Kong Environmental Production Association’s scheme by recycling Peach Blossom and CNY plants;
- Greening the Office: each colleague has been given a small pot of purification plant for removing indoor pollutants in the office.

In recognition of our efforts in environmental protection, our Hotel Division and Property Management Division were honoured by the following awards:

- The Langham, Auckland:
 - o Hotel Industry Environmental Initiative Award by New Zealand Hotel Industry
- The Langham, Xintiandi, Shanghai:
 - o China Green Hotel Gold Leaf Certificate by China Tourist Hotel Star-rating Committee in Shanghai, China
- Eaton Hotel, Hong Kong:
 - o Highly Commended in the Green Hotelier Awards 2015 in Asia Pacific by International Tourism Partnership



New Zealand Hotel Industry Award



China Tourist Hotel Star-rating Committee Award



Hong Kong Green Council Award

CORPORATE SOCIAL RESPONSIBILITY

- Hong Kong Green Council's 2015 Green Management Award (Large Corporation) – Service Provider:
 - o Langham Place: Gold
 - o Great Eagle Centre: Silver
- Great Eagle Centre:
 - o Friends of the Earth – Certificate of Appreciation in Power Smart Energy Saving Contest 2015

The awards demonstrate our environment consciousness and excellent operational environmental management.

To combat climate change and save energy, our Property Management Division continued to support the “Energy Saving Charter” scheme, which requires properties to maintain indoor temperature in between 24-26 degree during June and September 2015. Besides signing the pledge, the Division also promulgated the message to both retail and office tenants and assisted them to implement this green initiative.



Energy Saving Charter Scheme

OPERATING PRACTICES

The Group is committed to adhering to the highest ethical standards, both in employee and supplier level. To this end:

- all employees are given a Code of Conduct to which they are required to adhere to. The Code explicitly prohibits employees from soliciting, accepting, or offering bribes or any other form of advantage. The Code also outlines the Group's expectations on colleagues with regard to conflicts of interest as well as the whistle-blowing procedure;
- the Group recognises that through leadership and monitoring along the supply chain, we can promote adoption and support of fair operating practices. To guide this CSR aspect in our supply chain more systematically and demonstrate how such aspect accords with our Group CSR Policy, the Supplier Code of Conduct has been formulated and communicated through our tendering documents;
- to ensure further suppliers' commitment to adopt CSR, the Group decided to enhance the process by using a checklist in 2015. The checklist is transformed from the requirements as stated in the Supplier Code of Conduct to a Q&A format and it is sent to the suppliers along with tendering documents. The suppliers are required to fill the checklist and return to us every three years so as to keep us informed about their CSR performance status.

We are committed to offering superior quality products and services to our customers by satisfying their expectations and needs – whether they are guests at our hotels or tenants or shoppers at properties under our management.

CORPORATE SOCIAL RESPONSIBILITY

The key success factor for the Hotel Division is to continuously improve in delivering excellent service and increase guest loyalty. To meet this end:

- a robust quality management system “Quality League” has been set up in the hotels to drive every colleague towards the same goal from a systematic perspective on continuous improvement;
- multiple channels are utilised to learn from guest feedbacks such that services and products are tailored to enhance guest experience and eventually raise the guest loyalty;
- a robust Voice of the Customers (VOC) system has been established to collect feedback from specific customer segments and channels (for example, direct contact points such as focus group, online surveys, social media and feedback cards);
- a third-party professional quality audit companies are employed to conduct Mystery Shopper Programmes at all hotels. The mystery assessment results provide valuable information that helps the hotels to increase guest loyalty.



Superior Services

To evaluate the result of our guest loyalty, in 2015, the Division introduced the Net Promoter Score (NPS) and Defect Free Index (DFI) which are collected through the Online Guest Satisfaction Survey:

- NPS is a leading metric widely adopted by companies, aiming to increase the number of “promoters”, i.e. those guests that love us, to continue supporting our hotels and recommend to others;
- DFI is a key performance indicator to evaluate our effectiveness in promoting a culture of zero defects, defect prevention and recovery. Every colleague understands what guests’ expectations are and strives to meet guests’ expectations.

