



遠洋集團

# 建築健康 攜手共進

BUILDING  
HEALTH FOR  
SHARED  
SUCCESS

## 遠洋集團2018年度 可持續發展報告

SUSTAINABLE DEVELOPMENT  
REPORT 2018 OF  
SINO-OCEAN GROUP

2018

遠洋集團控股有限公司  
SINO-OCEAN GROUP HOLDING LIMITED

(於香港註冊成立的有限公司)  
(Incorporated in Hong Kong with limited liability)  
股份代號: 03377.HK Stock Code: 03377.HK





# 關於本報告 ABOUT THIS REPORT



## 報告簡介 OVERVIEW

遠洋集團控股有限公司（「遠洋集團」）欣然發佈 2018 年度《可持續發展報告》（「本報告」），也是自 2010 年以來，連續九年以公開報告形式總結其可持續發展表現與企業社會責任工作。本報告從客戶、環境、人才、社區四方面對遠洋集團「建築·健康」戰略推進進行了闡述。

Sino-Ocean Group Holding Limited ("Sino-Ocean Group") is pleased to publish the Sustainable Development Report 2018 ("Report") – the 9th annual public report on the Company's sustainable development performance and corporate social responsibility since 2010. The Report illustrates Sino-Ocean Group's strategy of "Building Health" from four aspects, namely customers, environment, talents and community.



## 時間範圍 TIME FRAME

報告時間跨度為 2018 年 1 月 1 日至 12 月 31 日，部分內容追溯至以往年份。  
The Report spans from 1 January to 31 December 2018. Portions of its content can be traced back to previous years.



## 發佈周期 RELEASE CYCLE

本報告為年度報告，是遠洋集團連續發佈的第 9 份報告，上期報告已於 2018 年 6 月發佈。  
The Report has been published by Sino-Ocean Group on an annual basis for nine consecutive years. The last report was published in June 2018.



## 報告範圍 SCOPE OF REPORT

本報告以遠洋集團為主體，涵蓋公司所屬事業部、項目、附屬公司。  
The Report focuses on operations of Sino-Ocean Group and also covers its business units, projects and subsidiaries.



## 編制依據 BASIS FOR THE REPORT

本報告已遵守香港聯合交易所有限公司（以下簡稱「香港聯交所」）《環境、社會及管治報告指引（HKEX-ESG）》載列的所有「不遵守就解釋」條文，並就建議披露作匯報。本報告根據 HKEX-ESG、中國社科院《中國企業社會責任報告指南（CASS-CSR4.0）》等標準要求編寫，本報告同時參考全球報告倡議組織（GRI）《可持續發展報告指南（GRI）》標準的部分指標。

This Report has complied with all the "comply or explain" provisions and reported on recommended disclosures of the Environmental, Social and Governance Reporting Guide (HKEX-ESG) published by The Stock Exchange of Hong Kong Limited (hereinafter referred to as the "Hong Kong Stock Exchange") and is prepared in accordance with the HKEX-ESG, "Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises (CASS-CSR 4.0)" published by the Chinese Academy of Social Sciences (CASS) and other relevant standards and requirements. Certain indicators specified in the "Sustainability Reporting Guidelines" released by the Global Reporting Initiative (GRI) are referenced in this Report.



## 數據來源 DATA SOURCES

除特殊說明，本報告所引用的財務數據來源於經過審計的《遠洋集團控股有限公司年報》，其它數據來源於遠洋集團內部正式文件及相關統計。

Unless otherwise specified, financial data cited in this Report come from the audited Sino-Ocean Group Holding Limited Annual Report. Other data are derived from Sino-Ocean Group's internal official documents and related statistics.



## 稱謂說明 APPELLATIONS

為便於表述，報告中的「遠洋集團」、「遠洋」、「集團」、「我們」、「公司」均指代「遠洋集團控股有限公司」；「遠洋之帆公益基金會」、「遠洋之帆」、「基金會」均指代「北京遠洋之帆公益基金會」。

For ease of presentation, "Sino-Ocean Group," "Sino-Ocean," the "Group," "we" and the "Company" mentioned in the Report refer to "Sino-Ocean Group Holding Limited," and "Sino-Ocean Charity Foundation," "Sino-Ocean Charity" and the "Foundation" refer to "Beijing Sino-Ocean Charity Foundation."

## 報告獲取 HOW TO OBTAIN THE REPORT

您可以在遠洋集團控股有限公司官方網站上下載本報告的電子文稿。

網址為：[www.sinooceangroup.com](http://www.sinooceangroup.com)

若需獲取紙質版報告，或對本報告有任何意見或者建議，您可按以下方式聯繫我們。

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You may download the electronic version of the Report from the official website of Sino-Ocean Group Holding Limited ([www.sinooceangroup.com](http://www.sinooceangroup.com)).

If you require a hardcopy of the Report or have any comments or suggestions, please contact us through the following means:

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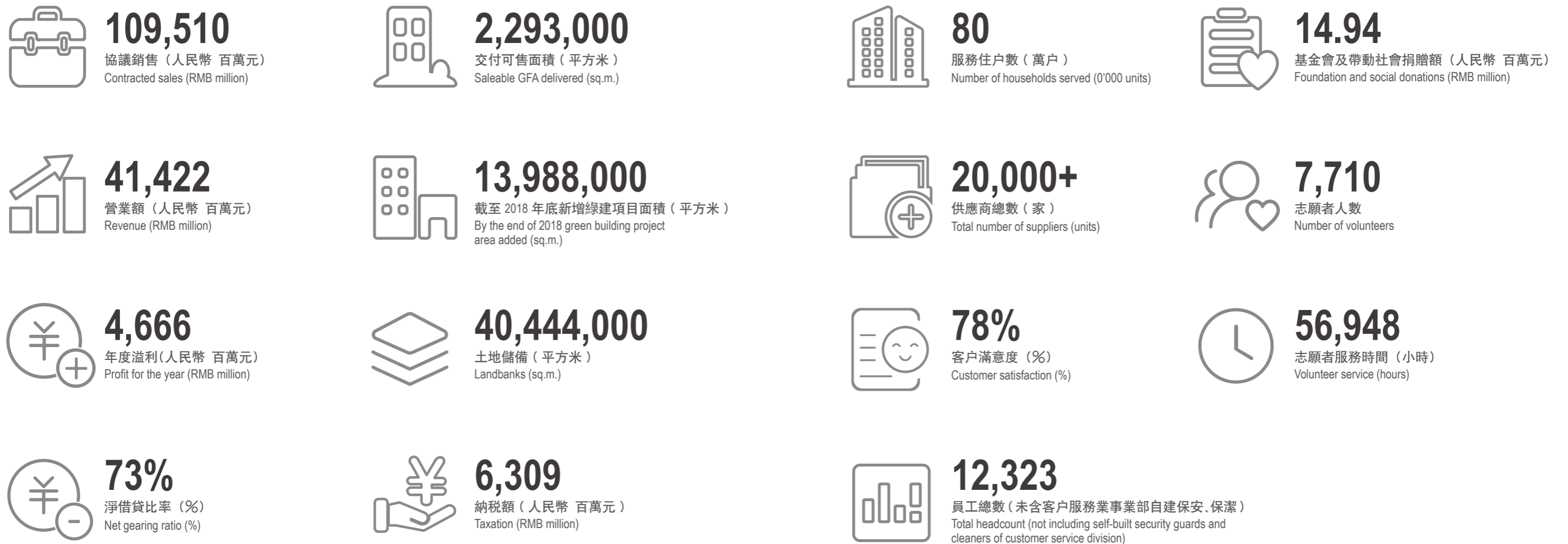
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## 行政總裁致辭 MESSAGE FROM CHIEF EXECUTIVE OFFICER



遠洋集團董事局主席、  
行政總裁李明

### LI MING

Chairman of the board of directors  
and Chief Executive Officer of  
Sino-Ocean Group

2018 年是中國房地產市場全面開放 20 周年，也是遠洋集團成立的第 25 周年。在不斷揚棄、改變自己、最終脫胎換骨的嬗變過程中，遠洋發展壯大了。這其中，一個關鍵因素就是，始終牢牢抓住市場、把握民衆最關切、最期待的需求和願望，以此調整自身的業務格局，在激烈的市場競爭中打造自己的核心競爭力。

現今時代，消費者對於生活的訴求更加趨於健康、綠色、節能、環保。面對新時代社會和民衆的更高需求，房地產產品實現換代升級需要解決的關鍵問題，是明確人與建築之間應該呈現怎樣的和諧關係，這需要用具象的理念來表達。

2018 has been a significant year in two senses: it marked the 20th year of liberalisation of China's real estate market, as well as the 25th anniversary of Sino-Ocean Group. We have undergone a thorough transformation and evolution process, and established ourselves as a leading player in the marketplace. Most importantly, we have focused on and aligned our business strategy with the public's most pressing needs and desires, and successfully built up our core competitiveness amidst intense market competition.

Today's consumers are increasingly aware of the importance of health, eco-friendliness, energy conservation and environmental protection in their everyday lives. In order to live up to the high expectations of consumers of modern times, real estate products, first and foremost, need to address the quest for "harmonious relationships" between people and buildings in the course of continuous upgrades, which involves taking such lofty ideals and turning them into concrete ideas.

2015 年開始，我們逐漸將企業聚焦到“健康”這兩個字上，為自己的產品貼上健康的標籤，它已逐漸成為遠洋品牌的精神內核。2016 年，我們確定了品牌新理念：“建築·健康”。“建築”是一個名詞，指具體的建築物，亦是一個動詞，意為“構建”；“建築·健康”的本意，就是通過企業的努力，為民衆構建起完整的健康生活體系。

對於以房地產實業為基礎、多元業務協同的遠洋集團來講，“健康”不僅僅是住宅上的一個建築標準，更是附著在遠洋集團旗下各戰略業務單元上的核心特質，是滿足社會渴望、民衆需求的最佳落點。在新業務的實踐過程中，遠洋在海南三亞建立起現代農業生產基地和共享農莊，探索“美麗鄉村”的更多實現形式。及至遠洋資本的投資業務，也指向“大健康”方向，包括新能源汽車、海綿城市、污水處理等諸多內容。

遠洋是健康事業的“先行者”，同時，我們也在積極修煉外功，持續完善健康類的戰略合作供應商庫，與志同道合的伙伴共建健康生態圈。我們希望通過對社會更有價值的方式，整合遠洋上下游的多元產業鏈條，實現新階段的戰略發力，探尋廣闊的大有可為的藍海空間，為企業健康、員工健康、產品健康、客戶健康、環境健康和諧共生堅實奮進，堅定的走在遠洋健康、可持續發展的道路上。

Starting in 2015, we gradually refocused on the ideology of "Health", incorporating a health dimension into all of our products. This has become the spiritual core of our brand. In 2016, we reinvented our branding strategy to emphasize "Building Health," where "Building" can be interpreted both as a noun (buildings) and a verb (to build). The message is simple: building communities that satisfy the public's pursuit for healthy living through hard work and dedication.

Sino-Ocean's businesses are highly diversified and synergistic with strong foothold in real estate development. For us, "health" is not only an important factor in our construction standards, but also the most salient characteristics of all our strategic business units. It provides the best perspective in addressing the public's demands and needs. Through new business rollouts, we built a modern agricultural production base and "sharing farms" in Sanya, Hainan, and are exploring new venues to put into action the "Beautiful Countryside" campaign. The investment operations of Sino-Ocean Group are also guided by a "health-oriented" philosophy – investing in new-energy vehicle (NEV), sponge city and sewage treatment projects, among others.

Sino-Ocean is a pioneer of the philosophy of "healthy construction." Externally, we have been actively developing a supply base through strategic partnership with health-conscious suppliers in order to build up a health ecosystem in collaboration with like-minded partners. We hope to integrate Sino-Ocean's highly diversified industry chains, bring about strategic growth in the new era and explore high-potential blue ocean markets, all serving the purpose of advancing the wellbeing of the society. We are committed, in an inclusive manner, to establishing ourselves as a healthy enterprise, promoting health among our staff and customers, offering health-conscious products and creating a pro-health environment. Sino-Ocean Group is well on track to achieve continuous, healthy and sustainable business growth.

# 關於遠洋 ABOUT SINO-OCEAN

遠洋集團創立於 1993 年，並於 2007 年 9 月 28 日在香港聯交所主板上市（股票代碼 03377.HK），截至 2018 年 12 月 31 日，遠洋集團已發行總股數約為 76 億股。

2018 年，是遠洋集團成立 25 周年，在這一年，開發主業繼續深耕戰略城市群，銷售額突破千億，進入 10 個新城市，為後續發展奠定了堅實基礎。在業務和影響力擴大的同時，集團也從管理層面更加重視其對環境、經濟及社會的影響。

我們以「為中高端城市居民及高端商務客戶創造高質量環境」為使命，致力於成為以卓越房地產實業為基礎，具有領先產業投資能力的投融資集團，業務範圍包括中高端住宅開發、寫字樓、綜合體及零售物業開發投資運營、物業服務、養老產業、物流地產、長租公寓、房地產基金、股權投資、資產管理和海外投資等。

Sino-Ocean Group was founded in 1993 and was listed on the Main Board of the Hong Kong Stock Exchange on 28 September 2007 (Stock Code: 03377.HK). It has issued a total of approximately 7.6 billion shares as of 31 December 2018.

2018 marked the Company's 25th anniversary, during which we further developed our core businesses focusing on strategic markets in metropolitan regions, with our sales revenue topping RMB 100 billion. We branched out into 10 new cities, laying a solid foundation for future business growth. While scaling up business operations and expanding its market footprint, the Group's management became increasingly aware of the implications of business development on the environment, economy and society.

We pride ourselves on our commitment to "creating quality living environments for mid-to high-end urban citizens and high-end business clients." Building upon our proven track record in real estate development, we seek to become a leading investment and financing conglomerate with exceptional investment capacity in various sectors, ranging from mid-to high-end residential property development, investment and operation of offices, complexes and retail space, property services, senior living, logistics properties, long-term rental apartments, real estate funds, equity investments, asset management and overseas investments.



遠洋集團總部大廈  
Headquarters of Sino-Ocean Group

遠洋國際中心 A 座（北京）  
Tower A, Ocean International Center (Beijing)

## 業務範圍 BUSINESS SCOPE



# 城市佈局 PROJECT DISTRIBUTION

遠洋集團在中國高速發展的城市及城市群中，擁有超過 200 個處於不同開發階段的房地產項目，包括京津冀地區的北京、天津和石家莊等；長三角地區的上海、杭州、南京和蘇州等；長江中游地區的武漢、合肥和長沙等；珠三角地區的深圳、廣州、中山和香港等；成渝地區的重慶和成都等以及其他重點核心城市。截至 2018 年 12 月 31 日，土地儲備逾 4,000 萬平方米。

Sino-Ocean Group currently owns more than 200 projects in different development stages in fast growing Chinese cities and metropolitan areas, such as Beijing, Tianjin and Shijiazhuang in the Beijing-Tianjin-Hebei region; Shanghai, Hangzhou, Nanjing and Suzhou in the Yangtze River Delta region; Wuhan, Hefei and Changsha in the Yangtze River Mid-stream region; Shenzhen, Guangzhou, Zhongshan and Hong Kong in the Pearl River Delta region; Chongqing and Chengdu in the Chengdu-Chongqing region, and other major core cities. Our landbanks totaled some 40 million m<sup>2</sup> as of 31 December 2018.

## 成渝地區 CHENGDU-CHONGQING REGION

總樓面面積 (m <sup>2</sup> ) TOTAL GFA (m <sup>2</sup> )	3,597,000m <sup>2</sup>
總土地儲備 (m <sup>2</sup> ) TOTAL LANDBANK (m <sup>2</sup> )	2,751,000m <sup>2</sup>
項目數量 NO. OF PROJECTS	18

## 其他地區 OTHER REGIONS

大連·沈陽·長春·青島·太原·鄭州·徐州·西安·煙臺·濟南  
DALIAN · SHENYANG · CHANGCHUN · QINGDAO · TAIYUAN  
ZHENGZHOU · XUZHOU · XI'AN · YANTAI · JINAN

總樓面面積 (m <sup>2</sup> ) TOTAL GFA (m <sup>2</sup> )	9,506,000m <sup>2</sup>
總土地儲備 (m <sup>2</sup> ) TOTAL LANDBANK (m <sup>2</sup> )	5,183,000m <sup>2</sup>
項目數量 NO. OF PROJECTS	23

業務分佈於國內 **45** 個城市，

遍佈在中國內地高速發展的一、二線城市區。

THE BUSINESS IS DISTRIBUTED IN OVER 45 CITIES IN CHINA AND ACROSS THE FIRST AND SECOND TIER CITIES IN MAINLAND CHINA.



## 京津冀地區 BEIJING-TIANJIN-HEBEI REGION

總樓面面積 (m <sup>2</sup> ) TOTAL GFA (m <sup>2</sup> )	22,241,000m <sup>2</sup>
總土地儲備 (m <sup>2</sup> ) TOTAL LANDBANK (m <sup>2</sup> )	17,032,000m <sup>2</sup>
項目數量 NO. OF PROJECTS	57

## 長江中游地區 YANGTZE RIVER MID-STREAM REGION

總樓面面積 (m <sup>2</sup> ) TOTAL GFA (m <sup>2</sup> )	4,896,000m <sup>2</sup>
總土地儲備 (m <sup>2</sup> ) TOTAL LANDBANK (m <sup>2</sup> )	4,111,000m <sup>2</sup>
項目數量 NO. OF PROJECTS	11

## 長三角地區 YANGTZE RIVER DELTA REGION

總樓面面積 (m <sup>2</sup> ) TOTAL GFA (m <sup>2</sup> )	5,798,000m <sup>2</sup>
總土地儲備 (m <sup>2</sup> ) TOTAL LANDBANK (m <sup>2</sup> )	4,608,000m <sup>2</sup>
項目數量 NO. OF PROJECTS	42

## 珠三角地區 PEARL RIVER DELTA REGION

總樓面面積 (m <sup>2</sup> ) TOTAL GFA (m <sup>2</sup> )	10,243,000m <sup>2</sup>
總土地儲備 (m <sup>2</sup> ) TOTAL LANDBANK (m <sup>2</sup> )	6,759,000m <sup>2</sup>
項目數量 NO. OF PROJECTS	32



## 組織架構 ORGANIZATIONAL STRUCTURE

公司組織架構較上一年度未有重大調整，  
目前遠洋集團「7大職能中心+9大事業部」的組織架構如下：

The organizational structure roughly remained unchanged in 2018.  
The current "seven function centers + nine departments" structure of the Sino-Ocean Group is as follows:



## 業務介紹 BUSINESS OVERVIEW

### 遠洋地產 SINO-OCEAN REAL ESTATE



住宅開發  
Residential development



遠洋地產是健康生活的營造專家，致力於通過健康的產品和服務，為客戶打造健康生活的美好家園。住宅開發業務始終是遠洋集團規模增長的核心動力。

Sino-Ocean Real Estate is committed to the making of homes for healthy life through the provision of health-friendly products and services in line with its expertise of delivering "Homes for Health Life". Residential property development remains the core driver for Sino-Ocean Group's growth in scale.

### 遠洋服務 SINO-OCEAN SERVICE



客戶服務  
Customer service



客戶服務是集團尋求戰略轉型及利潤增長的重要板塊。目前，遠洋的客戶服務業涵蓋養老、物業管理、資產托管、工程服務、倉儲服務、餐飲等業務板塊。

The customer service segment represents an important segment in the Group's quest for strategic transformation and profit growth. Currently, the customer service sector of Sino-Ocean covers the business segments of elderly care, property management, asset custody, engineering services, warehousing services and catering.



## 遠洋商業 SINO-OCEAN COMMERCIAL PROPERTY

不動產開發投資  
Investment property development



遠洋商業以“綜合體、寫字樓”作為戰略性發展品類，尋求新的跨越式發展，涉足城市綜合體、城市社區集中商業、寫字樓等業務，擁有完善的內部管理體系和專業的招商、建設、營運等團隊。

Sino-Ocean Commercial Property seeks leaping developments with its focus on “complexes and offices” as strategic products, enters into business involving urban complexes, urban community commercial hubs and offices. Sino-Ocean has well-developed internal control system and teams of professional marketing, construction and operation personnel.



## 遠洋資本 SINO-OCEAN CAPITAL

房地產金融  
Real estate finance



遠洋充分把握機遇，以資本投資獲利為目標，吸引社會金融資本，謀取與股東的戰略聯動，共同進行地產投資、股權投資、資產管理、海外投資及其他。在獲取投資收益同時，實現與遠洋實業運營資金與業務的價值協同。

Sino-Ocean will seize opportunities as they arise to solicit public capital and strategic collaboration with shareholders aimed at capital gains, which will be jointly achieved by property investments, equity investments, asset management, overseas investments and others. In addition to investment gains, we also aim to achieve synergies in relation to the working capital and project value.



## 遠洋營造 SINO-OCEAN CONSTRUCTION

產品營造  
Product construction



遠洋營造是遠洋集團旗下的業務服務品牌，以專業開發能力為依托，專注於產品實現和內部業務協同，是集團業務各項競爭力的基礎，是未來集團主要業務之一。

Sino-Ocean Construction is the service brand under Sino-Ocean Group. It focuses on the achievement of products and the coordination in internal businesses with its base of professional development capability. Being the foundation for the Group's respective competitiveness in different businesses, Sino-Ocean Construction is one of our major businesses in the future.

## 2018 業務回顧： 2018 BUSINESS REVIEW:

2018 年是本集團規模快速發展的一年。面對複雜多變的外部環境，本集團圍繞「奮鬥·進取」開展工作，堅持「以使用者為中心、以奮鬥者為本」，實現了業績的加速增長和能力的顯著提升，為 2019 年第四期戰略的完美收官打下了堅實的基礎。

Sino-Ocean Group witnesses substantial business expansion in 2018. In the face of an increasingly complex and volatile global marketplace, we managed to boost both earnings growth and capacity building by encouraging the enterprising spirit, with the “user” placed at the core of our efforts. Our achievements in 2018 laid the groundwork for successful implementation of the fourth-phase of business strategy in 2019.



主營業務加速發展，  
投資佈局積極優化；  
Core business development accelerated  
amid investment structure optimization

融資渠道不斷創新，  
財務管理健康穩健；  
Continuous innovation of financing  
channels and sound financial  
management

資產證券化取得突破，  
資產結構持續優化；  
Continuous improvement in asset  
structure, with major breakthroughs  
achieved in asset securitization business

戰略新業務邁上新台階，  
商業模式逐漸成熟；  
New strategic businesses reached new  
highs, as business models became more  
sophisticated



詳細內容請參閱本公司網站 ([www.sinooceangroup.com](http://www.sinooceangroup.com)) 及香港交易及結算所有限公司的網站 ([www.hkexnews.hk](http://www.hkexnews.hk)) 刊發的 2018 年年報。

For more information, please read our 2018 annual report published on our website ([www.sinooceangroup.com](http://www.sinooceangroup.com)) and the website of Hong Kong Exchanges and Clearing Limited ([www.hkexnews.hk](http://www.hkexnews.hk)).

## 企業管治 CORPORATE GOVERNANCE

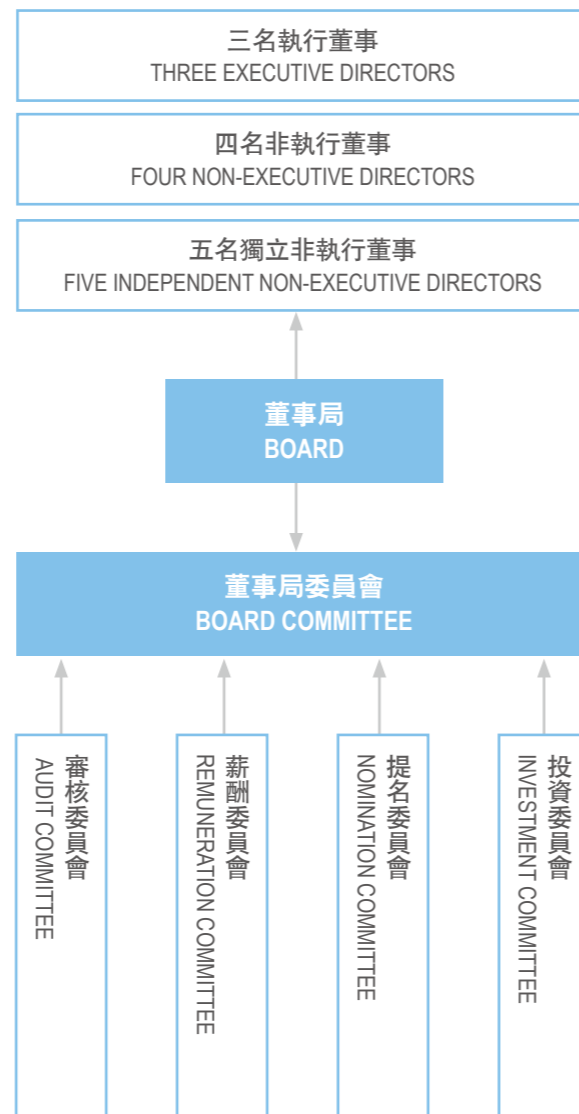
董事局及本集團管理層承諾實現及保持高水平企業管治，這是確保本公司廉潔運營商業環境和維持投資者對本公司信心的關鍵因素。本集團管理層亦積極留意香港與海外的最新企業管治發展。由主席帶領的董事局職責是達成公司目標，制訂發展戰略，定期檢討組織架構，監控業務活動及管理層表現，以保障及提升本公司及其股東利益。

截至 2018 年 12 月 31 日，董事局由十二名董事組成，包括三名執行董事、四名非執行董事、五名獨立非執行董事。董事局設有四個董事局委員會以監督本公司的具體事務，即審核委員會、薪酬委員會、提名委員會及投資委員會。

The Board and management of the Group are committed to achieving and maintaining high standards of corporate governance, which is critical in safeguarding the integrity of the Company's business operations and maintaining investor confidence in the Company. The management of the Group also actively strives to keep abreast of the latest corporate governance developments in Hong Kong and overseas. The Board, led by the Chairman, is responsible for fulfilling the Company's targets, formulating development strategies, regularly reviewing organizational structure, and monitoring business activities and management performance so as to protect and maximize the interests of the Company and its shareholders.

As of 31 December 2018, the Board has 12 Directors, including three executive Directors, four non-executive Directors and five independent non-executive Directors. The Board has set up four board committees (i.e. the Audit Committee, Remuneration Committee, Nomination Committee and Investment Committee) to oversee certain aspects of the Company's business activities.