Our Property Management Division continued to implement ISO 9001 Quality Management System which ensures that they meet the needs of customers and enhance customer satisfaction. To this end, the Division:

- has established “Customer Feedback System” to collect appreciations, complaints and general enquiries from the customers;
- regularly sends questionnaires to tenants to obtain their feedback;
- timely replies feedback to the customers and determines improvement actions.

Other than implementing the quality management system, the Division has put in place other measures at Langham Place to further enhance the customer services including:

- established “Care the People in Need System” which provides attentive service to our customers in need. For example, caring name cards with Braille hotline number are provided to the shoppers for our instant support. Special trainings for all colleagues on how to take care of elderly, children, disabled and pregnant women are also conducted;

CORPORATE SOCIAL RESPONSIBILITY



Caring Name Card

- completed installation of “Parking Guidance System” which enables drivers to easily find the most convenient vacant parking space through the intelligent guidance display;
- established “Lost and Found System” which provides related trainings for all colleagues on how to handle shoppers’ lost and found items efficiently. In 2015, 80 compliments were received from shoppers who praised the integrity, professional and efficient handling of lost and found items by our colleagues.

In recognition of our efforts in providing superior quality services, our Hotel Division and Property Management Division received the following outstanding awards:

- Michelin Guide (Hong Kong and Macau):
 - o Michelin Three-stars: T’ang Court at The Langham, Hong Kong
 - o Michelin Two-stars: Ming Court at Cordis, Hong Kong
- The Langham, London:
 - o Gold List 2015: The World’s Best Hotels by Conde Nast Traveler
 - o The World’s Best Bars 2015 – Artesian by Drinks International
 - o The Executive Pastry Chef was awarded The Global Chef Award 2015 by At-Sunrice
- The Langham, Chicago:
 - o Top 100 Hotels 2015 by Robb Report
 - o No. 4 in Top 15 hotels in Chicago at Readers’ Choice Awards 2015 by Conde Nast Traveler
 - o No. 6 Hotel in the United States by U.S. News & World Report
 - o The Best Hotel in the United States at Travelers’ Choice Awards by TripAdvisor



Michelin Three-stars – T’ang Court

CORPORATE SOCIAL RESPONSIBILITY

- The Langham, Sydney:
 - o Top 100 Hotels 2015 by Robb Report
 - o No. 6 in Top 15 Hotels in Australia & New Zealand at Readers' Choice Awards 2015 by Conde Nast Traveler
- The Langham, Hong Kong:
 - o Five-Star Hotel Award 2015 by Forbes Travel Guide
- Langham Place:
 - o Hong Kong Star Brands Award 2015 (Enterprise) by Hong Kong Small and Medium Enterprises Association
 - o Excellence in Facility Management Award 2015 (Office Building) – Langham Place Office Tower by The Hong Kong Institute of Facility Management



Travelers' Choice Award – The Langham, Chicago



The Hong Kong Institute of Facility Management Award

CORPORATE SOCIAL RESPONSIBILITY

COMMUNITY INVOLVEMENT

Our community involvement strategy focuses on three thematic areas – **Art, Children Education, and Environmental Protection**:

- we believe art is important to Hong Kong as a world class city. Art could enrich the daily lives of the people and promote social progress and cultural development;
- we believe that Hong Kong’s future relies heavily on the next generation. Children in preschool education and kindergarten, in particular, are in their prime period to learn and acquire knowledge;
- environmental protection is a subject which is essential to our organisational culture and it should be extended to the community at large.

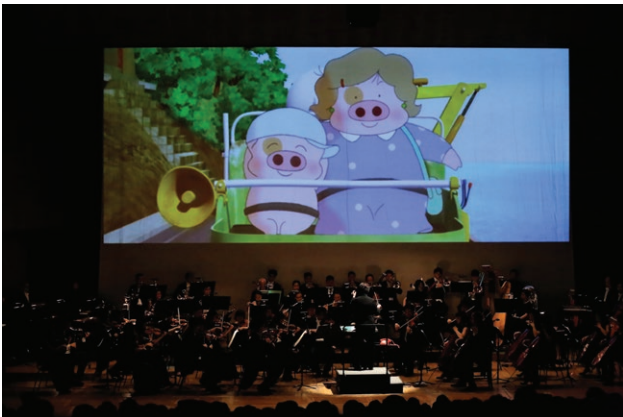
Based on the themes, we partner with non-profit organisations to design a few deserving projects in these areas. We believe by focusing all of our philanthropic resources – financial, volunteer, and in-kind – on these projects, we can engender greater social impact. The following projects were sponsored by us in 2015:

- **Art:** to bring classical music closer to the community, we sponsored Hong Kong Sinfonietta’s “Great Eagle Family Series – McDull Me & My Mom Concert”. The concert

paired the city’s top musical talent with one of its most popular cartoon characters: McDull.