### 董事局組成 >> BOARD OF DIRECTORS COMPOSITION



我們將股東周年大會和股東特別大會視為重要事件，股東通過股東大會行使自身權利，保證股東的權益及權利。我們也設立了投資者關係部，以保證雙向溝通、回應股東及公眾人士的查詢、保護中小投資者的利益。

我們亦按照監管機構對信息披露的相關規定，堅守高度披露的準則，在合理、切實可行的範圍內，定期或隨時對特殊事實情況進行真實、準確、完整、合規的披露，使公眾能平等、適時及有效地取得所披露消息。2018 年在信息披露方面，集團堅持既有的高效和高標準，確保相關信息通過公司官網和其他渠道及時進行披露。

集團「提名委員會」至少每年檢討董事局的架構、人數、組成及多元化（包括但不限於性別、年齡、文化及教育背景、專業技能、知識及經驗方面）。

有關本集團企業管治及董事局的更多資料，請參閱本公司網站 ([www.sinooceangroup.com](http://www.sinooceangroup.com)) 及香港交易及結算所有限公司的網站 ([www.hkexnews.hk](http://www.hkexnews.hk)) 刊發的 2018 年年報。

We regard the annual general meeting and extraordinary general meetings of shareholders as important events, whereby shareholders can exercise their rights to safeguard their interests and rights. We have also set up the Investor Relations Department to allow for two-way communications, including responding to inquiries from shareholders and the public and protecting the interests of small and medium investors.

Furthermore, we satisfied high information disclosure standards and complied with regulatory rules on information disclosure. Wherever possible and feasible, we disclosed special facts truthfully, accurately and completely in compliance with regulations on a regular or ad hoc basis, guaranteeing the public impartial, timely and effective access to relevant information. In 2018, we maintained our high standards of information disclosure to ensure the timely dissemination of relevant corporate information via our official website and other channels.

The Group's "Nomination Committee" reviews the Board's structure, headcount, composition and diversity (including but not limited to sex, age, culture and education background, professional expertise, knowledge and experience) at least once every year.

For more information about corporate governance of the Group and the Board, please read our 2018 annual report published on our website ([www.sinooceangroup.com](http://www.sinooceangroup.com)) and the website of Hong Kong Exchanges and Clearing Limited ([www.hkexnews.hk](http://www.hkexnews.hk)).



## 遵紀守法，廉潔從業 COMPLIANCE, HONESTY AND INTEGRITY

為保障本集團員工遵紀守法、廉潔從業、增加內部申訴渠道，我們制定了集團層面的《員工違紀處理辦法》、《監察案件檢查與審理管理辦法》、《回避管理辦法》、《舉報與申訴管理辦法》等，為保障制度政策的有效執行，集團：

With a view to ensuring compliance and incorruptibility of the Group's employees, and introducing new internal compliant channels, we have formulated the "Measures for Handling Employee Misconduct," "Administrative Measures for Inspection and Hearing of Supervision Cases," "Administrative Measures for Recusal" and "Administrative Measures for Whistleblowing and Complaints" at the Group level. In an effort to facilitate the effective implementation of these measures and policies, the Group:



在公司內網首頁增設「違紀舉報」的窗口：震懾違紀人員的同時方便員工了解公司的相關規章制度及規範底線；

added a "Misconducts Reporting" section on its intranet homepage, facilitating employees' understanding of the Company's relevant rules and regulations and the regulatory bottom line while deterring regulatory violations;



在所有子公司派駐監事人員，行使監督職責；

assigns supervisors to all subsidiaries to exercise supervisory duties;



要求全員簽署合規經營承諾書，重視日常合規督導；

enters into an operation compliance undertaking statement with all employees, with due attention paid to routine compliance supervision;



不定期向分中心進行合規提示，定期進行新法規宣傳；

periodically issues compliance warnings to sub-centers and regularly updates staff on new laws and regulations;



要求在新簽業務協議中必須增加監察舉報郵箱及反商業賄賂條款；

stipulates that provisions related to the whistleblowing email address and anti-commercial bribery clauses must be included in new business agreements;

2018 年度，集團成立了紀律檢查委員會，並制定了《紀律檢查委員會工作制度》、《紀律檢查委員會會議制度和議事規則》、《案件檢查工作辦法》及《紀律檢查委員會與風控監察關於違紀綫索管轄、查辦及移交工作辦法》四項紀委工作制度和規範，強化集團內部黨風廉政建設。相關內部制度制定主要參考《中華人民共和國刑法》、《中華人民共和國刑事訴訟法》及《中華人民共和國治安處罰法》。

本年度，為了完善公司合規制度建設，正式發佈了新修訂的監察制度《員工違紀處理辦法》、《監察案件檢查與審理管理辦法》、《回避管理辦法》及《舉報與申訴管理辦法》，在修訂過程中，充分履行了法律規範關於企業規則制度民主管理的相關程序規定。

針對各中心、事業部、專業公司、新員工入職，共組織廉潔從業培訓 38 場，累計現場參訓人員近 1,900 人；同時，各事業部風控部門在事業部、分中心、項目層面均開展了廉潔從業、合規建設培訓，實現了對事業部、分中心、項目的全覆蓋，強化了全員廉潔從業意識和職業操守，構建風清氣正的職場環境。



定期向全員進行合規運營培訓，新員工入職培訓中介紹公司合規要求和制度；

conducts regular compliance training for all employees, and explains the Company's compliance requirements and systems as part of the orientation program for new employees;



所有公司中高管人員簽署《遠洋集團控股有限公司中高管行為準則》；

requires all mid- and senior-level executives of the Company to sign the "Middle and Senior Management Code of Conduct of Sino-Ocean Group Holding Limited";

In 2018, the Group set up a Disciplinary Inspection Committee and introduced four sets of work discipline measures and standards – "Working System of the Disciplinary Inspection Committee", "Regulations and Rules of Procedure for Meetings of the Disciplinary Inspection Committee," "Case Review Work Measures" and "Disciplinary Clue, Investigations and Hand-over Work Measures" – to ratchet up anti-corruption efforts within the Group. These internal regulations were formulated mainly with reference to the Criminal Law of the People's Republic of China, the Criminal Procedure Law of the People's Republic of China and the Public Security Administration Punishments Law of the People's Republic of China.

During the year, we officially amended the "Measures for Handling Employee Misconduct", "Administrative Measures for Inspection and Hearing of Supervision Cases", "Administrative Measures for Recusal" and "Administrative Measures for Whistleblowing and Complaints" to further develop our compliance system. The amendments were carried out following management democracy procedures specified in the Company's policies.

A total of 38 anti-bribery training sessions, attended by nearly 1,900 people, were conducted for the centers, departments, specialized companies and new employees. In addition, risk control departments of the departments also organized anti-bribery and compliance management training courses at the department, sub-center and project levels. As a result, anti-bribery awareness and professional ethics were reinforced among staff members, which is conducive to the creation of an incorruptible work environment.



將郵件宣貫、現場培訓等方式相結合，宣貫授權制度；

promotes the authorization system combining email publicity materials with face-to-face training sessions;



在集團所轄相關業務所有合作伙伴合作協議中增加「監察舉報郵箱」、「反商業賄賂條款」。

adds provisions related to the whistleblowing email address and anti-commercial bribery clauses to cooperative agreements of all partners involved in businesses within the Group's jurisdictions.

2018 年，累計受理各類違紀綫索 107 件；處理違紀員工 55 人，其中解除勞動合同處分 8 人（移送司法機關 3 人）、已離職移送司法機關 1 人、降職級 1 人，嚴重警告 4 人，警告 12 人，誠勉談話 29 人。加大了對嚴重違紀問題的處理力度。

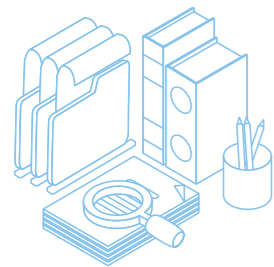
如 2018 年 1 月及 4 月分別查處了 2 名營銷人員通過虛報外包人員考勤的方式，套取勞務工資，因涉嫌違法犯罪，2 人均被移送司法機關處理。

由於發現及時、妥善處理，上述事件對集團財務或運營未造成重大影響，年度內也未發生涉及貪污的重大訴訟案件。

In 2018, 107 reported disciplinary violations were investigated, and disciplinary penalties were meted out to 55 employees, of whom eight were dismissed (including three people who were transferred to judicial authorities), one was transferred to judicial authorities after dismissal, one was demoted, four received serious warnings, 12 were punished with general warnings and 29 attended "disciplinary interviews". All material violations of work discipline were taken very seriously.

For example, two marketing staff members defrauded the Company of wage payments by falsifying attendance records of outsourced workers, and they were punished in January and April 2018, respectively. Both were transferred to judicial authorities for investigation, as their conduct constituted criminal offenses.

These incidents did not materially affect the Group's financial or business operations thanks to timely discovery and proper treatment. The Company did not encounter any major corruption-related lawsuits in 2018.



#### 2018 年度內，本公司 In 2018, the Company:

- 未發生針對不當競爭行爲、反托拉斯和反壟斷實踐的法律訴訟；  
was not involved in any unfair competition or antitrust lawsuits;
- 未發生涉及侵犯原住民權利的事件；  
was not involved in any incidents connected with violations of the rights of indigenous peoples;
- 未發生違反環境法規受到罰款或制裁的重大事件；  
did not receive any major fines or penalties on violations of environmental regulations;
- 未發生侵犯客戶隱私和丟失客戶資料有關的經證實的投訴；  
did not receive any verified complaints on customer privacy violation or lost customer information;
- 未發生違反社會與經濟領域法律和法規的重大事件。  
was not involved any major violations of social or economic laws or regulations.

在針對違法違紀事項處理中，集團有力查處了部分嚴重違紀問題及責任人；樹立了對違反紀律的追責意識；強化了員工誠信及廉潔從業意識；增強了公司合規管理理念。

The Group imposed severe punishments on certain offenders found in gross violation of laws and/or discipline, reinforced accountability for disciplinary violations, and heightened staff's awareness of the importance of honesty and integrity and compliance management.

## 可持續發展管理 SUSTAINABLE DEVELOPMENT MANAGEMENT

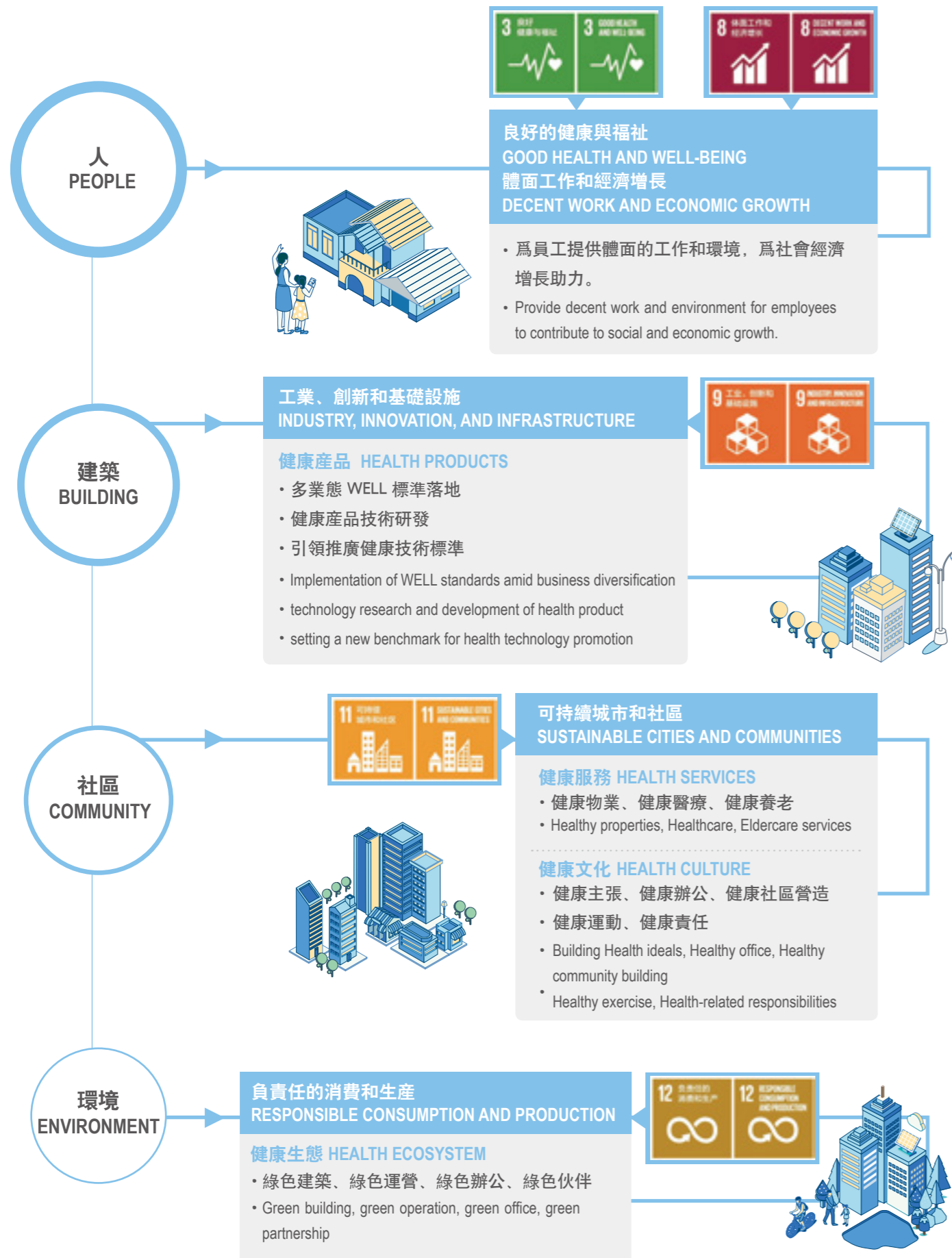
遠洋集團作為「建築健康」的先行者，以「攜手利益相關方共同推動人、建築和環境的可持續發展」為理念，以「聯合國 2030 可持續發展目標（SDG）」為引導方向，以為利益相關方創造價值為責任。

其中，遠洋的可持續發展理念與能力優勢與 SDG「目標 3：良好的健康與福祉」、「目標 8：體面工作和經濟增長」、「目標 9：工業、創新和基礎設施」、「目標 11：可持續城市和社區」、「目標 12：負責任的消費和生產」及十九大報告中的「實施健康中國戰略」匹配。在此方面，遠洋以體系化的健康發展模式，為「確保健康生活並促進各年齡段所有人的福祉」而不斷提升。我們除了在設計和施工中以健康建築為媒介，以持續維護生態健康為基礎，兼顧發展健康服務和健康文化，從而促進人類健康和福祉目標的實現。

As a leader in "Building Health," Sino-Ocean Group embraces the philosophy of "working with stakeholders to promote sustainable development of people, buildings and the environment," is guided by the "United Nations' 2030 Sustainable Development Goals (SDG)" and regards creating value for stakeholders as its responsibility.

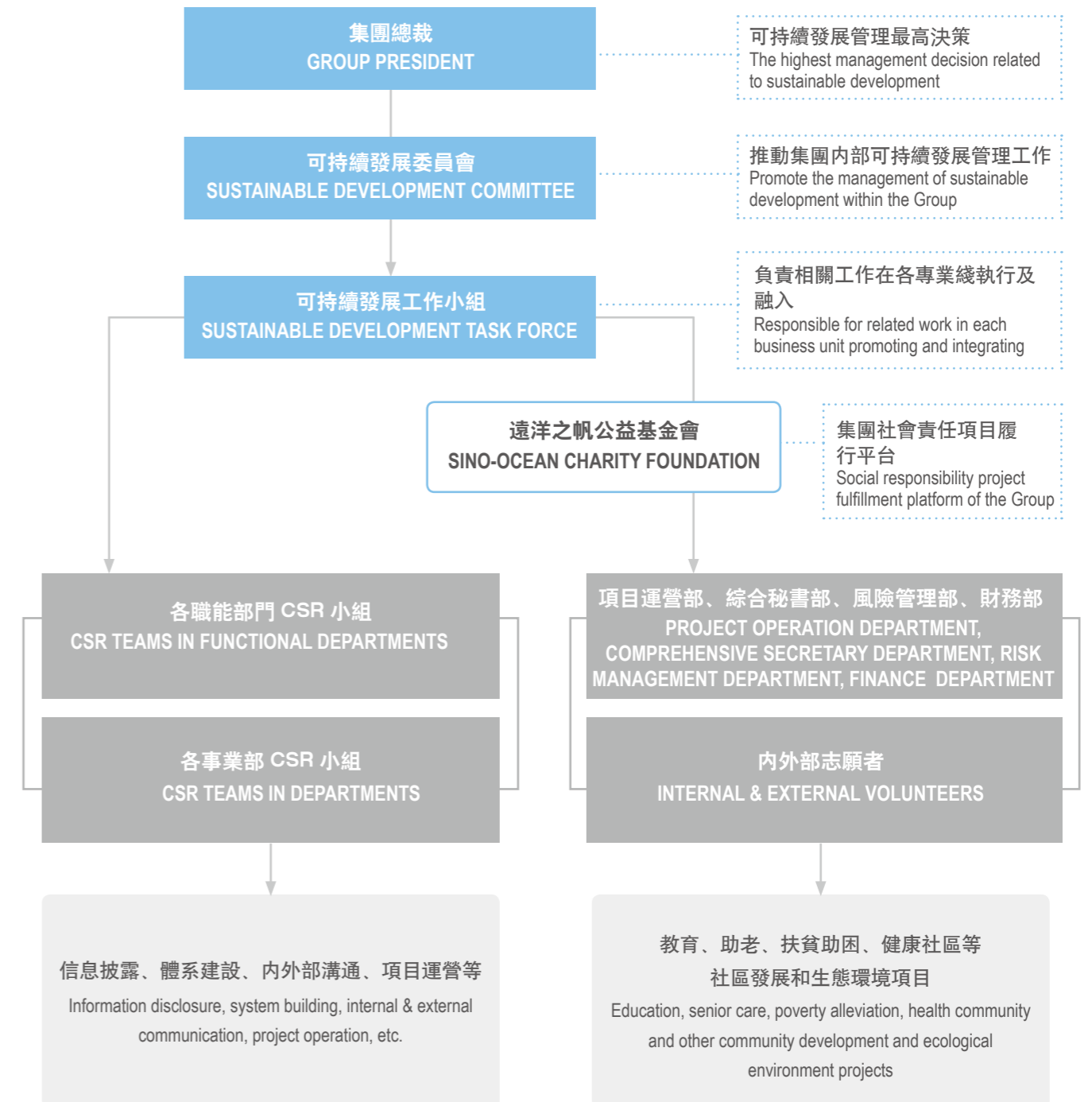
In particular, our sustainable development strategy and competitive strengths match the requirements of "SDG 3: Good Health and Well-Being", "SDG 8: Decent Work and Economic Growth", "SDG 9: Industry, Innovation, and Infrastructure", "SDG 11: Sustainable Cities and Communities", "SDG 12: Responsible Consumption and Production" and the "Building a Healthy China" campaign outlined in the report of the 19th National People's Congress. In this regard, Sino-Ocean has made consistent efforts based on a well-thought-out healthy development model to "ensure healthy living and the well-being of people of all ages." Taking architectural design and construction as the vehicle for promoting Building Health, we will continue to contribute to the well-being of mankind on the basis of sustainable ecological health, while further developing our health services and health culture.





2018 年，集團的健康戰略通過各業務與職能的協同保障，在健康伙伴的支持下，繼續從服務、產品、文化和生態四個方面進行「建築·健康」落地實施。我們的可持續發展管理架構如下：

In 2018, with the support of our green partners, we introduced and implemented the Building Health philosophy through concerted efforts across business units and functions, focusing on service, product, corporate culture and ecosystem development. Our sustainable development management framework is as follows:



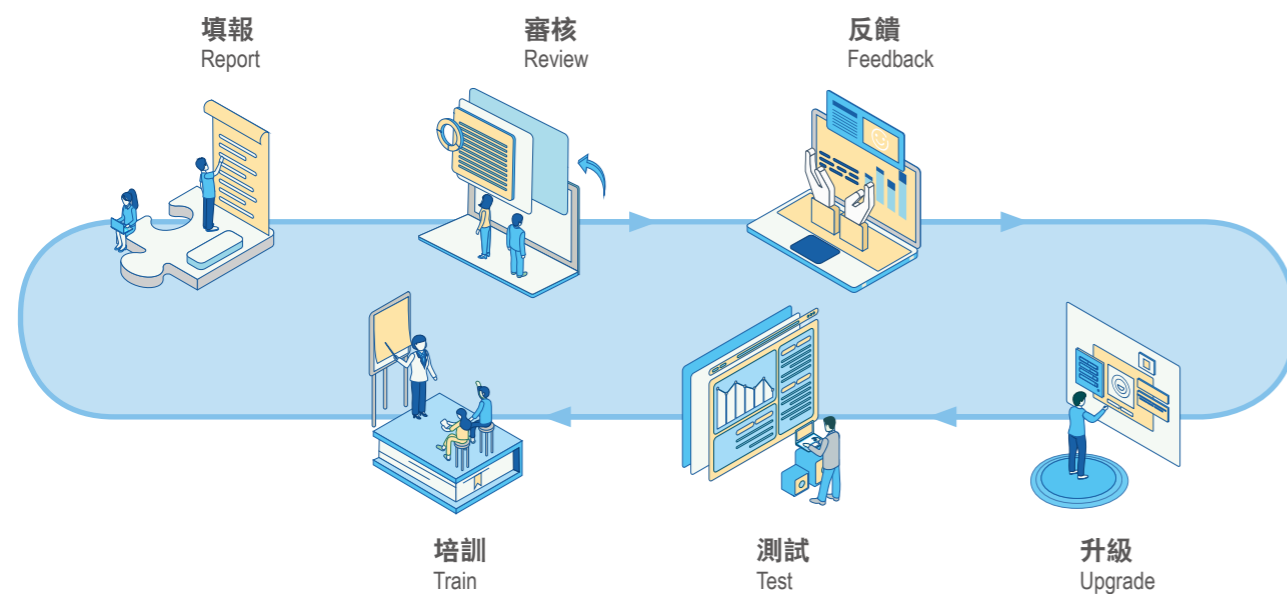
隨著企業整體戰略步伐不斷升級，遠洋集團的可持續發展管理工作已逐漸進化為嵌入業務與運營的多維度系統化專業管理。為了回應愈加嚴格的非財務信息披露要求，這項工作已經得到董事局及集團管理層的充分重視，不僅要在歷次董事會中進行該等事項工作進展情況的匯報，集團 ESG 管理工作、可持續發展報告相關工作也要獲得董事局的認可。為保證集團年度可持續發展報告的準確性，提供內部對於可持續發展工作重視程度，報告編制工作由各重要職能部門參與，由可持續發展主管副總裁及集團總裁最終批覆後正式對外發佈。

集團內部相應資源對於可持續發展工作的支持也是越來越重要，在集團 EIP 系統中開發的線上環境數據系統運行良好，並通過反復填報、審核、反饋、迭代、測試、培訓工作保障信息披露的真實完整及準確，這為整體提升集團管理能力提供了堅實的基礎。

Following continuous upgrades of the overall corporate strategy, sustainable development management at Sino-Ocean Group has evolved into a highly specialized multi-dimensional undertaking fully integrated into business and management operations. The Board and management are acutely aware of the importance of sustainable development and held relevant discussions during previous Board meetings, in response to increasingly stringent non-financial information disclosure requirements, and the Board has reviewed and approved the Group's environmental, social and governance (ESG) and sustainable development reports. In order to ensure the accuracy of the Group's annual sustainable development report and to improve internal departments' emphasis on sustainable development activities, all major functional departments were involved in the preparation of the report, and the report was officially released to the public after the final approval of the vice president overseeing sustainable development activities and the Group President.

Sustainable development has become increasingly reliant on the support of internal resources. The online environmental data system integrated with the EIP system has operated smoothly, and the repeated submission, review, upgrade and testing of the data along with feedback and training guarantees the completeness and accuracy of information disclosures, which translates into an improvement in the Group's overall management capability.

### 線上環境數據系統運行 ONLINE ENVIRONMENTAL DATA SYSTEM OPERATION



除系統平台支持外，為提高集團可持續發展管理能力，集團發佈了《遠洋集團可持續發展管理制度》、《遠洋集團可持續發展定量數據收集流程》、《遠洋集團可持續發展報告編寫規範》及其工作指引、流程圖、範本等系列文件，該等系列文件經過全體高管的最終確認和支持。文件明確了集團可持續發展管理架構，包括可持續發展委員會須由主管可持續發展工作副總裁及各相關專業、業務工作副總裁等組成，工作小組成員由可持續發展主責部門牽頭，相關專業部門人員共同組成，文件同時對日常運營機制進行了規定。該等文件將為集團可持續管理、企業的健康穩定發展保駕護航。

本年度，內嵌於公司日常工作管理系統的可持續發展流程已經精確完成環境數據全面收集，在此基礎上實現了可靠的信息披露成果<sup>1</sup>。在 2016-2017 年兩年實踐的基礎上，本年度的環境數據收集工作更為集中和專業，尤其是更頻繁的基礎情況收集與分析、年度不少於兩次的可持續發展整體培訓、日常溝通以及配合、系統的不斷更新迭代等，保障最終得到能夠真實反映遠洋集團運營過程中的環境基礎信息。

除了對外公開披露並接受監督外，更重要的是通過對數據的審核、對比與分析，能夠更科學地判斷集團、各項目的實際運營情況，提供更好的管理提升建議、能源管理與排放建議，最終幫助公司更好地實現環境責任。

In addition to platform-based support, as part of a campaign to improve the Group's sustainable development management operations, we released the "Sustainable Development Management System of Sino-Ocean Group," "Sustainable Development Quantitative Data Collection Procedure of Sino-Ocean Group," "Sustainable Development Report Compilation Standards of Sino-Ocean Group" and accompanying work guidelines, workflow charts and sample texts, all of which have been officially approved and endorsed by all members of the senior management. These documents set out the sustainable development framework, stipulating that the Sustainable Development Committee should consist of the vice president overseeing sustainable development activities and other vice presidents in charge of related businesses, and members of the working group, led by the sustainable development department or a similar body, should include employees from related business units. The documents also contain provisions on routine operating mechanisms. They are formulated to ensure effective sustainable development management and the Company's healthy and steady development.

During the year, we completed a comprehensive collection of environmental data via the sustainable development process embedded in the routine business management system, and achieved reliable information disclosure results<sup>1</sup>. On the basis of relevant operations in 2016 and 2017, environmental data collection was conducted in a more centralized and professional manner in 2018. Reliable retrieval of basic environmental information associated with business operations is guaranteed through more frequent data collection and analysis, two or more sustainable development training sessions every year, effective communications and coordination in routine operations and constant system iteration and upgrades.

Apart from public disclosure and acceptance of regulatory supervision, it is important for us to systematically assess the actual performance of the Group and projects through reviews and data juxtaposition and analysis. It enables us to put forward effective suggestions on energy management and emission control and ultimately help the Company to better meet its environmental responsibilities.



1. 詳細數據請參見本報告「築·就健康環境」章節。  
1. Refer to the "Building a Healthy Environment" section of this Report for further details.

## 利益相關方溝通及重要性議題評估 STAKEHOLDER COMMUNICATION AND MATERIALITY ASSESSMENT

## ● 企業主導的利益相關方 溝通及參與 CORPORATE-ORIENTED STAKEHOLDERS COMMUNICATION AND ENGAGEMENT

結合過往發展歷程和未來發展趨勢，遠洋堅持與環境、客戶、社區、投資者、員工、政府及合作伙伴在內的七大利益相關方保持多渠道、積極的雙向溝通協作，攜手各方共同實現經濟、社會和環境價值的可持續發展。

Based on a clear understanding of historical events and future development trends, we have maintained two-way communications and partnerships with seven major stakeholders – the environment, customers, communities, investors, employees, government and partners – through various channels. We work together with these stakeholders to deliver sustainable development of economic, social and environmental values.

溝通機制與方式 COMMUNICATION MECHANISM AND MODE		對遠洋集團的期望 EXPECTATIONS FOR SINO-OCEAN GROUP		遠洋集團的回應與成效 RESPONSE AND EFFECTIVENESS OF SINO-OCEAN GROUP		
 <b>環境 ENVIRONMENT</b>	<ul style="list-style-type: none"> <li>關注環保</li> <li>環保項目合作</li> <li>社會團體合作</li> </ul>	<ul style="list-style-type: none"> <li>Concerned about environmental protection</li> <li>Cooperation in environmental projects</li> <li>Social group cooperation</li> </ul>	<ul style="list-style-type: none"> <li>保護生態環境</li> <li>推動環境保護</li> </ul>	<ul style="list-style-type: none"> <li>Protection of ecological environment</li> <li>Promotion of environmental protection</li> </ul>	<ul style="list-style-type: none"> <li>積極節能減排，應用環保新技術</li> <li>倡導綠色建築，開展綠色環保活動</li> <li>改造老舊社區，倡導低碳生活</li> <li>開展綠色辦公，倡導健康生活</li> </ul>	<ul style="list-style-type: none"> <li>Active energy-saving emission reduction, the application of new technologies for environmental protection</li> <li>Advocating green building, launching green activities</li> <li>Transformation of the old community, advocating low-carbon life</li> <li>Launching green office, advocating healthy lifestyle</li> </ul>
 <b>客戶 CUSTOMER</b>	<ul style="list-style-type: none"> <li>客戶滿意度調查</li> <li>客戶關係管理</li> <li>搭建“遠洋會”平台</li> <li>客戶走訪、溝通</li> </ul>	<ul style="list-style-type: none"> <li>Customer satisfaction survey</li> <li>Customer relationship management</li> <li>Build “Sino-Ocean Club” platform</li> <li>Customer visit and communication</li> </ul>	<ul style="list-style-type: none"> <li>提升產品質量</li> <li>滿足客戶需求</li> <li>改善服務質量</li> </ul>	<ul style="list-style-type: none"> <li>Enhance product quality</li> <li>Meet customer needs</li> <li>Improve service quality</li> </ul>	<ul style="list-style-type: none"> <li>安全質量大檢查</li> <li>人性化的產品開發</li> <li>客戶服務流程精細化</li> <li>持續提高產品和服務品質</li> <li>豐富多彩的社區文化</li> </ul>	<ul style="list-style-type: none"> <li>Safety quality inspection</li> <li>Humanized product development</li> <li>Customer service process refinement</li> <li>Continuously improve the quality of products and services</li> <li>Great variety of community culture</li> </ul>
 <b>社區 COMMUNITY</b>	<ul style="list-style-type: none"> <li>參與社區項目</li> <li>定期溝通</li> <li>媒體溝通</li> </ul>	<ul style="list-style-type: none"> <li>Participate in community projects</li> <li>Regular communication</li> <li>Media communication</li> </ul>	<ul style="list-style-type: none"> <li>促進社區社會經濟發展</li> <li>關注社會民生</li> <li>支持社會公益</li> </ul>	<ul style="list-style-type: none"> <li>Promote the social and economic development of the community</li> <li>Concerned about the livelihood of the people</li> <li>Support social welfare</li> </ul>	<ul style="list-style-type: none"> <li>參與社區建設，吸納當地人才</li> <li>開展災害緊急人道援助</li> <li>關注貧困孩子的生存與教育</li> <li>倡導員工投身志願者活動回饋社會</li> <li>支持大學生和社會大眾參與社會公益</li> </ul>	<ul style="list-style-type: none"> <li>Participate in community building and attract local talent</li> <li>Disaster emergency humanitarian assistance</li> <li>Paying attention to the survival and education of poor children</li> <li>Encourage employees to volunteer to give back to society</li> <li>Support college students and the public to participate in social welfare</li> </ul>
 <b>投資者 INVESTOR</b>	<ul style="list-style-type: none"> <li>經營績效考核</li> <li>信息披露</li> <li>股東大會</li> <li>投資關係活動</li> </ul>	<ul style="list-style-type: none"> <li>Operating performance evaluation</li> <li>Information disclosure</li> <li>General meeting of shareholders</li> <li>Investor relationship activity</li> </ul>	<ul style="list-style-type: none"> <li>持續提高公司價值</li> <li>穩健經營、風險防範</li> <li>及時準確的信息披露</li> </ul>	<ul style="list-style-type: none"> <li>Continuously improve company value</li> <li>Sound management, risk prevention</li> <li>Timely and accurate information disclosure</li> </ul>	<ul style="list-style-type: none"> <li>遠洋地產品牌推廣</li> <li>持續、系統提升風險管理能力</li> <li>信息披露流程精細化</li> <li>積極回應 ESG 表現評級</li> </ul>	<ul style="list-style-type: none"> <li>Sino-Ocean Real Estate brand promotion</li> <li>Continuously and systematically improve the risk management ability</li> <li>Information disclosure process refinement</li> <li>Respond positively to ESG performance ratings</li> </ul>
 <b>員工 EMPLOYEE</b>	<ul style="list-style-type: none"> <li>員工培訓</li> <li>民主管理渠道</li> <li>職工代表大會</li> <li>投訴與反饋</li> <li>績效管理</li> </ul>	<ul style="list-style-type: none"> <li>Staff training</li> <li>Democratic management channel</li> <li>Workers congress</li> <li>Complaints and feedback</li> <li>Performance management</li> </ul>	<ul style="list-style-type: none"> <li>保障合法權益</li> <li>公平的薪酬和福利</li> <li>良好的工作環境與氛圍</li> <li>個人職業生涯發展績效管理</li> </ul>	<ul style="list-style-type: none"> <li>Safeguard the legitimate rights and interests</li> <li>Fair pay and benefits</li> <li>Good working environment and atmosphere</li> <li>Personal career development performance management</li> </ul>	<ul style="list-style-type: none"> <li>遵守相關法律，維護員工權益</li> <li>關注員工福利，完善薪酬管理</li> <li>營造舒適和諧企業文化與環境</li> <li>員工的歸屬感與滿意度</li> </ul>	<ul style="list-style-type: none"> <li>Abide by the relevant laws and safeguard the rights and interests of employees</li> <li>Pay attention to employee benefits, improve the compensation management</li> <li>Create a comfortable and harmonious corporate culture and environment</li> <li>Employee's sense of belonging and satisfaction</li> </ul>
 <b>政府 GOVERNMENT</b>	<ul style="list-style-type: none"> <li>項目合作</li> <li>日常管理</li> <li>會議交流</li> <li>監督檢查</li> </ul>	<ul style="list-style-type: none"> <li>Project cooperation</li> <li>Daily management</li> <li>Conference communication</li> <li>Supervision and inspection</li> </ul>	<ul style="list-style-type: none"> <li>遵守國家政策</li> <li>遵紀守法</li> <li>擴大經營</li> <li>履行企業社會責任</li> </ul>	<ul style="list-style-type: none"> <li>Compliance with national policy</li> <li>Abide by the law</li> <li>Expand operation</li> <li>Perform corporate social responsibility</li> </ul>	<ul style="list-style-type: none"> <li>響應政府號召</li> <li>落實保障房建設</li> <li>守法經營，依法納稅</li> <li>保證安全質量</li> <li>助推城市發展</li> </ul>	<ul style="list-style-type: none"> <li>Respond to the call of the government</li> <li>Implementation of affordable housing construction</li> <li>Abide by the law, pay taxes in accordance with the law</li> <li>Ensure safety quality</li> <li>Boost urban development</li> </ul>
 <b>合作夥伴 PARTNER</b>	<ul style="list-style-type: none"> <li>項目合作談判</li> <li>評估與調查</li> <li>日常業務溝通走訪</li> </ul>	<ul style="list-style-type: none"> <li>Project cooperation negotiation</li> <li>Evaluation and investigation</li> <li>Daily business communication and visit</li> </ul>	<ul style="list-style-type: none"> <li>遵紀守法</li> <li>恪守商業道德</li> <li>平等協商，互利共贏</li> <li>建立長期合作關係</li> </ul>	<ul style="list-style-type: none"> <li>Abide by the law</li> <li>Adhere to business ethics</li> <li>Equal consultation, mutual benefit and win-win</li> <li>Establish long-term cooperative relationship</li> </ul>	<ul style="list-style-type: none"> <li>嚴格遵守合同要求</li> <li>提高信譽度</li> <li>嚴格選擇</li> <li>資格審核</li> <li>業務領域的拓展與持續合作</li> </ul>	<ul style="list-style-type: none"> <li>Strictly abide by the contract requirements</li> <li>Improve credibility</li> <li>Strict selection</li> <li>Qualification examination</li> <li>Business development and continuous cooperation</li> </ul>



伴隨著《遠洋集團可持續發展管理制度》系列文件的發佈，充分對內各業務體系傳達責任意識，倡導責任履行。而作為健康建築的先行者，我們也越來越注重與利益相關方攜手同行，希望能夠集結更多力量共同推動人、建築、環境和社會的可持續發展。

The sense of responsibility and duty fulfilment has been reinforced in all business systems through the introduction of the "Sustainable Development Management System of Sino-Ocean Group" and other relevant policies. As a pioneer of Building Health, we are increasingly aware of the importance of effective collaboration with our stakeholders. Our goal is to mobilize more parties to jointly promote the sustainable development of people, buildings, the environment and society.

## 責任倡導 STRONG SENSE OF RESPONSIBILITY

 <p><b>對公眾 PUBLIC</b></p> <ul style="list-style-type: none"><li>· 營造社區健康文化 · Create health culture in communities</li><li>· 號召公益活動參與 · Engage the public in charitable activities</li></ul>	 <p><b>對同行 PEERS</b></p> <ul style="list-style-type: none"><li>· 踐行並推廣健康建築 · Practice Building Health ideals</li><li>· 建立健康建築體系並在業內倡導和分享 · Building Health system creation, promotion and sharing within the real estate industry</li></ul>
 <p><b>對全體員工 ALL EMPLOYEES</b></p> <ul style="list-style-type: none"><li>· 連續六年頒發責任風尚獎 · Responsibility Role Models have been selected and rewarded in six consecutive years</li><li>· 公益項目支持 · Charity project support</li></ul>	 <p><b>對合作伙伴 PARTNERS</b></p> <ul style="list-style-type: none"><li>· 鼓勵共創健康產品 · Partners are encouraged to develop health products</li><li>· 攜手共益 · Mutually beneficial partnership</li></ul>
 <p><b>對董事局及中高管 BOARD AND EXECUTIVES</b></p> <ul style="list-style-type: none"><li>· 分享可持續發展趨勢 · Sharing sustainable development trend</li><li>· 相關管理制度發佈推進 · Implementation and promotion of related management system</li></ul>	

## ● 積極主動的市值管理 PROACTIVE MARKET CAP MANAGEMENT

為進一步回應利益相關方的期望，我們充分重視來自資本市場的評價，今年首次積極回應 ESG 表現評價體系。

2018 年，遠洋集團持續入選恒生可持續發展企業基準指數成分股（“HSSUSB”<sup>2</sup>）。此次為遠洋集團繼 2017 年 9 月之後第二年度持續入選該基準指數成分股。本年度，入選企業由 96 家減少至 93 家。在 25 家企業被剔除的狀況下，遠洋集團在可持續發展方面依舊保持一貫優秀表現，為企業可持續發展主題提供優質基準。

2018 年，遠洋集團首次參評“全球房地產可持續性評估指標”（Global Real Estate Sustainability Benchmark, GRESB）<sup>3</sup>，並在開發商類別下整體評價中獲得四星級的優異成績，公開披露信息水平處於最高級別 A 級。

We pay close attention to feedback from the market in line with stakeholders' expectations, responding to the ESG performance evaluation system for the first time this year.

Sino-Ocean Group was selected as a constituent of the Hang Seng Corporate Sustainability Benchmark Index ("HSSUSB"<sup>2</sup>) again in 2018, after first being included in September 2017. The total number of constituent companies was reduced from 96 to 93 in 2018, and 25 companies were removed. Our selection for the second time attests to our proven track record of continuously delivering sustainable development, making us an ideal benchmark for the index.

Sino-Ocean Group received a four-star rating (real estate developers) and the highest grade (A) for information disclosure quality for its first entry into the Global Real Estate Sustainability Benchmark (GRESB)<sup>3</sup> ranking program in 2018.

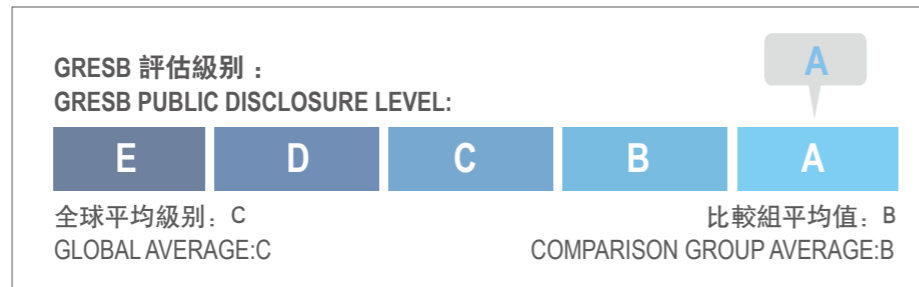


2. 恒生可持續發展指數對於成份股公司挑選程序嚴謹，過程中考慮市值準則、成交量準則、上市時間要求，並參考由獨立的專業評審機構香港質量保證局按照其設計之可持續發展評級框架而進行的可持續發展評級結果。此舉令恒生可持續發展企業指數系列達至客觀、可靠，及具有高投資性的標準。
2. The Hang Seng Corporate Sustainability Benchmark Index ("HSSUSB") applies very strict criteria in constituent company selection, including market cap, trading volume and time of stock listing, and sustainable development ratings are issued by an independent appraiser, Hong Kong Quality Assurance Agency, based on its own Sustainable Development Rating Framework. These measures are a guarantee of the objectivity, reliability and high investibility of the index and its constituents.
3. “全球房地產可持續性評估指標”是一家以投資者為中心的機構，致力於評估全球房地產公司和投資基金的環境、社會及管治（簡稱 ESG）績效。其會員公司包括全球房地產和基礎建設行業的領軍企業，以及近 70 家機構投資者，GRESB 認為應當將 ESG 指標納入投資決策程序，同樣重要的是，投資者、公司和基金經理應當在可持續性問題方面進行積極對話。GRESB 每年更新投資者參與指南。其會員公司使用 GRESB 評估以及 ESG 數據評價其投資管理與決策，以期降低投資風險及優化投資計劃。
3. The "Global Real Estate Sustainability Benchmark" (GRESB) is an investor-oriented institution specializing in environmental, social and governance (ESG) performance assessment for real estate companies and investment funds worldwide. Its members include the world's leading property and infrastructure developers and some 70 institutional investors. GRESB advocates incorporation of ESG metrics into the investment decision-making process. Additionally, investors, companies and fund managers should engage in active dialogues on sustainability related topics. The GRESB investor participation guide is updated every year. Member companies use the GRESB assessment findings and ESG data to gauge the effectiveness of their investment management and decision-making processes, in order to minimize investment risk and optimize investment plans.

在 GRESB 的評估體系中，除了一般常見的績效指標信息，如可持續發展管理及政策、利益相關方參與、風險與機會、能源、溫室氣體排放、水和廢棄物外，亦涵蓋更加具有行業針對性的新建築和主要改造項目下的綠色發展考量因素。

In addition to common performance indicators such as sustainable development management and policies, stakeholder participation, risk and opportunities, energy, greenhouse gas emissions, water and waste, the GRESB assessment system also includes green development considerations regarding new property developments and major renovation projects, which are specific to the real estate industry.

## 遠洋集團控股有限公司 SINO-OCEAN GROUP HOLDING LIMITED



遠洋集團在可持續發展方面依舊以一貫積極及務實的態度，主動響應資本市場在房地產行業中日趨增加的關注，向投資者展示企業在可持續發展上優秀的表現及成果，延續在各評估上的佳績。

Adhering to a proactive and pragmatic approach, Sino-Ocean Group has communicated to investors its consistent and excellent sustainable development performance and achievements, in response to the increased exposure of the real estate industry to capital markets. We have also delivered impressive results in various ranking programs over the years.

## ● 重要性議題識別與評估 MATERIALITY IDENTIFICATION AND ASSESSMENT

### 原則 PRINCIPLES

在對內正式發佈的《遠洋集團可持續發展管理制度》中明確，重要性議題識別與評估工作是可持續發展管理工作中的重要內容，並明確該項工作定期進行，頻率為每兩年一次。

2017 年 10 月，我們在原有參與重要性議題評估的利益相關方規模基礎上擴大了各相關方的調研，以更加全面公開的渠道輔以激勵措施，收集了更多相關方對於遠洋集團可持續發展議題的意見，最終獲得的核心議題及其重要性評估結果適用程度很高。

2018 年即繼續沿用之前的評估結果。新一輪的重要性議題識別與評估將在 2019 年再次開啓。詳細內容請參見《健康綻放 共就價值——遠洋集團 2017 年度可持續發展報告》“關於遠洋”篇章。

As stated in the internally released “Sustainable Development Management System of Sino-Ocean Group,” materiality identification and assessment is a very important part of sustainable development management and is therefore regularly performed once every two years.

In October 2017, we conducted extensive stakeholder surveys covering all existing stakeholders involved in materiality assessment, and launched various open channels and incentive schemes to increase the volume of suggestions and opinions concerning the Group’s sustainable development collected from stakeholders. The resulting core topics and materiality assessment findings are both highly relevant to the Company.

The findings were used again in the 2018 materiality assessment program, and the new materiality identification and assessment will be carried out in 2019. Please refer to the “About Sino-Ocean” section in the “Healthy Bloom Together For Value Sustainable Development Report 2017 of Sino-Ocean Group” for details.

## 我們的榮譽 OUR HONOR

2018 年，我們獲得的可持續發展相關的主要榮譽如下：  
WE RECEIVED THE FOLLOWING MAJOR SUSTAINABILITY-RELATED AWARDS AND HONORS IN 2018:

榮譽獎項 AWARD/HONOR	頒獎機構 AWARDED BY	獲獎時間 DATE
恒生可持續發展企業基準指數成分股 CONSTITUENT OF THE HANG SENG CORPORATE SUSTAINABILITY BENCHMARK INDEX	恒生指數 Hang Seng Index	2018.09
GRESB 四星級 GRESB 4 STAR	GRESB GRESB	2018.09
榮獲 2018 年度北京市非公有製企業履行社會責任綜合評價活動百家上榜單位 TOP 100 SOCIAL RESPONSIBILITY RANKING FOR NON-STATE-OWNED ENTERPRISES IN BEIJING (2018)	中共北京市委社會工作委員會、首都經濟貿易大學、北京新經濟組織發展研究院、千龍網 Social Work Commission, Beijing Municipal CPC Committee, Capital University of Economics, Beijing New Economic Organization Development Research Institute, Qianlong.com	2018.12
2018 年中國資管新勢力評選中，榮獲“年度風雲企業獎” “STAR ENTERPRISE OF THE YEAR, CHINA ASSET MANAGEMENT NEW POWER AWARD (2018)	2018 第三屆中國不動產資產管理峰會、睿和智庫、萬商俱樂部、樂居財經 3rd China Real Estate Asset Management Summit (2018), Ruihe Think Tank, Van Sound Club, News.leju.com	2018.12
2018 年度責任企業 MOST RESPONSIBLE ENTERPRISE OF THE YEAR (2018)	南方日報社 South Daily	2018.12
2018 中國房地產上市企業 30 強（地產 G31） TOP 30 CHINESE LISTED REAL ESTATE ENTERPRISES (REAL ESTATE G31)	觀點地產新媒體 Guandian New Media	2018.03
2018 中國綠色地產（商業）TOP10 2018 TOP 10 CHINA GREEN REAL ESTATE DEVELOPERS (COMMERCIAL)	標準排名 Green Ranking	2018.06
2018 中國健康建築運營典範 2018 MODEL CHINESE HEALTHY BUILDING OPERATOR	標準排名 Green Ranking	2018.06
北京市社會領域先進基層黨組織 ADVANCED GRASSROOTS PARTY ORGANIZATION IN BEIJING (SOCIAL UNDERTAKINGS)	中共北京市委社會工作委員會 Social Work Commission, Beijing Municipal CPC Committee	2018.06
2018 中國房企品牌價值 TOP20 TOP 20 VALUABLE CHINESE REAL ESTATE BRANDS (2018)	億翰智庫 Yihan Think Tank	2018.08
2018 中國房地產公司品牌價值 TOP10（混合所有） TOP 10 VALUABLE CHINESE REAL ESTATE COMPANY BRANDS (2018) (MIXED OWNERSHIP)	中國房地產 TOP10 研究組 China Real Estate Top10 Research	2018.09
CSR 中國教育獎遠洋集團控股有限公司最佳 CSR 品牌 SINO-OCEAN GROUP HOLDING LIMITED -BEST CSR BRAND, CSR CHINA EDUCATION AWARD	2018 年 CSR 中國教育獎組委會 CSR China Education Award Organizing Committee (2018)	2018.09
2018 中國上市房企綠色信用 TOP20 2018 TOP 20 CHINA LISTED REAL ESTATE COMPANY GREEN CREDIT	中國投資協會投資諮詢專業委員會 Investment Advisory Committee, China Investment Association	2018.12
2018 中國房地產品牌價值榜百強企業品牌價值 511.9 億 2018 TOP 100 CHINA REAL ESTATE BRANDS RANKING (BRAND VALUE: RMB 51.19 BILLION)	中國房地產報社、中房智庫 China Real Estate Business, China Real Estate Business School	2018
2018 年度教育貢獻獎 BEST EDUCATION CONTRIBUTOR OF THE YEAR (2018)	國際金融報 2018CSR 先鋒論壇 International Financial News 2018CSR Pioneer Forum	2018

更多獲獎情況請查閱《遠洋集團控股有限公司 2018 年度報告》或訪問：[www.sinooceangroup.com](http://www.sinooceangroup.com) 投資者關係財務報告頁面  
More awards can be seen in the 2018 Annual Report of Sino-Ocean Group Holding Limited or by visiting [www.sinooceangroup.com](http://www.sinooceangroup.com) and navigating to the investor relations financial reports page.

# 1

## BUILDING HEALTH FOR CUSTOMERS

### 築·就客戶健康

遠洋一直將“建築健康”作為自身的發展戰略和產品基因，歷經多年嘗試、摸索、思考、優化和迭代，已建構起屬於遠洋自己獨有的認知、理解和實踐理論，並繼續不斷踐行，為用戶提供更加健康的人居環境。

Sino-Ocean has always regarded "building health" as its own development strategy and genes of products. It has established its own unique cognition, understanding and practical theory for this through years of experimentation, exploration, thinking, optimization and repeated calculations, and has continued to put this into action to provide users with a healthier living environment.



## 健康戰略及落地 HEALTH STRATEGY AND IMPLEMENTATION

國民的健康意識正在轉化為健康行動，健康越來越成為人民美好生活的需要。政府理解人們這一需要，十九大報告倡導健康文明生活方式，而要實現美好生活，健康是其中一個重要的支點。今天，“健康”已成為一直以客戶為本的遠洋產品重要的內核之一，我們不止為客戶提供健康的產品、健康的服務，更為客戶提供健康的生活方式，我們在幫助更多客戶追求美好生活的過程中，助力打造“健康中國”的遠洋樣板。

2015 年遠洋集團把“健康”作為第四步發展戰略的產品定位。2016 年遠洋集團召開品牌發佈會，宣佈開啓健康生活時代，將“健康”打造為遠洋的產品標籤。2017 年建築健康在遠洋全面落地。2018 年是遠洋集團的 25 周歲，中國房地產發展也伴隨著遠洋集團的成長路徑。25 年間，遠洋以改善人居環境為己任，深耕產品品質，始終在不斷探索、挖掘、提升建築的健康性能，把健康和我們所做的事情結合起來。而作為地產人，我們尋求的方式自然就是用建築去關懷用戶的健康，於是“建築健康”應運而生。從綠色建築到健康建築，也是遠洋經過多年的研發和實踐而來，健康建築讓我們更關注到建築中“人”的本身。

The Chinese people's health consciousness is turning into healthy actions, and health is more and more becoming a need for better life of the people. Understanding such need of the people, the government has advocated in the report of the 19th National Congress a healthy and civilized lifestyle, and to achieve a better life, health is one of the important components. Today, "health" has become one of the important cores of Sino-Ocean's customer-oriented products. Not only do we provide customers with healthy products and services, we also provide them with a healthy lifestyle. While we help more customers pursue a good life, we help create Sino-Ocean's model of a "healthy China".