In addition to sponsoring the McDull concert, we also supported a newly established musical NGO, Music Children Foundation. We co-sponsored (with Lo Ying Shek Chi Wan Foundation) their Music Children@Shum Shui Po Project which aimed to transform grassroots children in Shum Shui Po by helping them to develop their personal abilities and a sense of community. Ensemble-based instrumental classes, orchestra, choir and public performance were organised throughout the year for the children to participate.

- **Children Education:** our partnership project with Playright Children’s Play Association, “Cheers for Play”, had been held from 2012 to 2014. The project attracted over 40,000 parents and children to participate in “free play”. Based on the feedback from parents about the project, the parents would like to learn more about parent-child play. For this reason, in 2015, we designed “Great Eagle Playright Family Play Project” which provided a platform for parents to learn more about play and recruited devoted parents to become advocacy partners. The project encompassed a series of activities including seminar, training, play website, play book and play day, which successfully led changes in parent’s core value on the importance of play in family relationship and happy childhood.



Great Eagle Family Series – McDull Me & My Mom Concert



Music Children@Shum Shui Po Project

CORPORATE SOCIAL RESPONSIBILITY



Great Eagle Playright Family Play Project



Family Play Day

- Environmental Protection: as waste issue is more pressing than ever, we decided to partner with World Green Organisation to launch "Great Eagle x WGO – Less Waste Let's Do It Project". The project worked out a unique model that Youth Green 3R Ambassadors (reducing waste, reusing items and recycling properly) were trained with environmental and waste knowledge. After attending the intensive training, they took the lead to organise various "fun" community green programmes which intended to spread 3R message to the community and reinforce the actions of 3R in our daily life. Community green programmes included "Exchange Corner", "Share A Bag", "Upcycling Workshop" and "Green Carnival" successfully engaged the general

public in waste reduction. Our Marketing and Property Management also offered in-kind support to the campaign by placing "Share A Bag" collection boxes at the lobbies of our properties for tenants to donate or collect recycled bags.

Our community involvement strategy also includes staff volunteering. We encourage our colleagues to explore the community and help people in need by joining volunteering services. Many volunteering activities were organised in 2015, for example, our volunteers assisted in setting up and being ambassadors at Family Play Day and Green Carnival; our overseas colleagues beautified parks by joining New York Cares Day and raised money for people in need by joining JP Morgan Corporate Challenge in Boston.



Great Eagle x WGO – Less Waste Let's Do It Project



New York Cares Day

CORPORATE SOCIAL RESPONSIBILITY

Other than designing a few deserving projects with non-profit organisations, we strive to contribute to the development of art and local talents in Hong Kong. As such, our Marketing Division has introduced Musica del Cuore (an Italian term for “Music of the Heart”) at Citibank Plaza. Musica del Cuore is a free weekly concert series which transforms the ground floor lobby of Citibank Plaza into a “community concert stage”, presenting some of the finest Classical repertoires to the general public. The concert series has provided a platform for local talents, well-established artists and chamber groups to showcase their artistry while visiting guests from other parts of the world inspire music lovers through cultural exchange.



Musica del Cuore

In addition to organising Musica del Cuore, we are also the patrons of the following major art events:

- Hong Kong Arts Festival Patron Club: Gold Member
- Friends of Le French May Arts Festival: Patron Bronze

To promote best practices in environmental excellence and exchange knowledge amongst the top CSR leaders, we are the members of:

- Business Environment Council: Council Member
- Hong Kong Green Building Council: Bronze Patron Member
- World Wild Fund for Nature Hong Kong: Silver Member

Our community involvement efforts have enabled the Group and several subsidiaries to continue to be awarded the “10 Years Plus Caring Company”, “5 Years Plus Caring Company” and “Caring Company” logos’ accreditation by the Hong Kong Council of Social Service.