In 2015, the Sino-Ocean Group positioned health as the product for its fourth-step of development strategy. In 2016, we held a brand release conference to announce the commencement of an era of healthy lifestyle, striving to forge "health" as a product label of Sino-Ocean. 2017 saw the full implementation of building health in Sino-Ocean, while 2018 marked the 25th anniversary of the Sino-Ocean Group when China's real estate development also went along with the growth path of the Sino-Ocean Group. Over 25 years, Sino-Ocean has been committed to improving people's living environment by enhancing product quality and constantly exploring, excavating and improving the health performance of buildings, incorporating health elements into what we have done. As a real estate company, the way we seek will naturally be using architecture to care for the health of users, and the "building health" has come into being accordingly. From green building to healthy building, both are the results of Sino-Ocean's R&D and practice for years, and healthy buildings have made us concern more about the element of "people" itself in the building.

**25 年間**  
遠洋以改善人居環境為己任  
深耕產品品質  
始終在不斷探索、挖掘、提升建築的健康性能  
把健康和我們所做的事情結合起來

Over 25 years,  
Sino-Ocean has been committed to improving people's living environment by enhancing product quality and constantly exploring, excavating and improving the health performance of buildings, incorporating health elements into what we have done.

EXPLORATION  
探索



EXCAVATION  
挖掘

建築健康  
BUILDING HEALTH

我們做的是回歸本源，去建造更健康的建築，從源頭阻斷不健康因素，做好預防，讓大眾的生活更健康。在上下求索的過程中，我們經歷了三個階段：

What we have done is returned to the fundamentals, that is, making everyone's lives healthier by removing and preventing unhealthy factors from the source. During our pursuit of this, we have gone through three stages:

### 01 轉變對健康的認識 TRANSFORMING HEALTH AWARENESS

首先是對健康的認識，我們改變此前房地產行業以客戶為本的思路轉而以用戶為本，不僅關注宜居、節能環保、健康等居住因素，還關注親子、適老和全生命周期這些生命價值的因素。我們的出發點一切圍繞人，實現居住價值和生命價值。

Firstly, it is the understanding of health. We have changed our previous mindset of customer-orientation which is specific for the real estate industry into that of user-orientation instead. We care for not only residential factors such as livability, environmental protection and health, but also those factors of life value such as care of parents-child relations, elderly fitness and the whole life cycle. Our starting point revolves around people to realize values of living and values of life.

### 02 確定健康在戰略中的地位 DETERMINE THE STATUS OF HEALTH IN STRATEGY

然後是戰略的確立，我們以“健康”為產品標籤，確定健康在企業戰略中的定位並發動全員參與到建築健康的業務實踐中。目前我們已累計進行了 39 次建築健康宣貫培訓，600 人深入學習，培養了一大批核心專業人員。

Then it is the establishment of strategy. We use "health" as the label of products to determine the positioning of health in corporate strategy, and mobilize all employees to participate in the business practice of healthy building. So far, we have conducted a total of 39 promotion trainings for healthy building with 600 people engaged in extensive studies, thus training a large number of core professionals.

### 03 開展建築健康業務實踐 TRANSFORMING HEALTH AWARENESS

最後就是落地為實際行動，我們迅速把健康意識轉化為健康行動，開展建築健康業務實踐。從 2015 年開始，一邊實踐一邊總結研發，通過十餘個城市、多業態、近三十個項目、幾百萬平方米的實踐，積累千餘組檢測數據，形成了涵蓋 4 大維度、71 項要點的遠洋健康建築體系 1.0 版。

Lastly it is the putting into real action. We have turned health awareness into healthy actions and carried out practices of healthy building of business within a short period of time. Since 2015, through simultaneous practice and R&D conclusion, we have accumulated more than 1,000 sets of testing data through practice in nearly 30 projects of millions of square meters in multiple business formats across ten cities, forming the "Sino-Ocean Healthy Building System 1.0 (遠洋健康建築體系 1.0 版)" that covers 4 major dimensions and 71 key points.

12 12 城  
12 cities  
4 4 種業態  
4 formats  
25 25 個項目  
25 projects  
138 138 萬平方米  
1.38 million m<sup>2</sup>

實踐  
PRACTICE



研發  
RESEARCH  
AND  
DEVELOPMENT

1,000 1,000 組監測數據  
1,000 sets of monitoring data  
3 3 大理論基礎  
3 major theoretical foundations  
4 4 大內容  
4 major elements  
71 71 項健康要點  
71 health points

遠洋建築健康體系 1.0  
SINO-OCEAN HEALTHY BUILDING SYSTEM 1.0

## 健康體系 1.0 HEALTHY BUILDING SYSTEM 1.0

秉承著“共同成長，建築健康”的遠洋集團品牌理念，自 2015 年起，遠洋健康建築工作組歷時 1200 多天，以循證學、醫學和創新方法論為三大理論基礎，同時結合包括健康景觀 5H 體系<sup>4</sup>、健康精裝 W.E.R. 體系<sup>5</sup>和健康智能化 4S+W 體系<sup>6</sup>在內的多項研發成果和項目健康建築實踐經驗形成了遠洋自己的健康建築體系。



《遠洋健康建築體系 1.0》是適用於中國人自己身心健康的建築體系。該《體系》編制以客戶敏感度且感知度高、成本可控且適用於遠洋為編制原則，具備體系化、適宜性和全面性三大特點。《體系》涵蓋園區規劃、建築單體、室內裝飾和健康文化四個章節，總計包含 71 項條款以及其相應落地措施。

Guided by Sino-Ocean Group's brand philosophy of "Joint Growth, Building Health (共同成長，建築健康)" and after more than 1200 days of hard work since 2015, our healthy building task force created Sino-Ocean's own Healthy Building System by using evidence-based practice, medical science and innovative methodologies as the three theoretical basis coupled with a number of R&D achievements and practical experience in health building projects including the Healthy Landscapes 5H System<sup>4</sup> (健康景觀 5H 體系), the Health Special W.E.R. System<sup>5</sup> (健康精裝 W.E.R. 體系) and the Smart Health "4S+W" System<sup>6</sup> (健康智能化 4S+W 體系).

The "Sino-Ocean Healthy Building System 1.0 (遠洋健康建築體系 1.0 版)" (the "System") is a building system specially designed to be suitable for the physical and mental health of the Chinese people. It is developed on the principles of high user sensitivity and perception, being cost controllable and applicable to Sino-Ocean, with the three key features of systematization, suitability and comprehensiveness. The System includes four chapters covering park planning, building units, interior decoration and health culture, with a total of 71 clauses and corresponding implementation measures.

4. 健康景觀 5H 體系：通過了解客戶痛點，結合健康人居理論和先進的規劃理念，對健康人居景觀進行了系統分析、歸類和概括，最終從五個維度 (5H) 體現景觀環境健康。包括環境健康、規劃健康、身體健康、心理健康、社群健康。
4. Healthy Landscapes 5H System: Systematic analysis, classification and generalization of healthy human landscapes is carried out based on the understanding of pain points of customers and combination of the theory of healthy human settlements and advanced planning concepts, resulting in a reflection of landscape environment health from five dimensions (5H), namely environmental health, planning health, physical health, mental health and community health.
5. 健康精裝 W.E.R. 體系：以 WELL 建築標準及其落地措施為依據，通過對實際工程案例的研究並結合 WELL 評級體系，建立以健康為核心要素的精裝營造體系七大原則。包括健康選材、健康工法、健康智能、健康空間、健康物理、健康美學、健康設備。
5. Health Special W.E.R. System: On the basis of WELL building standards and their implementation measures and through the studying of actual engineering cases and integration of the WELL rating system, seven principles of the special construction system with health at their core have been established, namely healthy materials, healthy methods, healthy intelligence, healthy spaces, healthy physics, healthy aesthetics and healthy equipment.
6. 健康智能化 4S+W 體系：圍繞安全防範、物業管理服務、通信 / 信息、智能家居、超級社區五個領域以及這些領域所對應的客戶價值理念制定遠洋集團分產品綫 4S+W 理念的智能化配置標準。其中，4S 包括安全 (Safety)、服務 (Service)、智能 (Smart)、超級社區 (Super Community)；W 為 WELL 理念。
6. Smart Health "4S+W" System: The "4S+W" (Safety, Service, Smart, Super Community and WELL) principle of intelligent configuration standards for Sino-Ocean Group product lines was developed based on the five areas of safety precautions, property management services, communication/information, smart home and super-community, as well as the concepts of customer value corresponding to these areas.

《遠洋健康建築體系 1.0》於 2018 年 4 月 30 日發佈並開始向各地項目進行推廣。截至 2018 年年底，已在全國 59 個項目實施落地，項目涵蓋開發事業一部、開發事業二部、開發事業三部、開發事業四部和客戶服務事業部中的住宅、長租公寓和椿萱茂養老項目。《體系》的推廣與落地為促進遠洋健康品牌戰略影響力的提高、項目銷售口徑的提升以及產品細節品質的提升均產生了極大助益。

The "Sino-Ocean Healthy Building System 1.0 (遠洋健康建築體系 1.0 版)" was released and started promotion to projects in different places on 30 April 2018. As of the end of 2018, it has been applied to 59 projects across China covering residential project, long-term rental apartment project and the Senior Living L'Amore Project managed by Development Departments I, II, III and IV and the Customer Services Department respectively. The promotion and implementation of the System has greatly contributed to increasing the strategic influence of Sino-Ocean's health brands, enhancing the sales channels of the projects and improving the detailed quality of the products.



### 遠洋健康建築體系 1.0 SINO-OCEAN HEALTHY BUILDING SYSTEM 1.0

#### 01 園區規劃 SITE PLANNING

必選項：8 項 可選項：7 項  
MANDATORY ITEMS: 8;  
OPTIONAL ITEMS: 7

#### 02 建築單體 INDIVIDUAL BUILDINGS

必選項：9 項 可選項：5 項  
MANDATORY ITEMS: 9;  
OPTIONAL ITEMS: 5



健康建築  
HEALTH BUILDING



必選項：41 項 可選項：30 項  
MANDATORY ITEMS: 41; OPTIONAL ITEMS: 30

#### 03 室內裝飾 INTERIOR DESIGN

必選項：19 項 可選項：17 項  
MANDATORY ITEMS: 19;  
OPTIONAL ITEMS: 17

#### 04 建築文化 ARCHITECTURAL CULTURE

必選項：5 項 可選項：1 項  
MANDATORY ITEMS: 5;  
OPTIONAL ITEMS: 1

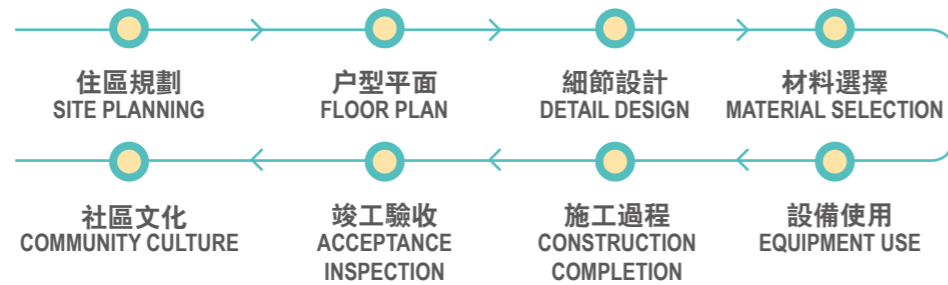
## ● 遠洋健康建築體系 SINO-OCEAN HEALTHY BUILDING SYSTEM



### 體系化 SYSTEMATIC ORGANIZATION

作為完備的健康體系，從住區規劃、戶型平面、細節設計、材料選擇、設備使用、施工過程、竣工驗收、社區文化等全體系保障為用戶提供健康人居環境。

As a comprehensive health system, the System covers all aspects of the construction process from site planning, floor plan, detail design, material selection and equipment use to construction procedures, acceptance inspection and community culture etc., ensuring to provide a healthy living environment for users.



是適合中國人自己的健康體系。綜合考慮中國的氣候、自然環境、文化等因素而提出的適合大眾生活的健康體系，這也是與 WELL 建築標準的不同之處。

It is a health system specifically designed to be suitable for the Chinese people and the social life of the general public, considering factors such as China's climate, natural environment and local culture, which set it apart from the WELL building standards.



- 自然環境  
NATURAL ENVIRONMENT
- 氣候因素  
CLIMATIC FACTORS
- 人文文化  
HUMAN ENVIRONMENTS

是生理與精神健康兼顧的健康體系。注重人的活動體驗和生活舒適性，滿足業主精神需求，為業主打造“身心兼顧”的健康人居環境。

It is a system to cater for care of both physical and mental health, with focus on people's activity experience and life comfort as well as meeting the spiritual needs of owners, creating for owners a healthy living environment for care of both body and mind.



- 生理健康  
PHYSICAL HEALTH
- 精神健康  
MENTAL HEALTH



### 案例 CASES

為使集團各專業能夠充分理解並推動其理念的傳播，集團發佈了《健康方法論》電子書對其理念進行詳細闡釋，並對外發佈，以推動行業內外建築健康理念的廣泛認可和傳播。為保護遠洋健康體系的研發成果，保護其獨有性及原創性，更好地宣傳推廣遠洋健康建築工作，遠洋設計研究院展開了對《遠洋健康建築體系 1.0》的著作權認證登記工作，歷時一個半月，經中華人民共和國國家版權局審核通過，於 2019 年 1 月 17 日獲得著作權認證證書。隨著遠洋健康建築體系的正式發佈，我們在各項目中的應用實施，截至 2018 年年底，已覆蓋總計約 1,161 萬平方米，在 2019 年後所有新建項目將全面覆蓋。

To ensure thorough understanding and effective dissemination of the system across different business lines, the Group has released and published, both internally and externally, the ebook "Health Methodology" to explain in detail and promote the widespread recognition and dissemination of the concept of "building health" inside and outside the industry. Sino-Ocean Design Institute underwent the copyright certification and registration processes for the Sino-Ocean Healthy Building System 1.0, which lasted one and half months, and obtained the copyright certificate on 17 January 2019 upon approval by the National Copyright Administration of the PRC. With the official release of the Sino-Ocean Healthy Building System 1.0, our application of the System in various projects has reached a total of approximately 11.61 million sq.m by the end of 2018, and all new projects will be fully covered from 2019 onward.

## 綠色建築與健康建築 GREEN BUILDINGS VS. HEALTHY BUILDINGS

### 綠色建築 GREEN BUILDINGS

綠色建築指在建築的全壽命周期內，最大限度地節約資源，包括節能、節地、節水、節材等，保護環境和減少污染，為人們提供健康、舒適和高效的使用空間，與自然和諧共生的建築物。綠色建築技術注重低耗、高效、經濟、環保、集成與優化，最終目的在於保護資源與環境。

Green buildings refer to buildings that are in harmony with the great nature, that save resources at the maximal degree during their whole life cycles, including saving energy, land, water and materials, protecting the environment and reducing pollution, providing people with healthy, comfortable and efficient spaces. Green building technologies emphasize low consumption, high efficiency, economy, environmental protection, integration and optimization, with the ultimate goal of resource and environmental protection.

### 健康建築 HEALTHY BUILDINGS

在滿足建築功能的基礎上，為建築使用者提供更加健康的環境、設施和服務，促進建築使用者身心健康、實現健康性能提升的建築。健康建築技術注重建築內和建築外環境的打造，最終目的在於為人提供健康的環境。

On the basis of delivering architectural functions, healthy buildings refer to buildings that provide users with healthier environment, facilities and services, so as to promote their physical and mental health and enhance their health performance. Healthy building technologies emphasize environmental optimization both inside and outside the buildings, with the ultimate goal of providing people with a healthy living environment.

### 關聯點 CONNECTIONS

綠色建築起步在先，健康建築起步在後。綠色建築背景為能源危機，健康建築背景為生存、生活環境惡化。可以說是，健康建築是對於建築性能的新要求和新需求。

Green buildings were introduced before healthy buildings. The former were developed to tackle energy crises, whereas the latter was postulated against a backdrop of deterioration in people's living environments. In other words, healthy buildings are the "updated" version of green buildings and reflect the latest requirements and demands.

兩者都是在利用建築設計、技術等進行建築和其周邊環境的提升，達到最終目標——綠色建築，側重於環境；健康建築，側重於人。

Both are developed to improve the buildings and their surrounding environments through architectural design and technology application etc., and ultimately to achieve environmental optimization (the focus of green buildings) and improve user experience (the top priority for healthy buildings).

綠色建築在應用技術方面，側重於能耗、水耗、資源消耗等；健康建築在應用技術方面，側重於空氣品質、聲環境、光環境等。

In terms of applied technologies, green buildings focus on energy, water and resource consumption etc., while healthy buildings emphasize air quality as well as sound and light environments etc.

兩者的重疊點較為集中在新風要求、熱環境營造。

Overlaps between the two mostly concern fresh air and thermal environment requirements.

兩者間存在互為補充關係，從而整合建構環境友好和使用者友好型建築。

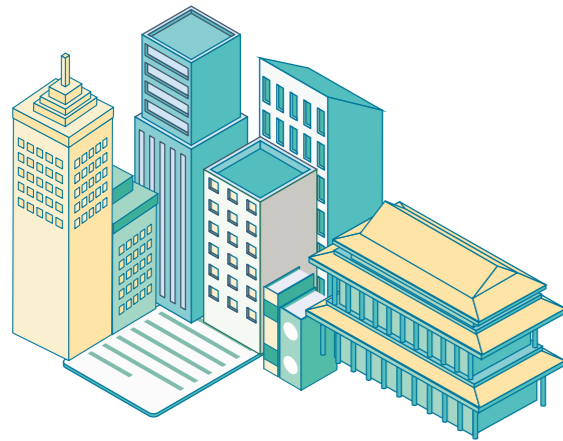
The two are complementary, with the common objective of creating environmental-friendly and user-friendly buildings.

### 案例 CASES

憑借在綠色地產的耕耘，遠洋作為唯一一家以“建築健康”為理念的企業榮膺“2018 年度綠色開發競爭力 10 強企業”、“2018 年度商業地產綠色運營競爭力 10 強企業”和“CIHAF2018 年度十大綠色項目”三項大獎。2015 年，以廣州遠洋天驕項目開啓遠洋“建築健康”的探索，其為全球首個申報 WELL MFR 金級為目標的多用戶健康住宅系列項目。繼此，一路走來，遠洋人不斷嘗試、摸索、思考、優化、迭代。2018 年，遠洋的“建築健康”有了更深程度的收獲。廣州遠洋天驕成為了全球首個獲得 WELL MFR 金級的住宅類項目，杭州遠洋國際中心 A 座獲得了 WELL CS 金級和 LEED 金級雙項認證。

Due to its contributions to "green building" development, Sino-Ocean won three prestigious awards in the field as the only "healthy building" company – "Top 10 Green Development Competitive Enterprises" (2018) (2018 年度綠色開發競爭力 10 強企業), "Top 10 Commercial Property Green Operation Competitive Enterprises" (2018) (2018 年度商業地產綠色運營競爭力 10 強企業) and "CIHAF 2018 Top 10 Green Projects (CIHAF 2018 年度十大綠色項目)". The launch of the "Elite Palace" project (遠洋天驕項目) in Guangzhou in 2015, the first Gold-rating WELL Multifamily Healthy Residential (MFR) pilot project in the world, marked the inauguration of the healthy building initiative. We have been carrying out experimentation, exploration, consideration, optimization and iteration ever since, and took the healthy building campaign to a new level in 2018. In addition to Elite Palace, Tower A of Ocean International Center (Hangzhou), another development of Sino-Ocean, received gold ratings from both WELL CS and LEED.

## 健康產品 HEALTH PRODUCT



截至 2018/12/31  
AS OF 31 DECEMBER 2018

WELL 健康建築達  
WELL-STANDARD HEALTHY  
BUILDINGS

**1,106,700 M<sup>2</sup>**

2 年內完成  
WITHIN THE NEXT TWO YEARS

項目註冊任務  
PROJECT REGISTRATION  
TASKS

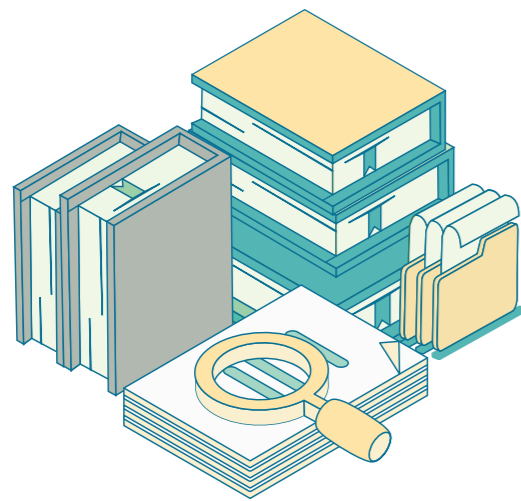
**1,393,300 M<sup>2</sup>**

截至 2018 年 12 月 31 日，完成 WELL 健康建築達 110.67 萬 m<sup>2</sup>，距離目標需要在 2 年內完成 139.33 萬 m<sup>2</sup> 的項目註冊任務。因住宅建築面積相比公建類項目小，則在住宅類項目推廣的同時，將側重於公建類項目，潛在項目為邦邦寫字樓。

As of 31 December 2018, we have constructed 1.1067 million m<sup>2</sup> of WELL-standard healthy buildings, and another 1.3933 million m<sup>2</sup> of healthy buildings need to be registered within the next two years to meet our target. As residential properties are smaller relative to public construction projects, we will prioritize public buildings in residential project marketing activities. One project in the pipeline is the "Bangbang Office Building (邦邦寫字樓)".

WELL 健康建築標準<sup>7</sup> 是遠洋打造健康建築的最重要工具，在健康落地的第二個年頭裡，我們不僅充分將這一工具進行利用，還探索出一套本地化執行方法，打造專業團隊，並在行業內進行傳播推廣。

The WELL Healthy Building Standards<sup>7</sup> are the most important tool for healthy building development at Sino-Ocean. In the second year after the introduction of the healthy building strategy, not only have we effectively leveraged these standards to develop a set of fully localized measures for their implementation, we have also set up a professional team and extensively promoted the WELL standards across the real estate industry.



7. WELL 是一種獨立驗證、基於性能的系统，用於測量、認證和監控影響人類健康和福祉的建築環境特徵，也是首個專門關注建築環境中人類健康和福祉的建築標準。

7. WELL is an independently verified, performance-based system for measuring, certifying and monitoring characteristics of specific building environments that affect human health and well-being. It is also the first set of building standards to focus on human health and well-being in the building environment.



2018 年 1 月，廣州遠洋天驕第一批住宅樓宇取得 WELL 金級認證，成為全球首個 WELL 多用戶住宅試點標準 (WELL Multifamily Residential Pilot) 金級認證項目。遠洋不僅是應用 WELL 標準的先行者，也是 WELL 標準在中國落地的最大推動者，並探索形成了更適用於自身產品與服務特點的遠洋健康建築標準。這意味著遠洋真正從“人”的角度理解健康體系的價值和意義，從而打造出適用於中國人自己身心健康的建築體系。

In January 2018, the first batch of residential buildings of the Elite Palace (Guangzhou) received the WELL gold rating certification, making Elite Palace (Guangzhou) the first WELL MRP gold-rating certified project in the world. Not only is Sino-Ocean a pioneer of the WELL standards, it is also a major promoter of implementing the WELL standards in China. Furthermore, we have created the Sino-Ocean Healthy Building Standards that are more suitable to our own product and service characteristics. This means that we have created a building system suitable for the physical and mental health of the Chinese people based on a clear understanding of the values and implications of the healthy building model from the perspective of the user.

對於受限於客觀條件而不適用於完整 WELL 標準的項目，我們也同樣秉持健康建築的原則，最大可能的為客戶創造健康價值。

In the case of projects which cannot apply the entire WELL standards due to objective reasons, we have also made our best efforts to maximize the "value of living" for our customers following the principle of healthy building.

2015.07-  
2018.12

完成 WELL 註冊項目  
COMPLETED WELL REGISTRATION PROJECT

數量  
QUANTITY **21**

規模  
SCALE **1,106,700 M<sup>2</sup>**

完成 WELL 預認證  
COMPLETED WELL PRE-CERTIFICATION

數量  
QUANTITY **10**

規模  
SCALE **492,600 M<sup>2</sup>**

完成 WELL 最終認證  
COMPLETED WELL FINAL CERTIFICATION

數量  
QUANTITY **2**

規模  
SCALE **194,500 M<sup>2</sup>**

截至 2018 年底累計的綠色建築  
ACCUMULATED GREEN BUILDINGS BY THE END OF 2018

規模  
SCALE **13,988,000 M<sup>2</sup>**



2018 年已註冊遠洋健康建築項目  
REGISTERED HEALTHY BUILDING PROJECT OF SINO-OCEAN IN 2018

城市 CITY	項目 PROJECT	城市 CITY	項目 PROJECT
北京 Beijing	金悅府 Gold Mansion	廈門 Xiamen	翔安區 2017XP02-03 地塊 Plot 2017XP02-03, Xiang'an District
	萬和斐麗 Grand Harmony Emerald Residence	漳州 Zhangzhou	遠洋風景 Sino-Ocean Scenery
	遠洋五里春秋 Ocean Wuliepoch	武漢 Wuhan	賀家墩項目 Hejiadun Project
天津 Tianjin	遠洋琨庭 Ocean Kunting		遠洋東方境世界觀 Oriental World View
		鯤栖府 The Great Habitat Mansion House	合肥 Hefei
石家莊 Shijiazhuang	遠洋福美瑾園 Jade Mansion	遠洋萬和雲錦 Ocean Glory	
	遠洋晟庭 Vigorous Mansion	遠洋廬玥風景 Sino-Ocean Landscape	
	正定新區 004 項目 Zhengding New District Project	南昌 Nanchang	灣里區 178 項目 Wanli 178 Project
廊坊 Langfang	碾子營項目 Nianziying Project		中山 Zhongshan
張家口 Zhangjiakou	遠洋尚東萬和 Centrality Mansion	遠洋山水 Sino-Ocean Landscape	
秦皇島 Qinhuangdao	蔚藍海岸 Seatopia Resort	佛山 Foshan	遠洋華遠天驕 Elite Palace
上海 Shanghai	崇明東灘花園項目 Chongming Dongtan Project	湛江 Zhanjiang	遠洋城 Ocean City
	西郊宸章 Wellness Masterpiece	茂名 Maoming	遠洋山水 Sino-Ocean Landscape
杭州 Hangzhou	余杭區崇賢 C-7 地塊 Chongxian C-7 Plot, Yuhang District	重慶 Chongqing	遠洋山水賦 Poetry of Landscape
南京 Nanjing	遠洋棠悅山水 Sino-Ocean Tangyue Landscape	成都 Chengdu	遠洋栖棠 Ocean Habitat
蘇州 Suzhou	洛克公園 Rocker Park	昆明 Kunming	呈貢大學城項目 Chengong Project
	萬和悅花園 Mansion Yue		遠洋青雲府 Sino-Ocean Esthetics Mansion
無錫 Wuxi	遠洋太湖宸章 Taihu Milestone	沈陽 Shenyang	裕沁碧苑項目 Yubin Biyuan Project
嘉興 Jiaxing	遠洋湖映宸章 Ocean Lake Mansion	太原 Taiyuan	小店區省檢項目 Shengjian Project, Xiaodian District
滁州 Chuzhou	遠洋萬和上寧府 Ocean Mansion	鄭州 Zhengzhou	遠洋萬和四季 Ocean Melody
紹興 Shaoxing	遠洋越府宸章 Ocean Yue Masterpiece	煙台 Yantai	遠洋東萊郡 Sino-Ocean Donglai County
溫州 Wenzhou	遠洋世紀宸章 Ocean Century Mansion	濟南 Jinan	唐冶項目 Tangye Project

11,411,400M<sup>2</sup>

2018 年健康建築涉及面積 (按照建築面積計算合計面積)  
Areas covered by healthy buildings in 2018 (total area calculated by floor area)

2018 年遠洋完成認證的綠色建築項目  
CERTIFIED GREEN BUILDING PROJECT OF SINO-OCEAN IN 2018

城市 CITY	項目 PROJECT	類別 CATEGORY
北京 Beijing	萬和斐麗 Grand Harmony Emerald Residence	綠建一星 Green Building 1 Star
	遠洋國際中心 A 座 Tower A Ocean International Center	LEED EB 白金 LEED EB Platinum
天津 Tianjin	鯤栖府 The Great Habitat Mansion House	綠建一星 Green Building 1 Star
	悅光年 Happy Light Year	綠建二星 Green Building 2 Star
石家莊 Shijiazhuang	遠洋福美瑾園 Jade Mansion	綠建一星 Green Building 1 Star
	遠洋晟庭 Vigorous Mansion	綠建一星 Green Building 1 Star
	正定新區 004 項目 Zhengding New District Project	綠建一星 Green Building 1 Star
蘇州 Suzhou	汾湖 006 地塊 Fenhu Plot 006	綠建二星 Green Building 2 Star
	萬和四季 Ocean Melody	綠建二星 Green Building 2 Star
無錫 Wuxi	遠洋太湖宸章 Taihu Milestone	綠建二星 Green Building 2 Star
台州 Taizhou	中南遠洋樾府 Mansion	綠建二星 Green Building 2 Star
長沙 Changsha	遠洋外灘壹號 Bund No.1	綠建一星 Green Building 1 Star

1,641,700M<sup>2</sup>

2018 年綠色建築涉及面積 (按照建築面積計算合計面積)  
Areas covered by green buildings in 2018 (total area calculated by floor area)

基於往年 (2015 年 - 2018 年) 的項目跟進情況, 預測 2019 年將有 2 個新增項目, 1 個項目獲得 WELL 預認證, 8 個項目獲得 WELL 最終認證。其中, 獲得 WELL 預認證和最終認證項目為往年註冊項目的積累效應和結果。

從 WELL 項目類型方面, 2019 年受往年的 WELL 推廣延伸, 2019 年與 WELL 認證相關的項目類型較全面, WELL MF, WELL CS, WELL NEI, WELL API 和 WELL NEB。

Based on the current information about past projects (2015-2018), it is forecasted that two new projects will be added in 2019, one project will obtain the WELL pre-certification and eight will obtain the final WELL certification. The 2019 pre-certifications and final certifications are the result of project registrations in previous years.

In terms of WELL project types, due to extended promotion in the previous years, the types of WELL certification related projects will be more comprehensive in 2019, including WELL MF, WELL CS, WELL NEI, WELL API and WELL NEB.

## 產品質量與責任

### PRODUCT QUALITY AND ACCOUNTABILITY

我們利用集團豐富的經驗和技術在保留珍貴的文化遺產同時使其煥發新生，充分重視項目的歷史保護以及文化傳承。

We leverage the Group's rich experience and technologies to preserve the precious cultural heritages while rejuvenating them, paying fully attention to historical protection and cultural heritage of the projects.

#### 案例 CASES

多年來，遠洋集團在大力拓展新城市發展的同時，一貫十分注重對於當地歷史文化的尊重和傳承。繼成都遠洋太古里就是其中經典成功案例之後，2018年遠洋集團承接的浙江省溫州市“大建大美”項目之一蟬街——五馬街改造項目是又一經典力作。該項目作為溫州市“兩綫三片”戰略部署中的歷史文化街區保護建設項目，是溫州市歷史文化街區保護建設的標杆示範性工程。

更多詳細內容可參閱本報告 [ 築·就社區健康 ] 章節。

Through the years, as Sino-Ocean has expanded its urban development efforts, it has also fully respected local history and culture and tried its best to ensure the continuation of such local heritage. Chan Street – Wuma Street, one of the major projects of the urban development campaign launched by the Wenzhou government in Zhejiang province, is the latest success story in this respect following the Taikoo Li development in Chengdu. Contracted to Sino-Ocean in 2018, the historic streets restoration and reconstruction project is officially recognized as a “model” project of Wenzhou’s “Two Wings and Three Districts” development strategy.

For further details please refer to the “Building. Healthy Communities” section of this report.

城市建設的過程中，我們嚴格執行政府相關政策開展拆遷工作，並在過程中充分考慮原住老百姓的實際需求。

In the process of urban construction, we have carried out demolition works in strict compliance with relevant government policies, fully considering the actual needs of the indigenous people during the process.

## 工程質量

### CONSTRUCTION QUALITY

我們秉持「抓過程、促交付、快速提升客戶滿意」的管理要求，對工程管理貫徹「實測實量成績持續提升、交付結果迅速改善、安全風險持續受控」的工作要求。

遠洋集團堅持“安全第一、預防為主、綜合治理”的方針，本著“責任清晰、監督有力”的原則，建立了完善的安全管理制度體系，覆蓋集團各業務單元，為日常安全監管提供了有力支撐。

We implement the work requirement of “Continuous improvement in real-time test performance, rapid improvement in delivery results, and continuous control of security risks” in project management, upholding the management policies of “Process control, speedy delivery and rapidly improving customer satisfaction.”

Adhering to the policy of “safety first, prevention-oriented, comprehensive management” and based on the principle of “well-defined responsibilities and effective supervision”, the Sino-Ocean Group has established a sound safety management system covering all business units of the group and providing strong support for daily safety supervision.

#### 技術管理層面 AT THE TECHNICAL MANAGEMENT LEVEL

持續優化工程管理體系，編制與修訂了工程管理、維修管理及安全管理共 3 個類別、25 個專項制度與標準；

We have continuously optimized the project management system, and formulated and revised 25 special systems and standards covering 3 categories – project management, maintenance and security management.

#### 工具管理層面 AT THE TOOL MANAGEMENT LEVEL

通過工程管理策劃評審、月度監控、第三方工程評估、專項檢查等形式及時全面地識別項目實施風險，針對重、難點問題與項目進行專項溝通，提出預警與合理化建議。

Through project management planning review, monthly monitoring, third party project evaluation, special inspection and other means, we have timely and fully identified project implementation risks, carried out discussions focusing on high-priority and challenging issues and projects, and made early warnings as well as constructive suggestions.

2018年實測實量<sup>8</sup>平均成績為94.60分，保持行業領先且穩步提升；交付評估<sup>9</sup>平均成績為77.45分，較2017年提升1.90分，工程管理的專業性與規範性得到進一步提升，達到業內先進水平。

In 2018, the average score for real-time testing and measurement<sup>8</sup> was 94.60, maintaining industry leading position and stable improvement; the average score for delivery assessment<sup>9</sup> was 77.45, which was 1.90 higher than that in 2017, indicating that our project management capabilities in terms of professionalism and standardization have further improved.

實測實量<sup>8</sup>平均成績為  
AVERAGE SCORE FOR REAL-TIME  
TESTING AND MEASUREMENT<sup>8</sup>  
**94.60**



交付評估<sup>9</sup>平均成績為  
AVERAGE SCORE FOR DELIVERY  
ASSESSMENT<sup>9</sup>  
**77.45**

8. 根據相關質量驗收規範，現場測量建築物各項施工精度等評價指標，真實反應產品質量數據的方法。

8. Real-time measurement: A method for on-site measurement of all assessment indicators such as the construction accuracy of buildings base on relevant quality acceptance specifications to accurately reflect data of product quality.

9. 在產品交付前，從客戶角度出發，針對觀感品質與功能性缺陷，通過定性及定量的方式對交付產品予以全面、客觀評價的評估方法。

9. Delivery assessment: Comprehensive and objective qualitative and quantitative assessment of a product's appearance, quality and functional defects conducted from the customer perspective prior to product delivery.

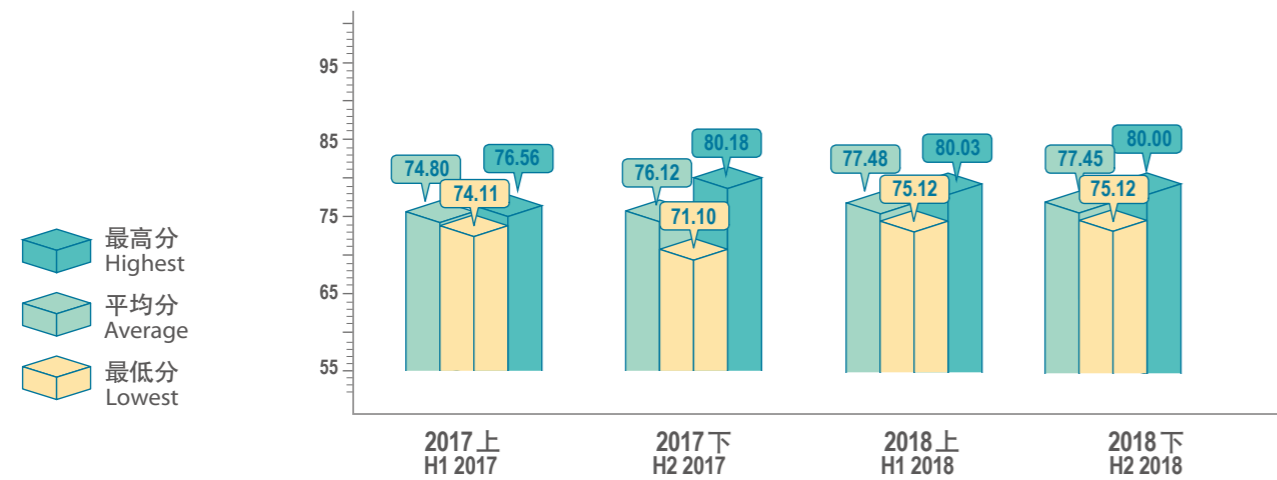
2018 年，集團範圍內百萬平米事故率持續維持低位，未發生較大及以上級別安全事故，體系運行平穩，安全風險整體可控。

遠洋嚴格控制產品質量，年內未發生因質檢不合格而需要回收的產品質量事件。同時，為主動避免不必要的潛在風險，對於有可能因產品或服務質量造成的客戶損失，遠洋設置了專門的賠償流程。

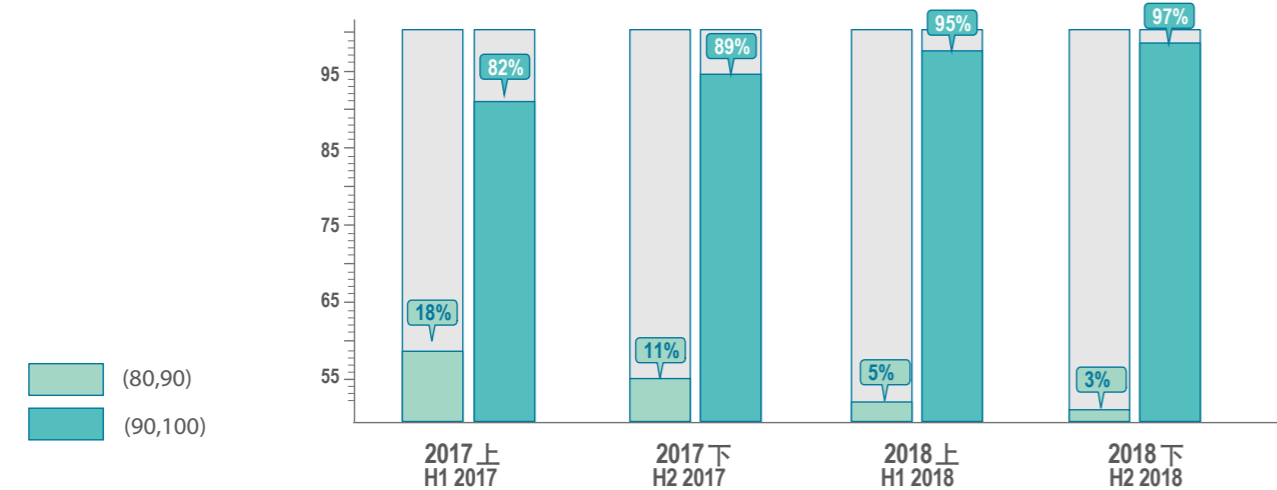
In 2018, the accident rate within 1 million m<sup>2</sup> of the Group's site remained at a low level, with zero accidents at or above the "major" level. The system operated smoothly overall and safety risks have been kept in check.

Sino-Ocean has effectively controlled product quality, and no any quality-related product recalls in 2018. Meanwhile, as a proactive risk prevention measure, we have special compensation procedures in place with respect to losses caused to customers due to quality defects in our products or services.

交付評估  
DELIVERY ASSESSMENT



實測實量  
REAL-TIME TESTING



成績的持續提升是遠洋規範化管理的結果，嚴控前端策劃，過程深入項目現場支持和巡檢工作常態化，除此之外還：  
The continuous improvement in results is attributable to Sino-Ocean's standardized management, stringent front-end planning, in-depth on-site project support and routinized inspections during the process. In addition, we also:

- 優化第三方評估體系，加大客戶界面質量風險的檢查力度；  
revamped the third-party assessment system, and strengthened inspection of risks associated with the quality of customer interfaces;
- 狠抓產品源頭質量，全年完成第三方材料飛檢 2 次，材料品類和項目全覆蓋；  
paid close attention to product quality control at the source, with two unannounced inspections conducted during the year covering all materials and projects;
- 深度參與示範區、樣板間全過程工程實施各環節；  
deeply involved in all segments during the whole process of pilot area and showroom construction;
- 充分利用平台資源，全面推廣遠洋 SCS 工藝、工法體系，消除質量隱患；  
fully leveraged platform resources to promote the SCS technique and workflow system of Sino-Ocean on a comprehensive scale to eliminate hidden risks of quality;
- 通過加強培訓、內外部交流、嚴格考試、考核等方式，確保項目工程團隊工作標準統一、管理體系在項目高效運行；  
ensured harmonized operating standards for construction teams and effective performance of the in-project management system by strengthening trainings, internal and external communications and stringent test/appraisal operations;
- 持續加強維修管理工作，加強制度建設，細化服務標準，提升服務水平。針對普發、多發問題開展專項整治，提升客戶滿意度。  
consistently strengthened maintenance and repair management, reinforced system building and refined service requirements to enhance service standards, and carried out special remediation targeting common and high-frequency issues to increase customer satisfaction.

集團的產品及服務項目質量檢測過程遵循現行國家、行業、地區及遠洋集團企業標準，在驗收過程中如遇因質檢不合格時將及時返工，合格後再交付客戶。

The quality inspection process of the Group's product and service projects complies with relevant national, industrial and regional standards as well as the Company's policies. In the event of any sub-quality products detected during the acceptance process, they will be reworked in a timely manner and delivered to the customer after passing the inspection.

## 伙伴關係 PARTNERSHIPS

遠洋與合作伙伴一路相伴、共同成長，共同推動中國健康產業發展及人居健康環境的改善，攜手為客戶創造更大的價值，積極響應“美麗中國”國家戰略。

We work and grow together with our partners to promote the development of the health industry and healthy living environment in China, striving to jointly create greater value for our customers for active response to the "Beautiful China" national strategy.

### 太古地產 SWIRE Properties

與可持續發展表現領先的太古地產合作已超過十年，在先後聯合開發推出北京頤堤港和成都遠洋太古里兩個城市綜合體精品項目打造均已成為當地城市名片後，於 2018 年宣佈將再次攜手為西安蓮湖區打造長安漫古小鎮。並將以“文化+”為發展思路，融合旅遊、教育、商務、體育、居住、製造業於一體。在尊重原有歷史文化積澱的基礎上，形成特色文化空間，這也將是兩位合作伙伴在成都遠洋太古里項目中成功實踐的又一次升級。

We have been partners of Swire Properties, a leader in sustainable development, for over 10 years. Together, we have developed and launched two upscale urban complex projects, INDIGO (Beijing) and Sino-Ocean Taikoo Li (Chengdu), both of which are widely recognized as local landmarks. Our latest collaboration, "Chang'an Mangu Town" in Lianhu District, Xi'an announced in 2018, adopts a "culture +" development strategy, integrating tourism, education, business, sports, housing and manufacturing facilities. In the spirit of respecting and preserving local history and cultural heritage, we created unique cultural spaces, elevating our successful cooperation on the Taikoo Li development to a new level.



### Delos

與創立房地產業健康建築 WELL 標準的美國 Delos 公司達成戰略合作，除在中國建築中率先並大量引入 WELL 標準，在中國的建築及人居環境中進一步推廣 WELL 標準。同時，遠洋也在不遺餘力的將而因與 Delos 合作而帶來的健康建築理念與中國國情相結合，將健康理念更廣泛的傳播至遠洋涉及的各行各業。

We have established a strategic partnership with Delos, the American developer of the WELL standards of healthy buildings for the real estate industry, enabling us to take the lead to introduce the standards extensively to Chinese buildings and further promote their use in China's buildings and living environments. Furthermore, we have dedicated to aligning the healthy building concept brought by cooperation with Delos with the realities of China, aiming to spread the health concept more extensively to all industries we involved in.

### WeWork

與全球領先的共享辦公空間 WeWork 的戰略合作，在中國將傳統辦公空間轉變為滿足全新工作方式的空間，滿足職場人更強的機動性、創意精神和創業精神。

2018 年 7 月 27 日，遠洋集團與 WeWork 共同揭幕位於北京文化新地標北京坊 (Beijing Fun) 的全新旗艦級創造者社區空間。WeWork 北京坊亦是遠洋集團和 WeWork 攜手後成功推出的第四個項目。

作為北京城市文化與生活的新地標，北京坊將傳統文化與現代商業完美融合，優雅呈現新中式韻味，打造「中國式生活體驗區」。北京坊的勸業場建成於晚清時期，已擁有近 120 年的悠久歷史，也是這個地區保存最完好的歷史建築之一，距天安門廣場、國家大劇院和天壇僅 30 分鐘步行距離。在這個活力四射的歷史中心，四周環繞著傳統的老北京胡同、藝術工作室和精品舖，WeWork 所改造的這座灰磚與石雕結合的建築原為一家老字號金店舊址，外觀上至今保留著復古石標。建築翻新方面，WeWork 做足考量，在這個老北京中心區域，該項目以「修舊如舊」的方式保留建築的靈魂風貌，保留了這幢歷史建築外觀和內飾的原有風貌，使其充分散發原本的光輝與雅緻的同時，融入前沿科技使其煥發出全新活力，為未來的工作和生活帶來驚喜與創想。

Our strategic cooperation with WeWork, the world's leading shared office space operator, will transform traditional office spaces in China into brand new work spaces to meet the growing demand for mobility, creativity and entrepreneurship.

On 27 July 2018, Sino-Ocean Group and WeWork jointly unveiled a flagship makerspace named Beijing Fun, a new cultural landmark in Beijing. It is the fourth project co-developed by the two companies.

As a new cultural and leisure landmark in the capital of China, Beijing Fun was built in a traditional Chinese architectural style, and is seen as a showcase of the typical Chinese lifestyle fusing traditional Chinese culture with modern-day commerce to give a new style of Chinese elegance while creating a "Chinese lifestyle community". Quan Ye Chang (勸業場), a shopping center at Beijing Fun, was built in the late Qing dynasty with nearly 120 years of history. It is also one of best preserved historic buildings in the area just within 30 minutes' walk from Tian'anmen Square, National Grand Theatre and Temple of Heaven. Located within the vibrant historical center with traditional Beijing hutong (alleyways), art studios and boutiques around, this old building in grey bricks with stone sculptures renovated by WeWork is originally the site of an old gold jewelry store, with its appearance preserving the original stone sculptures. In terms of renovation, WeWork has made meticulous considerations for this project at the very heart of Old Beijing, and has preserved its original style, appearance and interior design of to make it fully radiating the original brilliance and elegance while incorporating cutting-edge technologies to fill it with new vitality, bring surprises and imaginations for future work and life.

## 鱗堂文化智庫 XITANG CULTURE THINK TANK

鱗堂文化智庫致力於中國傳統文化及非物質文化遺產傳承與發展，遠洋商業與其攜手為社會大眾輸入健康高雅的審美文化觀和積極的社會價值觀，打造擁有文化藝術背景和深厚歷史底蘊的文化商業項目。

Xitang Culture Think Tank is dedicated to conserving and promoting traditional culture and intangible cultural heritage of China. Sino-Ocean Commercial Property has worked closely with the Xitang team to instill in the public healthy aesthetics and positive social values, and to create cultural business projects with cultural and artistic background and profound historical implication.

## 健康投資 INVESTING IN HEALTH

從瞄準高端醫療護理市場的行業翹楚美中宜和，到獨家投資產後康復最大企業集團杏林護理；從鎖定投資高端醫療影像裝備及影像中心連鎖服務企業銳視康，到獨家戰略投資國內領先醫療美容機構聯合麗格 C 輪，首次實現在醫療美容行業的落子... 自 2017 年正式切入大健康賽道以來，遠洋資本已在短短不到兩年的時間內實現了在婦兒、產康、醫美、眼科、影像等垂直領域的投資佈局。

遠洋資本自切入“大健康”投資領域伊始，便堅定地選擇以消費型醫療服務作為突破口，並以此為核心向產業鏈進行延展，進而完成在整個“大健康”領域佈局的投資邏輯。不同於市場上絕大多數的同業機構，遠洋資本始終堅持集中投資的投資邏輯，無論是投資金額還是持股比例在行業內都處於比較靠前的位置。

From Amcare (美中宜和), the industry leader focusing high-end medical aesthetic market, to Xing Lin Medical (杏林護理), the largest enterprise group with exclusive investment in post-natal rehabilitation; from AMIC (銳視康), the chain services enterprise targeting investment in high-end medical imaging equipment and imaging center chain services, to the exclusive strategic investment in BCC (聯合麗格 C 輪) the domestic leading medical aesthetic company through C Round of financing with the company, it is the first time the decision to engage in medical aesthetic industry has come true..... Since Sino-Ocean Capital's official entry into the big health field in 2017, it has made the investment layout in the maternal, postpartum rehabilitation, plastic surgery, eyecare and medical imaging markets and other vertical fields shortly in less than two years.

Ever since its entry into the “big health” investment field, Sino-Ocean Capital has firmly chosen consumer-type medical services as a breakthrough point and the center for expansion into the industrial chain and then completing the entire layout in the “big health” market. Unlike the majority peers in the market, Sino-Ocean Capital has always adhered to the logic of concentrated investment, outranking its peers either it be investment value or shareholding ratio.



## 供應商管理 SUPPLIER MANAGEMENT

我們在《採購管理規範》和各項管理程序下進行規範化的誠信合作。集團制定公平公正的範本合同，要求各分中心嚴格執行且誠信履行合同，同時匹配開展對員工以及供應商有關誠信經營、公平競爭政策的培訓。2018 年，遠洋為了更明確貫徹責任理念，帶動供應商共同踐行，我們有針對性的補充了要求供應商共同履行社會責任的《供應商行為守則》，並修訂了《遠洋集團供應商入庫標準》：

We enforce the “Code of Conduct for Procurement Management” and other management procedures to ensure effective regulation of and good faith in collaborations with partners. The group has formulated fair and impartial sample contracts, and all subcenters are required to strictly implement and fulfill the contracts in good faith. Trainings on business integrity and fair competition policies are provided to employees and suppliers. For reinforcing accountability policies among suppliers, we developed the “Code of Conduct for Suppliers” (《供應商行為守則》) that requires our suppliers to fulfil their social responsibilities and amended the “Criteria for Entry into Suppliers List of Sino-Ocean Group (《遠洋集團供應商入庫標準》)” in 2018 with focus as follows:

### 遠洋集團供應商入庫標準 CRITERIA FOR ENTRY INTO SUPPLIERS LIST OF SINO- OCEAN GROUP

- 明確供應商考察團隊職責與團隊績效相關  
Clarify the correlation between responsibilities and work performance of suppliers' review teams
- 在資信初審階段，要求供應商簽署《廉潔自律承諾書》、《供應商關聯性說明》、《供應商行為守則》並共同遵守  
Request suppliers to enter into a “Statement of Undertaking on Anti-Corruption and Self-Discipline”, “Statement on Affiliation between Suppliers” and “Code of Conduct for Suppliers” during initial credit review for their joint compliance

集團所有供應商均承諾遵守上述相關社會責任行為準則。供應商責任培訓績效達 100%。

All of our suppliers have committed to observe the above-mentioned relevant codes of conduct on social responsibilities, and the ratio of training on responsibilities performance by suppliers was 100%.

集團從環境保護、支持當地經濟、降低成本等角度出發，鼓勵內部更多選用與項目距離較近供應商。由於項目遍佈全國，集團管控範圍內供應商遍佈全國（各省市分佈情況詳見附錄 3）

Taking into account factors such as environmental protection, support to local economy and cost reduction, the Group encourages internal departments to choose suppliers near projects. As our projects located throughout the country, The Group manages and controls suppliers throughout China (refer to the appendix 3 for information on supplier distribution by province and city)

### 工程類 CONSTRUCTION SUPPLIERS

數量  
QUANTITY 5,427

### 多元業務供應商 SUPPLIERS ACROSS ALL FIVE BUSINESS LINES

數量  
QUANTITY 20,000<sup>+</sup>

### 貨物類 FREIGHT SUPPLIERS

數量  
QUANTITY 2,936

### 開發業務供應商 DEVELOPMENT BUSINESS SUPPLIERS

數量  
QUANTITY 10,571

### 服務類 SERVICE SUPPLIERS

數量  
QUANTITY 2,208

公司通過系統和規範標準對供應商進行分類管理，其中包括相應的考察評分。我們根據項目所在地優先選用本地供應商，並遵循「透明公正、合理低價、保密與回避」等原則，全部通過「海鷗 II 招標平台」線上採購運行。每個步驟、環節均可以查閱網絡資料審核驗證，確保採購結果的公正公平。我們還制定了流程化的管理機制與合作伙伴定期交流，如《遠洋集團供應商履約評估規範（營造類工程、貨物、服務類）》制度中明確規定每半年對戰略採購供應商進行評估，每兩個月收集合作情況反饋表，隨時了解合作情況。2018 年，審查供應商數量為 2,827 家。

遠洋還一直關注供應商的環境和社會表現，例如要求施工總承包單位必須提供環境、質量、職業健康管理體系認證書等。2018 年按該標準新引進的土建總包 88 家，機電總包 12 家，供應商資審標準均包含質量和職業健康管理認證，庫內土建總包和機電總包均有該項認證。

We manage our suppliers based on systematic and standardized criteria, including relevant scoring mechanisms. Giving priority to local suppliers depending on project location, we conduct procurement operations exclusively through the online "Seagull II Tender Platform (海鷗 II 招標平台)", following principles of "transparency, fairness, competitive pricing, confidentiality and recusal." Every single step can be retrieved and verified via the internet to ensure impartiality of procurement results. We have also developed proceduralized management mechanisms for regular exchanges with our partners, such as the "Contract Performance Assessment Criteria for Suppliers of Sino-Ocean Group (for Construction Engineering, Goods and Services) (《遠洋集團供應商履約評估規範（營造類工程、貨物、服務類）》)" in which it is expressly provided that strategic suppliers are subject to semi-annual reviews, and that "cooperation feedback forms" are collected from suppliers every two months to keep track of the partners' performance. In 2018, 2,827 suppliers were reviewed.

Sino-Ocean has always paid particular attention to the environmental and social performance of suppliers. For example, general construction contractors are required to provide environmental, quality and occupational health management system certifications. In 2018, 88 civil construction general contractors and 12 mechanical and electrical general contractors were introduced based on this criteria. Supplier qualification standards include quality and occupational health management certifications, and the general civil contractors and general mechanical and electrical contractors all held such certifications.

2018 年，我們的供應商管理逐漸突顯出體系化、標準化建設方面的優勢。相關的管理工作主要提升在：

In 2018, our supplier management systemization and standardization efforts began to bear fruit. Related management work was enhanced in the following areas:

- 制定形成第三方材料送檢方案，對原材料定期檢驗，包括對室內外環境採用不低於國家標準的檢測標準進行送檢；  
A third-party material inspection plan was compiled concerning regular inspection of raw materials, including the inspection of interior and exterior environmental by adopting criteria no less stringent than national-level standards;
- 持續的健康瘦身工作：針對履約中不合格供應商，包括安全文明施工方面對環境產生惡劣影響的供應商進行約談整改，整改後仍不合格則出庫。  
Continuous downsizing: Disciplinary talks were held with suppliers found in violation of agreements, including those failing to effectively prevent serious pollution in construction activities; suppliers were removed from the list if they still did not meet relevant requirements after rectification.

作為健康建築的先行者，遠洋從以下三個方面帶領供應商共同提升產品健康屬性：

AS A PIONEER OF HEALTHY BUILDING, SINO-OCEAN HAS LED SUPPLIERS IN IMPROVING THE HEALTH PERFORMANCE OF THEIR PRODUCTS IN THE FOLLOWING THREE ASPECTS:

<b>環保意識提升</b> ENHANCED ENVIRONMENTAL AWARENESS	從產品生產管理到現場實施管控管理，促使企業人員提升對環保意識的重視與把控。 We enhanced employees' awareness of the importance of environmental protection and sharpened their environment management skills throughout the project development process, from production management all the way through to on-site management and control.
<b>環保性能管控</b> ENVIRONMENTAL PROTECTION PERFORMANCE CONTROL	產品環保性能的管控不僅針對成品材料，針對產品原材料環保選擇，生產過程的設備環保管控以及生產標準的制定均確保嚴格管控。 Product environmental protection performance control applies not only to finished materials, but also to the selection of environmental-friendly raw materials; strict environmental control is implemented on production equipment as well as production standards.
<b>環保施工要求</b> ENVIRONMENTAL FRIENDLY CONSTRUCTION REQUIREMENTS	制定更全面的產品施工工藝措施，推廣無膠化和少木化的關鍵管控工藝以及除塵降塵的環保施工措施。 We developed a complete set of product construction process measures, and introduced key control processes and environmental protection policies to minimize gelatinization and woodworking and eliminate dust.

## 案例 CASES

歐派作為中國家居行業的領先品牌，擁有四大國際化家居產品製造基地，極具競爭力的生產規模。遠洋作為城市建設中的重要一員，肩負“你的房子，我的責任”，從基材到成品的每個環節進行健康把控，為更多客戶提供“家的保護”。在此之上，遠洋也會與各位伙伴齊頭並進，共同為樹立中國人自己的健康標準而奮鬥，矢志實現“健康人居”的幸福生活。

遠洋和歐派以人的需求為核心，除了環保性能外，同樣追求產品的功能性、舒適性和美感。歐派秉承人體工程學的原理，照顧南北地域生活習慣差異，從櫥櫃的高度和黃金三角線的洗切炒出發，優化實用功能，增加櫥櫃的耐久性與美觀性，滿足人的健康生活需求。

Oppein, as a leading Chinese brand of home furnishing, has four manufacturing bases for world-class household products and extremely competitive production scale. Sino-Ocean, as an important member in urban construction, implements rigorous quality control from raw materials through finished products to guarantee high satisfaction of homebuyers and realize its slogan "Your home, My responsibility (你的房子，我的責任)". In addition, Sino-Ocean work together with all partners to set new health standards for the Chinese people, striving to realize happy lives with "healthy living environment".

Focusing on users' needs, Sino-Ocean and Oppein have set exceptionally high standards for their products in terms of environmental performance as well as functionality, user-friendliness and aesthetic value. Oppein applies ergonomic principles in product development, taking into consideration disparities in habits between people in northern and southern regions. Its cabinets offer optimized practical functions based on ideal furniture heights and the gold triangle design, resulting in improved durability and aesthetics, meeting peoples' increasing demand for healthy living.

## 案例 CASES

歐普照明始於 1996 年，是一家集研發、生產、銷售、服務於一體的綜合型照明企業。歐普和遠洋的合作從 18 年初正式開始，目前已合作多個項目，包括北京天著春秋、遠洋太倉四季華庭、遠洋廣州新幹線、遠洋風景等，其中遠洋總部大廈煥新也是歐普全程配合完成的。遠洋集團總部新辦公區是遵照遠洋健康建築體系及美國 WELL 健康建築白金級認證的雙重標準進行打造，這也是遠洋將“健康”標籤從住宅延伸到寫字樓、商業等多元業務產品的一次精彩案例。

在照明方面，光效關注的是節能，顯指則關注健康，歐普目前供給遠洋的產品都達到了顯指 80，與遠洋的合作推動了歐普對產品的全綫升級。在 2019 年歐普的全部產品綫都將是顯指 80。我們也根據遠洋的各項“建築健康”標準做了一些新領域的探索，例如推出針對 WELL 認證的燈具工具包，工具包裡的產品全部符合 WELL 健康標準，可供業主選擇。除此之外，歐普以人性化設計為主，將推出全屋智能系統，搭載智能燈光、智能門窗、智能影音、智能門禁等功能，實現人體傳感器、智能識別、APP 遠程控制，讓業主住的更健康。

Opplé was founded in 1996 as a lighting corporation specializing in lighting product R&D, production, sales and services. Its partnership with Sino-Ocean began in early 2018 and has since expanded considerably to include a number of property development projects such as Ocean Epoch (Beijing), Four Seasons Garden (Taicang), Ocean Express (Guangzhou) and Ocean Prospect (Guangzhou) as well as the renovation of the Sino-Ocean headquarters which was completed with the full cooperation of Opplé. Both the Sino-Ocean Healthy Building System and U.S. WELL Platinum Certification standards were adopted in the construction of the new office areas in the Sino-Ocean headquarters, which affords a classic example of how our healthy building standards can be successfully extended from residential buildings to diversified products including office buildings and retail projects.

In lighting effect design, energy conservation is the top priority while Color Rendering Index (CRI) emphasizes health protection. While all products currently supplied by Opplé to Sino-Ocean have met the minimum CRI requirement (80) for optimal health protection, the partnership with Sino-Ocean have promoted a product upgrade across-the-board at Opplé, and all of its products produced in 2019 and beyond will have a CRI of at least 80. We have also made exploration in certain new areas based on Sino-Ocean's "building health" standards. For example, a WELL-certified lighting toolkit has been released and all products inside comply with the WELL health standard and are available for selection of property owners. Furthermore, Opplé will soon launch a Smart Home system in humanized design and equipped with automated lighting, doors and windows, audiovisual and access control devices that offer intelligent sensing, detection and app remote control features, making life more enjoyable for users.

## 服務質量與責任 SERVICE QUALITY AND RESPONSIBILITY

遠洋服務旗下的多元業務應各項民生政策而生，並隨社會切實所需不斷創新和完善。

Sino-Ocean Service diversified its business lines in response to government policies on improving people's livelihood. Its business operations are continuously innovating and developing to cater for the needs of the society:



椿萱茂  
SINO-OCEAN SENIOR LIVING

### 遠洋養老 – 椿萱茂 SINO-OCEAN SENIOR LIVING - SENIOR LIVING L'AMORE

政策  
POLICY

「老有所養」目標和「優先發展社會養老服務」的要求

“Sense of security for the elderly” and “giving priority to eldercare market development”.

響應  
OUR RESPONSE

椿萱茂以美國 40 年先進運營管理經驗及服務體系為基礎，用實際行動為長輩打造健康、快樂、安心、有尊嚴的生活

Senior Living L'Amore commits itself to making retirement life healthier and more enjoyable, relaxed and dignified through concrete actions, drawing on 40 years of professional management experience and service systems in the United States.

邦舍 Boonself.  
有未來也有現在

### 長租公寓 – 邦舍 LONG-TERM RENTAL APARTMENTS - BOONSELF

政策  
POLICY

“堅持房子是用來住的、不是用來炒的定位”

“Reiteration of the policy that housing properties should be developed for people to live in, not as speculative investment”.

響應  
OUR RESPONSE

以「改變國人居住方式」為願景，定位於「公寓式生活服務運營商」，通過標準化的產品體系，品牌化的服務，營造社交化的居住氛圍，邦舍致力於為城市青年族群構建一個有品質、有生機、自由而不失秩序的理想社區。

Based on the vision of “redefining lifestyles for Chinese people”, the Company sees itself as an “apartment-style living service operator”. Through a standardized product system and branded services, Boonself is dedicated to creating socialized living environment and high-quality, lively and orderly residential communities for young homebuyers in cities.



## 遠洋健康 – 海醫匯 SINO-OCEAN HEALTH - HEALTH IN HERE

**政策 POLICY** 前醫改政策大力支持首診在社區，通過分級診療，為公立醫療機構提供專科醫療需求。  
The former medical reform policy strongly supports the first consultation in the community and provides specialized medical services for public medical institutions through grading treatment.

**響應 OUR RESPONSE** 海醫匯利用醫聯體政策，與公立三甲共推會員制服務，已和北京市十餘家三甲醫院進行官方醫聯體鏈接。  
Health in Here builds affiliation between healthcare institutions, and promotes membership services among top rated hospitals. Thus far, it has entered into medical service partnerships with more than ten AAA-grade hospitals in Beijing.

遠洋健康聯合中國民族醫聯體協會和其會員單位，與北京市 34 家三甲醫院，建立醫聯體合作關係。  
Sino-Ocean Health works together with China National Association of Consortium of Healthcare Institutions and its members to establish medical service partnerships with 34 top rated hospitals in Beijing.



## 億街區 SMART COMMUNITY

**政策 POLICY** 住房和城鄉建設部印發《智慧社區建設指南》。  
“Guidance on Intelligent Community Construction” issued by the Ministry of Housing and Urban-Rural Development.

**響應 OUR RESPONSE** 完成打造遠洋天驕、遠洋世家、新天地等智能家居項目並與徐州雲龍區政府簽約智慧社區戰略合作協議，完成試點小區建設驗收。  
We have developed Smart Home projects such as Elite Palace, Sino-Ocean Aristocratic Family and Metropolis, and signed a strategic cooperation agreement with the government of Yunlong District, Xuzhou to complete the construction acceptance of the pilot community.

物業端採用互聯網+模式，億街區軟件獲得雙軟認證、國家高新技術企業認證及 ISO9001 質量認證等，並獲得計算機軟件自主知識產權。  
The “internet+” model is adopted for property management services, and Smart Community software has obtained dual-software certification, the national high-tech enterprise certification and the ISO9001 quality certification, with IPR granted for relevant products.



## 遠洋億家 OCEAN HOMEPLUS

**政策 POLICY** 關注空巢老人  
Looking after empty nesters

**響應 OUR RESPONSE** 在所服務的社區內建立養老食堂、制定退休老人特殊服務方案、開展便民活動、建立空巢老人檔案並定期回訪等  
We have built canteens for elderly residents in residential communities served by us, developed special service programs for retirees, provided convenient community services, established archives for empty nesters and conducted home visits on a regular basis.

### 案例 CASES

遠洋以線上互動平台“遠洋 OFFICE”每個月組織兩次線下活動，為寫字樓用戶定期定制豐富的主題社交活動及藝術展覽參觀，盡力滿足樓內對高品質文藝生活感興趣的用戶需求。社交主題活動通過親子、運動戶外、傳統文化、藝術手作等形式從客戶角度和需求出發，多次組織有意思有營養的活動，豐富大眾的辦公生活。讓用戶在重覆的工作環境中得到更完美的社交、藝術融合的品質生活，成為用戶精神生活感悟、交流溝通互動和品質生活體驗的地方。

Sino-Ocean organizes two monthly offline activities of regular customized themed social events and art shows via its online platform “Ocean Office” to meet the needs of art-loving office users interested in quality literary arts. Activities engaging in “nutritional” parent-children interactions, outdoor activities and traditional cultural and handicraft events have been organized from users’ perspective to make office life more enjoyable, incorporating a social-art dimension into the repetitive work environment. These activities provide workers with a venue for meeting people working in same buildings.

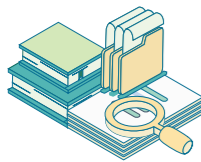




## 服務質量 SERVICE QUALITY

集團針對客服工作制定了對應的指引文件，2018 年在此指引下針對服務質量提升：

The Group has formulated a guidance document for customer service operations, and with the help of this document customer service quality in 2018 was improved:



重新修訂文件，編寫交付服務管理、交付服務標準等指引文件；

The document was revised with additional guideline documents for management and standards of delivery services;



啓用第三方公司對交付前房屋品質進行檢查，監督項目交付品質；

Services of third-party companies were engaged for pre-delivery property quality inspections to guarantee satisfactory quality of properties delivered;



對集團住宅項目進行客戶滿意度調研，監督一線項目的客戶維護情況；

A residential property customer satisfaction survey was carried out to gauge the effectiveness of customer retention concerning frontline projects;



針對客服人員召開多次交流營及培訓課程，包括高管與一線開發客服人員面對面交流；及

Several "exchange camps" and training courses were organized for customer service teams, including face-to-face meetings between senior executives and front-line customer service team members; and



根據系統內的客戶報修、投訴數據，進行分析解讀，在集團內網進行發佈。

Customer maintenance requests and complaint data stored in the system were analyzed, and the findings were published on the Group's intranet.

《客服服務工作手冊》為遠洋億家物業統一的客服服務標準，2018 年為提升對客服服務管理品質在原基礎上進行了修訂完善，明確了各級客服人員崗位職責，服務流程，從對客服服務接待、溝通渠道管理、客戶入住流程、托管鑰匙管理、空置房管理、裝修管理、物業費收繳、客戶投訴報事處理、客戶走訪回訪及客戶社區活動等方面細化服務觸點標準。

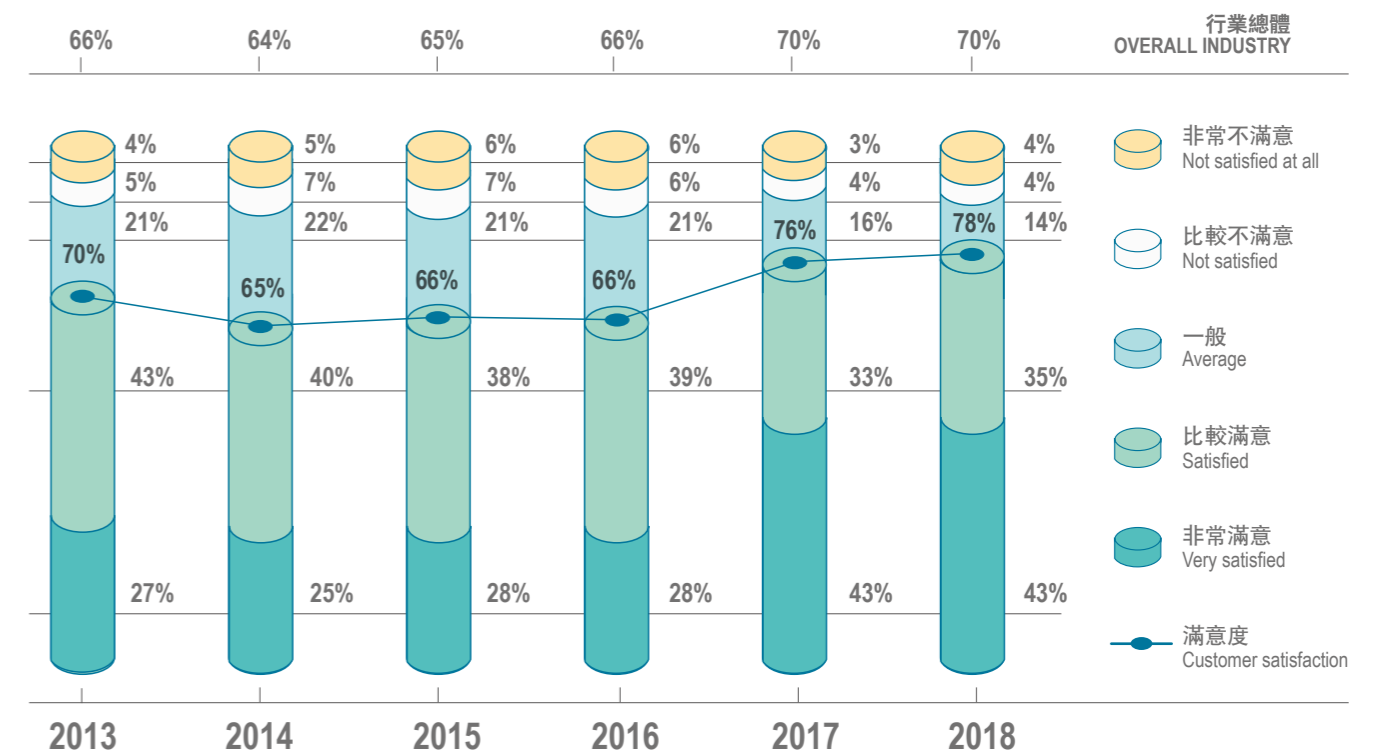
The "Customer Service Handbook" contains unified standards for customer services provided by Ocean Homeplus Property. In 2018, it was revised to improve the quality of customer service management, further clarifying job responsibilities and service procedures for customer service staff at all levels. Provisions are specified with respect to service contact standards for customer reception, communication channel management, customer check-in process, trusted key management, vacant room management, refitting work management, management fee collection, customer complaint processing, customer visits and return visits as well as organization of community activities.

集團視客戶服務為紐帶，將客服端口收集的客戶需求反饋給各專業條線；同時注重產品缺陷案例的收集和整理，通過產品缺陷案例的共享，進一步預防重覆問題的發生，提升產品質量；並通過系統的、科學的管理評價體系確保產品交付質量。2018 年度，遠洋客戶的滿意度較 2017 年穩中有升，遠超行業總體水平。

The Group regards customer service as a bridge through which customer feedback collected by customer service staff can be shared with various business lines. In addition, due attention is paid to the collection and arrangement of product defect cases to prevent similar issues from occurring again and improve product quality by sharing information of product defect cases; and the quality of products delivered is guaranteed through the adoption of an effectively organized management assessment system. In 2018, our customer satisfaction improved steadily as compared with 2017, outperforming the industry average.



### 遠洋客戶滿意度 SINO-OCEAN CUSTOMER SATISFACTION



## 客戶關係 CUSTOMER RELATIONS

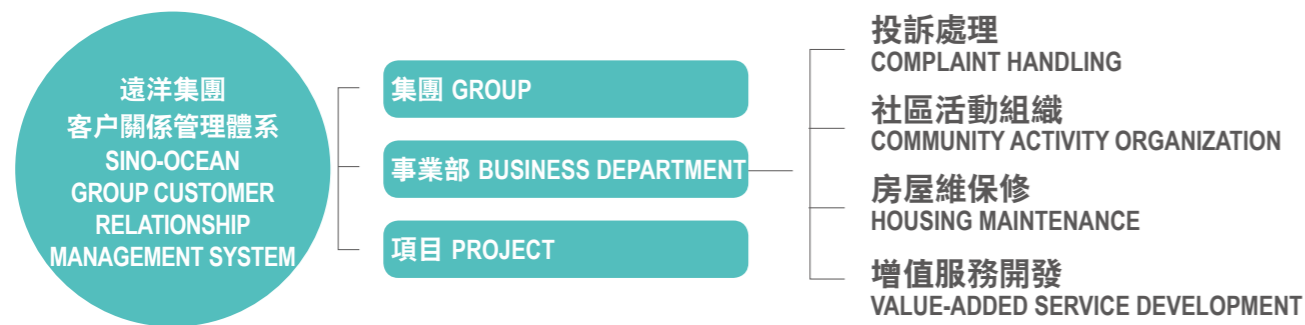
### ● 客戶承諾 COMMITMENT TO CUSTOMERS

遠洋集團十分重視對於客戶的承諾，並制定《遠洋集團推廣銷售行為規範》進行明確規定，如“信息應真實、完整、合法，遵守公平競爭、不詆毀競爭對手，不應含有虛假內容，不應誤導受眾”等，保證對客戶的承諾真實有效，保障客戶利益。

The Sino-Ocean Group has attached great importance to its customers and developed the "Code of Conduct on Promotion and Sales of the Sino-Ocean Group" with explicit provisions, such as "information shall be true, complete and legal, in compliance with the principles of fair competition and no defamation against competitors, contain no false, misrepresented and misleading contents to audiences", thus ensuring true and valid commitments to its customers and protecting its customers' interests.

遠洋集團設置了集團、事業部、項目三級的客戶關係管理體系。在投訴處理、社區活動組織、房屋維保修、增值服務開發等各方面為業主提供優質高效的服務。

Sino-Ocean Group has established customer relationship management systems at the group, business department and project levels. We provide property owners with high quality and efficient services including complaint management, organization of community activities, property maintenance and value-added service development operations.



### ● 客戶隱私 CUSTOMER PRIVACY

集團一貫重視對客戶信息及消費者隱私的保護，我們建立《遠洋集團客戶檔案資料管理指引》對相關工作進行管理，從系統上對客戶信息的查詢權限進行了嚴格設置，銷售員只能查詢到自己的客戶，項目銷售負責人也只能查詢本項目客戶，且僅能查詢，無法導出。同時，針對所有權限人員的系統密碼定期更新功能，保證權限人員的賬戶安全。針對銷售代理公司，尤其對於不同公司之間互相交換客戶信息的情況，一經查實，嚴懲不貸。2018 年度對於客戶信息及隱私保護的遵循情況良好，並未發生過泄露客戶信息（導致的投訴或其他重大影響）事件。

The Group has always attached great importance to the protection of customer information and consumer privacy. We have formulated the "Guidelines on Handling Customer Archives and Documents of the Sino-Ocean Group" to manage relevant matters. Systematically, we have implemented strict permissions on the inquiry of customer information; salespeople can only make inquiry of their own customers, while salespeople in charge of projects can only inquiry the customers of related projects, and query results cannot be export. Meanwhile, the system passwords of all authorized personnel are regularly updated to ensure the account security of authorized personnel. Sales agencies that are confirmed to have exchanged customer information between different agencies will be severely punished. In 2018, compliance with customer information and privacy protection was good, with no events of disclosure of customer information (resulting in complaints or other major impacts).

### ● 客戶投訴管理 CUSTOMER COMPLAINT MANAGEMENT

集團一貫以客戶為中心，重視客戶感受，各業務單位均設有對客溝通渠道，並開發投訴處理系統，實現了投訴管理的信息化，及時受理客戶投訴；在接到客戶投訴後第一時間流轉責任人處理，在投訴解決完畢後 2 日回訪；並已啓用覆蓋全國的 400 呼叫中心系統，可承接遠洋集團所有業態客戶的投訴、諮詢等服務，坐席派單根據處理時限，採取層層升級手段，保障投訴問題的解決。

2018 年，遠洋地產全年共接受客戶投訴（含報修）293,783 條，解決 293,783 條，投訴解決率 100%。

The Group always focuses on customers and attaches great importance to customers experience. Each business unit has a customer communication channel and complaint handling system, which realizes informatized complaint management to promptly handle customer complaints. Customer complaints, upon receipt, will be transferred to responsible person for immediate handling, with a follow-up within two days after the resolution of the complaint. We have also set up a system of 400 call centers covering the entire country to accept complaints, answer questions and provide other services for customers of all businesses of the Sino-Ocean Group. Agents will dispatch orders based on processing time limits and escalate issues as necessary to ensure the resolution of complaints.

In 2018, Sino-Ocean Real Estate received a total of 293,783 customer complaints (including repairs), all of which have been successfully settled, representing a 100% resolution rate.



## 400 呼叫中心系統 400 CALL CENTERS

**293,783 條 CALLS** 2018 遠洋地產全年共接受客戶投訴（含報修）  
Total customer complaints (including repairs) received by Sino-Ocean Real Estate in 2018

**293,783 條 CALLS** 2018 遠洋地產全年解決客戶投訴  
Total customer complaints resolved by Sino-Ocean Real Estate in 2018

對於因產品或服務質量造成的客戶損失，我們設置了專門的賠償流程，根據不同的賠償金額設置審批權限，積極高效的響應客戶訴求，補償客戶損失，並按相關工作指引執行，積極面對並高效處理客戶賠償事件。

A special mechanism has been introduced to compensate customers for losses caused by product or service quality. Different levels of authority for compensation approval have been granted based on the amount involved in individual claims to ensure that customers' requests are timely responded and their losses are effectively addressed. Customer compensation claims were positively and efficiently tackled in compliance with relevant guidelines.

## 健康服務 HEALTH SERVICES

我們圍繞遠洋住宅產品提供了一系列配套生活及精神健康的服務，並通過定期走訪，根據對客戶的需求劃分了解，出了繼續配合舉辦針對性的活動：如深圳公司的月度義診、秦皇島公司的便民服務、青島公司的月度文化活動、海南公司的空巢老人關愛服務等，「遠洋會」圍繞健康主題進行著豐富的業主活動，我們還支持客戶參與由當地社區、物業、集團以及遠洋之帆舉辦的運動和公益等活動，使其在獲得個人身心健康的同時，共同營造健康和諧的生活社區<sup>10</sup>。

We have provided a broad range of resident support and mental health services revolving around Sino-Ocean's residential products, and gained a clear understanding of the needs of different types of customers through regular home visits. Targeted activities were organized based on our findings, such as monthly volunteer clinics organized by the Shenzhen company, convenience community services provided by the Qinhuangdao company, monthly cultural events at the Qingdao company, and "empty nester care" services offered by the Hainan company. Furthermore, the Ocean Club has held various healthcare events for property owners. We also support our customers to participate in sports and charitable activities organized by local communities, property management companies, the Group and the Sino-Ocean Charity Foundation, so as to create a harmonious community atmosphere and safeguard the physical and mental health of our customers<sup>10</sup>.



10. 更多與支持客戶參與運動及公益活動相關內容請見「築·就社區健康」章節中「綠色健康社區」板塊。

10. For more information on supporting customers' participation in sports and charitable activities, please see the section "Green Health Community" in "Building, Healthy Communities".

### 案例 CASES

廣州遠洋天驕項目配備四季果蔬園，實現大自然在家門口，在第一批住宅樓棟交付後，已陸續種植蔬菜、果樹，並定期採摘贈予業主。四季果蔬，五彩生活，讓業主們體驗到綠色健康就在身邊。夏日炎炎的好去處即為園區的親子雙泳池，老少互動，其樂融融，盛夏狂歡與健康運動兩不誤。小區設有樂氣回環跑道，放鬆身心全身拉開運動的同時，縱享變幻多彩的園林佳景，令人心身愉悅。當在園區散步或跑步口渴時，可前往園區健康直飲水處取水解渴，減少攜帶物品，在小區內方便至極。園區中央為小孩最為歡喜的繽紛親子樂園，設有滑梯、搖搖車、小山丘及小沙池等，豐富多彩的配色及多款設備，讓小朋友們的玩耍天性得到充分釋放。為緩解上班族的工作壓力，倡導健康生活理念，小區內打造了功能齊全的室內健身房，業主們可根據自身興趣前往運動，釋放身心。社區圖書室為兩層，為關注精神健康，經重重篩選，最終選定人文、歷史、地理、經濟、繪本等多類圖書共計約 3,000 本供業主閱讀。同時設有多個年齡段的兒童適齡書本，設備設施也考慮了安全、產生噪音低、亮度等因素，實現全民愉悅閱讀。除此，萌寵也有自己的一片運動天地，園區設有寵物喜愛的設施，方便業主文明遛狗，實現和諧、文明社區。

Elite Palace (Guangzhou) has a four-season garden, allowing residents to interact with the great nature without leaving the neighbourhood. After delivery of phase-1 residential blocks, vegetables and fruit trees have been planted in succession and the harvest are collected and distributed among owners regularly. Fruits and vegetables of four seasons and colorful life give owners the real experience of green and healthy living at their doorsteps. A good place for the hot summer is no doubt the parent-child twin swimming pools in the park, where owners can enjoy activities of their own such as young and old fun interaction, midsummer carnival and healthy sports activities. There is also a circular running path for mind and body relax as well as stretching exercise while enjoying the beautiful greenery, which is enjoyable for the mind and the body. Those feeling thirsty during walking or running, can quench his/her thirst using the healthy water fountains in the park. This frees the hands from carrying items and facilitates convenience. At the center of the park is the most popular fun paradise for children, where there are slides, rocking cradles, small hills and small sand pools. Various equipment in different rich colors enables the children to fully enjoy their play. To alleviate the work pressure of office workers and advocate the concept of healthy living, the community has a fully functional indoor gym where owners can go exercise according to their own interests to relax their mind and body. The two-story community library houses some 3,000 carefully selected books on humanities, history, geography and economics, picture books as well as reading materials for children belonging to different age groups. Facilities in the library are secure, noise-proof and well-lit, so that users can enjoy reading without disturbing neighbours. In addition, pet facilities are also available for pet lovers, with special devices that make dog walking easier without causing inconvenience, so as to realize a harmonious and civilized community.

爲了更好地提升中國長輩的養老生活品質，作爲中國國際化養老事業的先行者，遠洋·椿萱茂肩負社會責任，積極響應國家養老倡導，不斷探索全球領先的養老理念、運營模式、照顧經驗養老服務體系，精耕細作國際化標準的核心服務體系，繪就中國高端養老服務新藍圖。

In an effort to enhance the living standards of the elderly in response the government's call for eldercare, Senior Living L'Amore, as one of the first movers in China's eldercare industry, has developed core service systems of international standards through continuous exploration of world-leading eldercare theories, operation models and nursing service systems, drawing the new blueprint for China's high-end eldercare services.



椿萱茂在不同的城市，不同的區域，均塑造一種溫馨的家庭和社區氛圍，滿足每位長輩對於家庭與親情的需求。同時在各城市採用國際養老服務理念及標準，保證各地長者享受到高品質的專業服務，成爲引領各城市高端養老服務水平的標竿。歷經多年發展，遠洋·椿萱茂以“立足北京、重點深耕、全國佈局”爲戰略思路，在京津冀、長三角、珠三角、長江中游、成渝五大城市群佈局連鎖發展，現已在北京、上海、廣州、武漢、成都、蘇州、大連、天津、重慶、佛山等城市，擁有超過 30 個項目約 15,000 張床位。

Senior Living L'Amore has created a warm family and community atmosphere in different cities and regions to meet the needs of senior citizens, giving them the experience of being cared for by family members. Meanwhile, it has adopted international concepts and standards of eldercare services in all cities to ensure that senior citizens of all places can enjoy high-quality professional services, thus making Senior Living L'Amore the benchmark for leading high-end eldercare services in all cities. Over the years, Senior Living L'Amore has set up locations in the five metropolitan regions covering the Beijing-Tianjin-Hebei region, the Yangtze River and Pearl River deltas, the Yangtze River Mid-stream, Chengdu and Chongqing, and currently operates more than 30 projects and some 15,000 beds in Beijing, Shanghai, Guangzhou, Wuhan, Chengdu, Suzhou, Dalian, Tianjin, Chongqing and Foshan, adhering to a strategy that “focuses on Beijing and other major markets with a nationwide service network”.



椿萱茂，與傳統的養老不同，借鑒世界成熟的健康養老經驗，打造適合中國長輩的國際化健康管理服務。“保持健康、管理慢病、防控風險”包括美國運動醫學會和美國醫學會（AMA）正式提出的“運動是良醫”ACSM學術理念和健康促進項目，通過“定制化運動處方”等方式呵護入住長輩健康，延緩長輩衰老進程，讓長輩們老有所樂、老有所用，感受生命美好，更更好地規劃和享受退休後的生活，椿萱茂國際健康養老新生活方式，得到了全國各地入住長輩及其家屬的青睞。全面提升了長輩退休後的生活質量，真正將國人傳統被動的養老方式，引導爲更加積極健康的生活方式。讓越來越多入住這裡的中國長輩獲得“健康、快樂、安心、有尊嚴”的幸福人生。

Unlike traditional eldercare businesses, Senior Living L'Amore offers health management services customized to the needs of senior Chinese consumers, drawing on time-tested healthcare and senior living service models from around the world. “Exercise Is Medicine” (EIM) is a theoretical notion and health promotion initiative proposed by the American College of Sports Medicine (ACSM) and the American Medical Association (AMA) based on “living healthily, managing chronic diseases and preventing risks”. It adopts the “personalized exercise prescription” approach to keeping the elderly healthy, delaying the aging process and enabling the elderly to better plan for and enjoy their retirement. The new eldercare philosophy introduced by Senior Living L'Amore has gained traction among senior customers and their relatives. It has proven effective to improve retirement quality by replacing passive eldercare services with a more active lifestyle, benefitting an increasing number of senior Chinese parents by allowing them to enjoy a “healthy, happy and dignified” retirement.

基於國際標準制定的體系，借鑒美國、歐洲和日本的經驗，椿萱茂在“健康管理服務、樂享生活服務、科學膳食服務、生活照料服務、失智照護服務”五大國際化標準的核心服務基礎上，用心照料長輩，用心踐行“家”的承諾，為中國長輩帶來了全新的國際化養老服務新選擇。

The Senior Living L'Amore system was developed based on international standards and successful service models in the U.S., Europe and Japan. On the basis of the five core services – health management, happy living, dietary management, nursing and caring and dementia care services, Senior Living L'Amore is committed to creating a “home” for senior Chinese citizens and providing them with a new choice of world-class eldercare services.



## 01 健康管理方面 HEALTH MANAGEMENT

借鑒世界成熟的健康養老經驗，打造適合中國長輩的國際化健康管理服務，包括美國運動醫學會和美國醫學會 (AMA) 正式提出的“運動是良醫”ACSM 學術理念和健康促進項目，通過“定制化運動處方”等方式呵護入住長輩健康，延緩長輩衰老進程。

Relevant services are tailored to elderly consumers in China, drawing on experiences of the most developed eldercare service models around the world, including “Exercise Is Medicine” (EIM) which is a theoretical notion and health promotion initiative proposed by the American College of Sports Medicine (ACSM) and the American Medical Association (AMA). It adopts the “personalized exercise prescription” approach to keeping the elderly healthy and delaying the aging process.

## 02 樂享生活方面 HAPPY LIVING

幫助長輩打開退而不休的全新生活方式，實現自我價值再提升，增強長輩的生活幸福感，提高長輩的生活品質。

It helps grandparents develop a totally new retirement lifestyle and fulfills their full potential as retirees. Life after retirement thus becomes more enjoyable and fulfilling.

## 03 科學膳食方面 DIETARY MANAGEMENT

匠心傳承中國菜，為長輩們提供個性化科學膳食，給他們帶來健康、營養、美味的科學膳食體驗。

Fully personalized traditional Chinese dishes are provided. The food served is healthier, more nutritional and delicious.

## 04 生活照料方面 CARING AND NURSING

遵循國際先進的照護理念與原則，參照美國和日本先進的評估體系，椿萱茂的生活助理團隊視長輩如家人，將每一份心意都滲透在各個照料動作和服務細節中，充分營造家的氛圍，給予長輩們親情般的關愛。

Following the latest nursing principles and theories and referring to advanced American and Japanese assessment systems, the life assistance team of Senior Living L'Amore is fully trained to create a “homely” atmosphere in every aspect of their work, viewing their customers as their own family members.

## 05 失智照護方面 DEMENTIA CARE

與美國領先的失智照護運營商 Meridian Senior Living 合作，充分結合中國長輩們的生理、心理及精神狀態等因素，打造具有國際領先水準的中國特色失智照護解決方案——憶路同行。以“科學照護失智長輩”為己任，為入住的失智長輩及其家屬提供全方位支持與幫助，有效改善和提高長輩們及其家屬的生活質量，並在一定程度上有效延緩病程，在業內一向享有較高聲譽。

A world-class dementia care solution “Yi Lu Tong Xing” with Chinese characteristics has been developed in collaboration with Meridian Senior Living, the leading U.S. dementia care service provider, taking into account physiological, psychological and mental conditions typical in Chinese grandparents. Guided by the vision of “taking care of demented grandparents,” Senior Living L'Amore offers a full suite of support and services for demented senior citizens and their relatives to improve the quality of the patients' lives. These services can effectively delay the course of disease development to a certain extent and have been widely recognized in the field.

## 知識產權管理及品牌傳播 INTELLECTUAL PROPERTY RIGHT MANAGEMENT AND BRAND COMMUNICATION

集團嚴格遵守《中華人民共和國廣告法》等與產品服務的廣告傳播推廣相關的法律法規，定期對相關事項方面的管理制度進行更新，以三級品牌管理體系實施管控。於 2018 年度內未發生重大違反市場推廣法律法規事件。我們注重品牌管理體系的建立與維護，尤其重視層級化商標使用、品牌輸出及知識產權保護等方面的管理，2018 年度主要：

The Group regularly updates relevant management rules and regulations in accordance with laws and regulations related to the advertising and promotion of product services, such as the Advertising Law of the People's Republic of China. Management and supervision are conducted based on the three-tier branding system in 2018, the group had no major violations of market promotion laws and regulations. Due attention WAS paid to brand management system development and maintenance, especially the use of multi-layered trademarks, brand export and intellectual property right (IPR) protection. Related operations carried out in 2018 mainly include:

### 商標管理 TRADEMARK MANAGEMENT

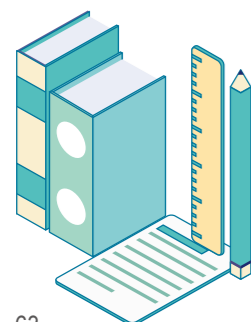
集團重視知識產權管理領域的相關工作，在嚴格遵守《商標法》、《專利法》、《著作權法》及《反不正當競爭法》等法律法規的基礎上，通過商標註冊、版權登記、域名管理、培訓監督、維權與侵權應對等方式，維護自身知識產權利益。完成《商標註冊規範》，並結合遠洋業務及產品特點分析了「全面保護，科學註冊」的商標註冊與管理方法，運用層級化的商標註冊體系。

The Group attaches great importance to intellectual property rights (IPR) management, and effectively safeguards its IPR through trademark and copyright registration, domain name management, training and supervision, rights protection and counteractions against infringement practices in strict compliance with the Trade Mark Law, Patent Law, Copyright Law and Anti-Unfair Competition Law, among other laws and regulations. The compilation of the "Code of Conduct for Trademark Registration" has been completed, and the trademark registration and management method of "comprehensive protection, and systematic registration" has been analyzed based on the characteristics of the Company's business operations and products, with a multi-layered trademark registration system adopted.

### 品牌輸出 BRAND EXPORT

堅持品牌剛性、規範品牌視覺管理，面向全員發佈集團及各業務品牌視覺管理手冊（2018 年修訂版）。

"Brand rigidity" has been reinforced, and brand visual management has been standardized – business line-specific Brand Visual Management Handbooks (Amendment 2018) have been distributed to employees.



### 知識產權保護 IPR PROTECTION

組織拍攝版權圖片，滿足業務使用需求同時規避和預警侵權行為的發生；通過購買版權渠道字體建立集團字體庫，鼓勵和提示業務單位根據自身使用需求購買版權使用字體。

Copyrights are photographed to meet business operation needs and avoid and detect IPR infringement activities; the Group has established its own fonts library by purchasing fonts through legitimate channels, and business units are encouraged to purchase font copyrights based on their actual business needs.

### 培訓監督 TRAINING AND SUPERVISION

除日常監督檢查和品牌能力建設外，還通過「品牌營銷法律合規培訓」進行基於著作權、肖像權、反不正當競爭基本原理的案例說明講解。

In addition to routine supervisory inspections and branding capacity building, we have also conducted trainings on the basic principles of copyrights, portrait rights and anti-unfair competition based on practical cases as part of the "Branding and Marketing Legal Compliance Training" program.

### 維權與侵權應對 RIGHTS PROTECTION AND COUNTERACTIONS AGAINST INFRINGEMENT

2018 年，遠洋集團針對商標權益進行了更為全面的保護，匹配業務發展的需要適時適宜進行商標預註冊與保全；針對“遠洋”商標的侵權傷害做出了積極的正面回應，依據《商標法》及相關法律法條，對各種侵權行為提交異議申請及通過法律訴訟，獲得了公正的保護。

In 2018, Sino-Ocean Group carried out more comprehensive trademark protection. Timely trademark registration and preservation are conducted in line with business development operations; in response to infringements on Sino-Ocean's trademarks, objections and lawsuits were filed against various infringement actions to ensure fair protection in compliance with the Trademark Law and other relevant laws.

品牌傳播數字盤點 FACTS & FIGURES OF BRANDING ACTIVITIES PROMOTION	數據來源 SOURCE	2018 數據 DATA FOR 2018
百度指數 BAIDU INDEX	百度搜索指數 Baidu search index	日均 DAILY AVERAGE <b>720</b> 同比提升 <b>33%</b> 環比提升 <b>5%</b> UP YOY UP MOM
品牌價值 BRAND VALUE	由亞洲品牌研究院、中房智庫、中國房地產報等聯合發佈，對房地產企業的品牌價值通過各個維度進行綜合測評，客觀計算地產企業的品牌價值和市場競爭力。  Jointly released by (among others) Academy of Asian Brand, Zhongfang Think Tank and China Real Estate Business to conduct comprehensive assessment on brand values of real estate enterprises from various dimensions by calculating the brand values and market competitiveness of real estate enterprises.	遠洋集團以 511.9 億元的品牌價值斬獲 2018 中國房地產品牌價值榜前 10 強。  Sino-Ocean Group ranked top 10 among Chinese real estate brands in 2018 with its value at RMB51.19 billion.

## 健康文化 HEALTH CULTURE

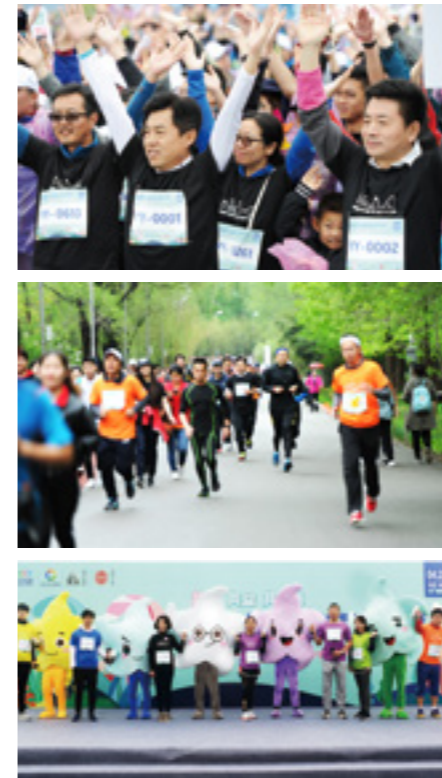


“健康”已經成爲遠洋品牌的核心，除了在產品中著力落實以外，同時也非常注重“健康”文化的建立和傳播，希望通過遠洋的努力，可以帶動更多的人、更多的企業、機構對“健康”理念的認識、認可及採納。

2018年1月4日「匠心築健康同行贏未來」2018遠洋集團供應商大會在北京圓滿落幕。來自全國200餘家供應商代表和遠洋同仁齊聚一堂，分享成果、交流經驗、共謀「建築·健康」理念新發展、開啓2018年合作新征程。

“Health” now occupies a central position in our branding strategy and has been implemented in product design and development. Furthermore, a “health culture” has been established and promoted, with the aim of promoting the awareness, recognition and adoption of the “Health” concept among the community and businesses to a greater extent.

On 4 January 2018, the Sino-Ocean Suppliers Conference themed “Crafting Healthy Buildings for Future Success (匠心築健康同行贏未來)” was successfully concluded in Beijing. Representatives of more than 200 suppliers and colleagues of Sino-Ocean engaged in fruitful discussions on the latest trends of healthy building while sharing best practices and experiences, working in concert for the new development of the “Building·Health” concept and starting the new journey for partnership in 2018.



2018年4月22日，由遠洋集團主辦的第二屆“遠洋益跑”城市接力賽啓動儀式在北京奧林匹克森林公園舉行。當日，益跑活動在遠洋所佈局的全國其他34城同步開跑，總參與人數近8,000人。遠洋跨界聯手悅跑圈，綫上益跑也一起啓動。正值4月22日第49個世界地球日之際，遠洋集團執行總裁溫海成在活動啓動儀式中宣佈設立屬於遠洋人自己的節日——“遠洋健康日”，爲地球日賦予新的內涵，倡導積極、健康、環保的生活方式。他表示：“遠洋將攜手更多伙伴，匯聚更多力量，通過遠洋益跑活動，讓健康和公益惠及社會。”2018年第二屆“遠洋益跑”城市接力賽以“共享共益共健康”爲主題，全年在遠洋有所佈局的40餘座城市舉辦。遠洋集團爲參加益跑活動的每位5公里完賽者捐贈30元，所有善款均用於幫扶遠洋之帆公益基金會“小伙伴成長計劃”項目中偏遠貧困學生，提供健康暖心“溫暖藍包”，溫暖他們的求學路。

The opening ceremony of the second “Ocean Marathon” relay race was held in the Beijing Olympic Forest Park on 22 April 2018. The event took place concurrently in 34 Chinese cities where Sino-Ocean’s products were on sold, attracting nearly 8,000 participants. An online marathon event was also kicked off on the same day, in partnership with The Joyrun. As April 22 also marked the 49th Earth Day, the Group’s Executive President Wen Haicheng announced the introduction of “Ocean Health Day” at the opening ceremony, a new way of celebrating Earth Day that promotes positive, healthy and eco-friendly lifestyles. “Through the organization of this marathon event, Sino-Ocean is working together with more partners, mobilizing more forces and sharing the benefits of exercise and charitable causes with the community,” Wen said. The 2nd Ocean Marathon in 2018 was held in more than 40 cities throughout the year, which emphasized the theme of “Sharing the Benefits of a Healthy Lifestyle Together.” The Group donated RMB 30 for every participant who completed the five-kilometer race, all of which went to students from poor families in remote areas through Sino-Ocean Charity Foundation’s “Little Partner Group Program”, helping pay tuition fees and cover other education-related expenses.





在員工辦公區的煥新改造上，也不遺餘力的推動“健康”理念和文化。2018年，遠洋集團總部新辦公區，遵照遠洋健康建築體系及美國 WELL 健康建築鉑金級認證的雙重標準匠心打造。通過一系列嚴苛檢驗後，遠洋集團總部新辦公區有望成為 WELL 最高級別認證的國內最大面積辦公區。更多內容可參閱本報告「築·就健康人才」部分詳述。

The “health” philosophy and culture was actively promoted during the recent revamp of our office park. The Sino-Ocean Healthy Building System and WELL platinum standards were adopted in the construction of the new office building at our headquarters in 2018. Having passed a series of rigorous tests, the building is expected to be the largest WELL-certified office park in China. Please refer to the “Building Healthy Human Capital” section of this Report for more information.



2016年6月，遠洋集團通過「品牌煥新」新聞發佈會，第一次對外提出了全新品牌理念——「建築健康」，並出版了《建築健康》書籍，明確闡述了「建築健康」、「健康建築」、「健康生活家」理念。2017年，遠洋集團出版第二本書《健康生活家》。該書通過對「健康住宅」、「健康生活」和「健康家園」的闡釋，從實現人、建築、環境三者和諧健康的角度出發，系統性輸出「健康生活家」的健康理念。2018年11月，遠洋集團隆重推出第三本書《健康方法論》，把「建築健康」詳細內涵落實到項目上，給人們展示了一幅全景式的健康方法論。遠洋集團在出版的健康書籍上，如同建造項目一樣，遵循迭代升級之路，一步一個台階，從《建築健康》到《健康生活家》，再到《健康方法論》，形成自身的「健康三部曲」，關於健康理論逐漸臻於完善。

During the Sino-Ocean “Brand Facelift” press conference in June 2016, we unveiled the new branding concept “Building Health” and released a book expanding on the notions of Building Health, Healthy Buildings and Healthy Living. Our second book “Healthy Living,” published in 2017, gives a thorough account of healthy living based on detailed interpretations of “healthy homes,” “healthy life” and “healthy communities” from the perspective of harmonizing people, buildings, and the environment. Our third publication “Health Methodology” published in November 2018 shows people a panoramic of health methodology – that is, how principles of the Building Health are applied in real estate development projects. Similar to the healthy building approach, Sino-Ocean’s “health trilogy” – “Building Health,” “Healthy Living” and “Health Methodology” – introduces readers to healthy building theories step-by-step, and also serves as a reflection of how our understanding of healthy building has evolved over the years.





# 2

## BUILDING A HEALTHY ENVIRONMENT 築·就健康環境

生態的健康是遠洋所追求健康的根基，在升級人居健康的同時，我們更加注重人、建築與環境的共榮共生。

綠色健康標準在遠洋一脈相承。作為一家對環境具有廣泛影響的企業，我們積極響應「建設美麗中國」的號召，持續通過綠色的產品、運營、辦公、伙伴及環境信息披露的方式參與「構建政府為主導、企業為主體、社會組織和公眾共同參與的環境治理體系」。

Ecological health serves as the foundation of the Building Health framework at Sino-Ocean. As we upgraded our healthy building methodologies, increasing emphasis has been placed on the harmonious co-existence of people, buildings and the environment.

Our green building standards have remained consistent. As a major influencer on the environment, we actively supported the "Beautiful China" campaign and have been closely involved in the creation of an "environmental governance system led by the government, focused on enterprises, and participated in by social organizations and the public" through the development of green products and operations, eco-friendly offices and partnerships and information disclosure.



## 環境績效 ENVIRONMENTAL PERFORMANCE

集團一直以來都非常重視環境問題，嚴格按照《中華人民共和國環境保護法》、《中華人民共和國建築法》等進行環境問題相關管理。

The Group has always attached great importance to environmental issues and conducted environmental management in strict accordance with the Environmental Protection Law of the People's Republic of China and the Construction Law of the People's Republic of China.

關鍵環境績效的統計和披露是我們持續履行環境責任和不斷提升綠色表現的基礎，集團基於對實際情況的調研分析，分別從項目建設運營（由遠洋集團主導開發和運營的項目）和公司行政辦公<sup>11</sup>（遠洋集團行政辦公區域）兩個維度，根據各自對環境的實質性影響，針對關鍵績效數據進行收集統計。我們針對所有數據進行內部分析沉澱，並對其中重大且可靠的數據進行公開披露<sup>12</sup>。

Key environmental performance statistics and disclosure of related information provide the basis for continuous performance of our environmental responsibility and consistent improvement in environmental performance. Based on surveys and analyses of actual operations, we collected statistics on key performance metrics focusing on construction operations (projects in which Sino-Ocean acted as the main developer and operator) and corporate administration<sup>11</sup> (the Group's offices), taking into account their respective impact on the environment. We synthesized and analyzed all the data collected internally, and material and reliable information has been publicly disclosed<sup>12</sup>.

### 2018 年遠洋集團環境數據：SINO-OCEAN GROUP ENVIRONMENTAL DATA IN 2018:

本年度的數據中加入了物業數據。在擴大信息收集口徑的前提下，總體來看，本年度能耗數據均有所降低。環境數據的密度根據 2018 年營業額數據計算得出。

Property data has been added to this year's data. Under the conditions of expanding the scope for collecting information, the overall energy consumption data for this year has been reduced. The intensities of environmental data are based on the business turnover in 2018.

### 不可再生能源及燃料消耗 NON-RENEWABLE ENERGY & FUEL CONSUMPTION

	建設運營 CONSTRUCTION AND OPERATION	行政辦公 OFFICES
煤（噸）Coal (t)	65.33	0.00
汽油（升）Gasoline (l)	719,087.47	243,761.46
柴油（升）Diesel (l)	2,048,659.36	0.00
煤油（噸）Kerosene (t)	48.40	0.00
天然氣（立方米）Natural gas (m <sup>3</sup> )	2,209,734.34	29,536.87
液化石油氣（噸）Liquefied petroleum gas (t)	190.83	33.40
外購電力（千瓦時）Purchased power (kWh)	205,594,176.88	10,903,068.22
外購電力密度（千瓦時 / 平方米）Purchased power density (kWh / m <sup>2</sup> )	NA	151.80
外購蒸汽（gj）Purchased steam (gj)	161,417.00	78,416.90

11. 由於部分公司的辦公區域難以獨立統計，所披露的行政辦公數據包括部分外圍運營區域及對公眾開放的員工食堂。

11. Given the difficulty of counting some companies' office areas separately, the office data shown in the table include peripheral operating areas and staff cafeterias that are open to the public.

12. 本年度為信息系統首次全方位完整運行，由於我們在不斷加強科學系統化環境管理的建設，數據統計範圍及進一步核查會在下一年度的報告中進一步闡述。

12. The information system went into full-scale operation for the first time this year. As we continue to rationalize and improve environmental management, the scope of statistical data and further verification will be disclosed in detail next year.

總能源消耗量（吉焦）  
TOTAL ENERGY CONSUMPTION (GJ) **872,997,332.78**

能源消耗量密度（吉焦 / 萬元營收）  
INTENSITY OF ENERGY CONSUMPTION (GJ/ TEN THOUSAND YUAN REVENUE) **210.76**

 製冷劑總消耗量（KG）  
TOTAL REFRIGERANT CONSUMPTION (KG) **170,177.67**

 溫室氣體總排放量<sup>13</sup>（二氧化碳當量）  
TOTAL GREENHOUSE GAS EMISSION<sup>13</sup> (TCO<sub>2</sub>E) **48,870,819.02**

溫室氣體排放密度（二氧化碳排放當量 / 萬元營收）  
INTENSITY OF GREENHOUSE GAS EMISSIONS (TCO<sub>2</sub>E/ TEN THOUSAND YUAN REVENUE) **11.80**

### 水資源（立方米）WATER RESOURCES(M<sup>3</sup>)

	建設運營 CONSTRUCTION AND OPERATION	行政辦公 OFFICES
市政供水（立方米）Public water supply (m <sup>3</sup> )	5,866,877.28	203,614.49
收集雨水（立方米）Rainwater collection (m <sup>3</sup> )	30,952.00	500.00
中水（立方米）Recycled water(m <sup>3</sup> )	90,527.00	1,750.00
飲用純淨水（立方米）Purified drinking water (m <sup>3</sup> )	41,742.28	1,071.19

總耗水量（立方米）  
TOTAL WATER CONSUMPTION (M<sup>3</sup>) **6,237,034.24**

耗水量密度（立方米 / 萬元營收）  
WATER CONSUMPTION INTENSITY(M<sup>3</sup>/ TEN THOUSAND YUAN REVENUE) **1.51**

行政辦公總耗水密度（立方米 / 平方米）  
TOTAL WATER CONSUMPTION DENSITY OF OFFICES (M<sup>3</sup>/M<sup>2</sup>) **2.88**

### 無害廢棄物產出量（噸）NON-HAZARDOUS WASTE GENERATED (T)

建設運營 CONSTRUCTION AND OPERATION	行政辦公 OFFICES
木質材料垃圾 Wood waste	殘食垃圾 Wasted residual food
12,058.63	631.41
混凝土 Concrete	辦公室垃圾 Office trash
46,047.76	492.41
金屬類垃圾 Metal waste	廢棄家具 Discarded furniture
10,627.39	15.87
其他 others	其他 Others
15,472.65	6.53

無害廢棄物總量（噸）  
TOTAL NON-HAZARDOUS WASTE (T) **85,352.65**

無害廢棄物密度（噸 / 萬元營收）  
INTENSITY OF NON-HAZARDOUS WASTE (T/ TEN THOUSAND YUAN REVENUE) **0.02**

13. 溫室氣體排放數據依據集團能源及燃料消耗估算所得。中國各電網碳排放系數參考國家發改委 2015 年發佈的《2015 年中國區域電網基準線排放因子》。

13. Greenhouse gas emissions data are based on the estimated energy and fuel consumption of the Group. The carbon emission factors of various power grids in China refer to the "Emission Factors for Purchased Electricity in Mainland China (2015)" published by the National Development and Reform Commission in 2015.

## 有害廢棄物產出量 (噸) HAZARDOUS WASTE GENERATED (T)

建設運營 CONSTRUCTION AND OPERATION		行政辦公 OFFICES	
廢油漆和油漆容器 Wasted paint and paint containers	49.73	廢棄安保設備 Obsolete security equipment	0.00
廢棄的防水塗料 Obsolete waterproof coating	13.62	廢棄電子電器產品 Obsolete electronic and electrical products	0.88
過剩的木材防腐劑 Excess wood preservatives	10.27	硒鼓與墨盒 Toner cartridge and ink cartridge	3.64
醫療廢物 Medical waste	5.53	含汞螢光燈或節能燈 Mercury-containing fluorescent or energy-saving lamps	0.02
		其他 Others	0.01
有害廢棄物總量 (噸) TOTAL AMOUNT OF HAZARDOUS WASTE (T)		<b>83.70</b>	
有害廢棄物密度 (千克 / 萬元營收) INTENSITY OF HAZARDOUS WASTE (KG/ TEN THOUSAND YUAN REVENUE)		<b>0.02</b>	

## 行政辦公廢棄物 (包括無害、有害廢棄物) 回收率較高 HIGHER RECOVERY RATE OF OFFICE WASTE (INCLUDING NON-HAZARDOUS AND HAZARDOUS WASTE)

### 行政辦公廢棄物亮點數據 HIGHLIGHTS OF OFFICE WASTE

無害廢棄物 NON-HAZARDOUS WASTES		有害廢棄物 HAZARDOUS WASTES		總回收率 TOTAL RECYCLING RATE	
無害廢棄物總量 (噸) Total amount of non-hazardous waste (t)	1,146.21	有害廢棄物總量 (噸) Total amount of hazardous waste (t)	4.55	廢棄物回收率 (%) Recovery rate of waste (%)	99.30%
無害廢棄物回收量 (噸) Recovery of non-hazardous waste (t)	1,138.22	有害廢棄物回收量 (噸) Recovery of hazardous waste (t)	4.44		
無害廢棄物回收率 (%) Recovery rate of non-hazardous waste (%)	99.30%	有害廢棄物回收率 (%) Recovery rate of hazardous waste (%)	97.66%		

辦公用紙總消耗量 (千克) TOTAL OFFICE PAPER CONSUMPTION (KG)	<b>68,204.14</b>
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在各利益相關方的監督和專家同事的努力下，我們將持續進行系統升級，以更好地提升集團管理能力及環境表現。

We will continue to upgrade the system to further enhance the Group's environmental performance under the supervision of various stakeholders and through the hard work of our specialists.

## 綠色產品 GREEN PRODUCTS

我們高度重視環境保護、綠色健康理念，組織全員參加節能環保培訓，使環境理念根植員工心中。集團嚴格遵守國家關於環境的法律法規和相關標準規範，我們始終依據項目當地政策要求，在項目開工前嚴格履行項目環評審批程序，認真組織開展新項目的可行性評估和環境影響評價，並在當地環保部門批覆後據此進行開發安排，且在項目驗收、交付時，會進行《環境評估報告》實測，並在政府制定相關網站中進行公示，方便大眾監督。

遠洋時刻關注排放問題，為固化相應工作流程，制定了集團內部制度標準，以保障產品全周期在排放物、資源消耗以及生態影響等各方面均控制在相關法律法規要求範圍內，並在此基礎上竭力達到更高標準。於 2018 年度內，本集團未發生重大違反環境法律法規事件。

為改善作業人員的工作環境，建立與開發環境的和諧關係，推進營造項目現場施工管理標準化，依據《中華人民共和國安全生產法》、《中華人民共和國環境保護法》、《中華人民共和國建築法》、《建築施工高處作業安全技術規範》、《遠洋營造安全文明施工視覺識別手冊》等相關規定要求，2018 年遠洋完成編制《遠洋集團營造項目現場文明施工管理標準》。

We attach great importance to environmental protection and the philosophy of "green health," continuously reinforcing environmental education among our employees through staff training on energy conservation and environmental protection. We observed the Environmental Impact Assessment (EIA) procedures for construction projects, conducted effective feasibility evaluation and EIA on new projects, and made development and investment decisions in strict compliance with national laws, regulations and standards on environmental protection. We started our development upon approval by local environment authorities and published the EIA results on governments' relevant websites for public monitoring.

Sino-Ocean is concerned about emission issues all the time. Internal policies and standards related to emissions, resource consumption and ecological impact were introduced to routinize processes and ensure compliance with laws and regulations throughout product development cycles. Wherever possible, we made every effort to further improve the standards of our operations and products. The Group had no major violations of environmental laws and regulations in 2018.

In order to improve operating staff's working environment, create a harmonious relationship with the environment under development, and further standardize the on-site construction management of construction projects, Sino-Ocean completed the preparation of "Standards for Civilized On-site Construction Management of Construction Projects of the Sino-Ocean Group" in 2018 according to the "Production Safety Law of the PRC", the "Environmental Protection Law of the PRC", the "Construction Law of the PRC", the "Technical Specifications for Construction Work Safety At Height", and Sino-Ocean's "Visual Identification Manual on Safe & Civilized Construction of Construction Projects", among other relevant requirements.

### 在施工過程中，集團在穩步推進的綠色施工體系下注重： WHILE STEADILY DEVELOPING THE GREEN CONSTRUCTION SYSTEM IN CONSTRUCTION PRACTICES, WE FOCUSED ON:

#### 縮短施工周期 REDUCING CONSTRUCTION CYCLES

在多個項目落地實施全穿插施工，提高工效；  
Fully interspersed construction has been introduced in various projects to optimize productivity;

#### 改進施工工藝 IMPROVING CONSTRUCTION TECHNIQUES

推行遠洋特有的 SCS 新建造體系，加大智能爬架、裝配式、鋁合金模板、鋁框木模、爬模、幹法施工等工藝的應用；  
Sino-Ocean's unique SCS construction system has been implemented, and efforts were made to promote the application of advanced techniques such as intelligent climbing frames, assembly and aluminum alloy formworks, aluminum frames with wood molds, climbing molds and dry construction;



**健康工地、施工管理理念推廣**  
**PROMOTION OF HEALTHY BUILDING SITES AND CONSTRUCTION MANAGEMENT**

通過綠化、噴淋等環保控制，節能節材；通過再生骨料混凝土應用實現節能、環保；  
Minimize energy consumption and pollution through site greening and installation of spraying facilities; Energy saving and environmental protection through recycled aggregate concrete applications;



**防塵降霾**  
**DUST PREVENTION & SMOG REDUCTION**

為應對氣候變化，保證施工對於大氣的污染降至最低，施工過程管理中特別制定了防塵降霾的方法，如及時覆蓋裸露土方等；  
In order to tackle climate change and ensure the air pollution caused by the construction work was minimized, dust prevention and smog reduction measures, such as covering the bare soil promptly, were specifically developed in the construction process management;



**智慧化工地**  
**SMART SITE MANAGEMENT**

通過 BIM 技術應用，實現數字化、智慧化工地管控；  
Adoption of the BIM technology enabled us to digitalize and automate construction site control/management;



**品質管控細節**  
**DETAIL-ORIENTED QUALITY CONTROL**

通過前端圖紙深化、審查環節，過程第三方防滲漏專項評估、材料飛檢，終端防水功能驗證等全周期監管措施，為實現零滲漏項目提供保障；  
In order to eliminate leakage, a number of new policies and measures were introduced ranging from strengthening front-end drawings, leakage assessment during review and construction processes and unannounced material checks to end-product waterproof performance checks;



**減少垃圾排放**  
**WASTE REDUCTION**

通過清水混凝土、混凝土樓地面一次成型技術、免抹灰或薄抹灰在提升品質同時減少垃圾排放；  
Adoption of clear-water concrete and one-step concrete floor formation and plaster-free or thin plastering techniques resulted in improved quality and a reduction in waste generation;

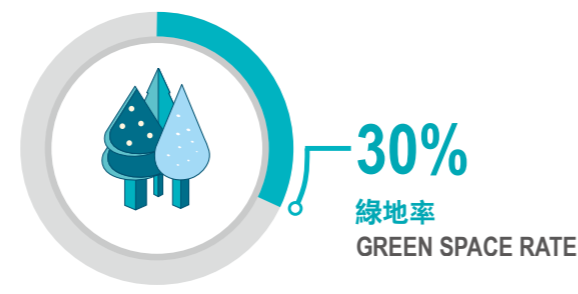
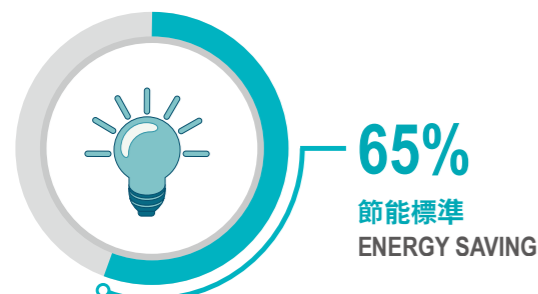


**控制傳統污染**  
**TRADITIONAL POLLUTION CONTROL**

設置專用砂泵清洗排污管道，實現沉澱後清水二次利用。  
Sewage pipelines are cleaned using special helium pump pipes, and fresh water is recycled after sedimentation.

為全力打造綠色產品，遠洋形成了自身的綠色建築標準，並在實踐過程中不斷升級完善。如：所有項目嚴格按照節能 65% 標準建設、保證 30% 的綠地率、系統化地應用綠色環保建築技術、綠色建築與國際接軌，高端商業項目獲取美國能源與環境設計先鋒 LEED 認證等。

We developed our own green building standards to facilitate green product construction and continuously improved the standards through practice. For example, all projects were constructed in accordance with the 65% energy saving and 30% green space rate requirements; green building technologies have been systematically applied, and high-end commercial property projects received LEED certification from the U.S. Leadership in Energy and Environmental Design Awards.



北京·遠洋天著春秋榮獲綠建三星 Beijing Ocean Epoch won the Green Building 3 Star

**綠色建築項目**  
**GREEN BUILDING PROJECTS**

截至 2018 年底，遠洋集團已註冊 95 個綠色建築項目，註冊總面積超 1,398 萬平方米各類型各標準綠色建築。

As of the end of 2018, the Group had registered 95 green building projects with a combined registered GFA of over 13.98 million m<sup>2</sup>.



綠色建築項目（個）  
Green building projects (number)

註冊總面積（平方米）  
Total registered area (m<sup>2</sup>)

其中 2018 年註冊面積約 164.17 萬平方米。綠色建築詳情請參見本報告「築·就客戶健康」「健康戰略及落地——綠色建築與健康建築」章節。

Of them, GFA of 164.17 million m<sup>2</sup> was registered in 2018. For further details on green building projects, please refer to the “Health Strategy and Implementation – Green Buildings VS. Healthy Buildings” of the “Building Health for Customers” section of this Report.



## 綠色健康運營 GREEN HEALTHY OPERATIONS

### 避免土地閑置 MINIMIZING IDLE LAND

集團重視國家對於“避免土地閑置”的要求，在2018年正式發佈《遠洋集團關於落實開發業務快周轉工作的通知》及《遠洋集團快周轉項目示範區標準化》等相應一系列策略指引文件，要求加快開工等工作進度。各相關部門持續跟蹤相關通知、標準等文件落實情況，及時作出相應補充及修訂，切實有效避免土地閑置可能性。在集團要求下，2018年新開盤項目開盤速度均較上一年度有大幅提升。

集團多元業務和職能單位在集團節能減排綠色運營的要求下，以其各自專業所長，踐行並不斷提升綠色運營能力，全方面協同保障遠洋的生態環境友好表現。

遠洋集團在地產項目建設過程中，十分注重盡量減少對於環境增加的負擔，倡導施工材料盡量做到重覆使用，由施工安排回收、金屬、木質廢棄物均由專業回收單位進行回收，混凝土破碎後運至其他項目臨時道路路基使用。

In 2018, the Group formally issued a serial of strategic guidance documents, such as the “Notice from Sino-Ocean Group on Implementing Accelerated Turnover for Development Projects” and “Standardization of Demonstration Areas in Accelerated Turnover Projects of Sino-Ocean Group”, to comply with the national requirement of “minimizing idle land” and accelerate construction progress. Besides consistent following up on implementation of such notices and standards, all relevant departments made supplements and revision in a timely manner, so as to minimize the possibility of idle land practically and effectively. As required by the Group, the development progress of new projects in 2018 was much faster as compared with last year.

Leveraging their respective strengths, our business and functional units have consistently practiced the healthy building philosophy and improved green operations capacity, in line with the Group's call for reducing emissions in business operations. Concerted efforts were made to guarantee the Group's high eco-friendly performance.

During real estate project development, Sino-Ocean prioritizes minimizing negative impacts on the environment through building material recycling. Metal and wood waste is recycled by professional service providers, and used concrete is used to build temporary roads at new construction sites.

### 案例 CASES

在北京遠洋國際中心 A 座煥新改造過程中，標準層的改造由編劇及插畫師將相關通知、指引及改造後的成果預期等內容編撰成有趣連環故事用插畫表現出來，高中低區每一標準層設計三期插畫（10 天 / 期）進行為期一個月的更換，而後期進行模塊化製作，每個標準層都能夠在改造期間重覆利用，最大程度滿足了用戶的期待值並最大限度地降低了成本，達到環境資源保護的作用。另改造期間的安撫物料如紙巾盒均使用可回收利用資料進行製作。施工期間的地面保護材料也使用環保材料進行施工。

During the renovation of Tower A of the Ocean International Center (Beijing), scriptwriters and illustrators created interesting cartoons based on related notices, guidelines and design sketches for standard floor renovation. Three episodes were produced for standard floors in the high, medium and low sections and were updated every 10 days per edition, and were displayed for one month in total. During the later stages, each standard floor was reused thanks to the modularized design, optimally reducing construction costs and pollution while fulfilling customers' expectations. Furthermore, tissue paper boxes and other pacification materials used during the renovation project were all made of recyclable raw materials, and environmentally-friendly materials were used for ground protection.

#### 環保材料的紙巾盒 TISSUE BOXES PRODUCED USING ECO-FRIENDLY MATERIALS

主形象設定  
Master image setting



### 遠洋旗下優秀的城市公司可以做到： THE FOLLOWING MEASURES HAVE BEEN PUT IN PLACE AT OUR CITY-LEVEL BRANCHES:

#### 建立節能減排考核制度： ENERGY SAVING AND EMISSION REDUCTION PERFORMANCE APPRAISAL:

- 定期組織人員對各節能減排項目進行考核
- 考核結果與績效掛鉤
- 以利提高參與人員對積極性
- Regular appraisals are carried out
- the findings are linked to the teams' work performance
- incentivize team members

#### 建立節能減排標準化工地公示制度： DISCLOSURE OF SITE STANDARDS:

- 在施工現場的展示區設立節能減排公示牌
- 公佈節能減排主要責任人、工作目標及指標、主要措施
- Energy saving and emission reduction bulletins are set up on construction sites
- specifying the people responsible for energy consumption and emission reduction, work targets and KPIs and key measures

#### 加強節能減排宣傳： PUBLICITY CAMPAIGN:

- 由行政部門牽頭綜合各職能中心、通過組織日常宣傳、每季度組織節能減排知識競賽等方式使節能減排工作深入人性，促進節能減排工作的開展
- Staff awareness of the importance of energy saving and emission reduction has been reinforced through routine publicity activities and quarterly energy saving and emission reduction quizzes organized by the administration department in collaboration with functional centers

#### 減少和有效處理廢氣、污水和固體廢棄物，以及善用食水： TO REDUCE AND EFFECTIVELY DISPOSE OF WASTE GAS, SEWAGE AND SOLID WASTE, AND USE WATER WISELY:

- 01 商業廚房油煙淨化排放改造  
COMMERCIAL KITCHEN FUME PURIFICATION  
EMISSIONS TRANSFORMATION**
  - 對項目使用的所有油煙淨化器進行更換，提高淨化標準。
  - Replace all fume purifiers used in the project to improve the purification standards.
- 02 項目制定污水隔油監察制度  
DEVELOPS A SEWAGE AND OIL SEPARATION  
MONITORING SYSTEM FOR PROJECTS**
  - 每週聯合檢查，並出具問題報告督促整改。控制項目排水標準符合北京市污水排放要求。
  - Conduct joint inspections on a weekly basis, issue problem reports and supervise rectification. Control project drainage standard to comply with the requirements for sewage discharge in Beijing.
- 03 垃圾處理方面根據項目要求嚴格執行垃圾分類  
處理  
IMPLEMENT GARBAGE SORTING STRICTLY  
FOR GARBAGE DISPOSAL ACCORDING TO THE  
REQUIREMENTS OF THE PROJECT**
  - 對於食餘垃圾由第三方專業公司處理；對於有毒有害垃圾由第三方專業公司處理。
  - The residual food is handled by a third-party professional company; The toxic and hazardous waste is handled by a third-party professional company.
- 04 倡導善用食水  
ENCOURAGE USE WATER WISELY**
  - 雖然水對集團的營運而言並非重要範疇，我們鼓勵各辦事處及員工善用食水。
  - Although water sourcing is not material to the Group's operations, we encourage our offices and staff to use water wisely.

遠洋機電公司組建的能源管理團隊（能源顧問 + 軟件產品 + 數據分析），通過能源監控，能源統計分析，重點能耗設備管理，能源計量設備管理等多種方式，在確保用能系統安全運行的前提下，有效降低能源、資源消耗，減少浪費，提高能源使用效率和精細化管理水平，滿足用能管理和節能減排的要求，為管理人員提供便利的管理模式。團隊堅持自主研發屬於遠洋自己的精品能源管理平台，追求以技術為先導的全生命周期能源管理。

The electromechanical subsidiary of Sino-Ocean set up an energy management team (energy consultants + software + data analysis) to effectively reduce energy and resource consumption and eliminate waste through energy usage monitoring, energy statistics analysis and key energy-consuming and energy measurement equipment control and management, without affecting energy system security. The move led to improved energy efficiency and streamlined management, and created a more user-friendly energy management model. We have persevered in our pursuit of technology-oriented full-lifecycle energy management and the development of our own energy management platform.

### 平台主要創新功能包括：

#### INNOVATIVE FEATURES OF THE PLATFORM MAINLY INCLUDE:



##### 能源分析 ENERGY ANALYSIS

通過分析計算、採集的各設備能耗信息以圖表的形式實時展示能耗情況，消耗趨勢和能耗同比環比分析；

Equipment-specific energy consumption data, trends and year-on-year and month-on-month energy consumption analysis are graphically displayed in real-time;



##### 數據管理 DATA MANAGEMENT

提供表格、實時 / 定時賬單，報表等工具，對能耗相關數據進行統一管理，為用戶後續的數據挖掘分析及節能量核算提供支撐；

Centralized energy consumption data management using tables, real-time/timed billing and reporting tools, allowing users to perform data mining and analysis and energy accounting tasks at a later time;



##### 閾值報警 WARNING THRESHOLDS

系統可實時跟踪數據情況，同時自定義閾值界限，超多界限自動報警，記錄並通過郵件和短信進行通知；

The system tracks data on a real-time basis. Alarms are triggered if a pre-set threshold is violated, and relevant information is automatically recorded with alerts sent via email or text message;



##### 專家系統 SPECIALIZED SYSTEM

利用系統強大的數據處理功能，以及本地存儲的大量歷史能耗數據進行精細化數據分析，發現高能耗癥結，提供專家化決策支持並制定相應降耗措施。

Relying on the system's powerful data processing capacity and massive amounts of locally stored historical energy consumption statistics, high-precision data analysis is performed to identify root causes for high consumption, and countermeasures are developed with the assistance of specialists.

為了響應集團“綠色產品及綠色運營”要求，遠洋機電事業部要求各項編制機電安裝綠色節能施工方案，並嚴格按照方案執行。編制依據為：根據建設部《綠色施工導則》、GB50300—2001《建築工程施工質量驗收統一標準》、GB50411—2007《建築節能工程施工質量驗收規範》、建質[2006]192號，關於印發《民用建築工程節能質量監督管理辦法》的通知和施工圖紙為依據進行編制。在保證質量、安全等基本要求的前提下，通過科學管理和技術進步，最大限度地節約資源與減少對環境負面影響的施工活動，實現四節一環保（節能、節地、節水、節材和環境保護）。因地制宜的原則，貫徹執行國家、行業和地方相關的技術經濟政策。編制內容除組織管理、目標管理、實施管理、人員安全與健康管理外，有非常明確的環境保護要求，包括如何做好揚塵控制、噪音與振動控制、光污染控制、水污染控制、土壤保護、建築垃圾控制。節材與材料資源利用控制中明確要求材料損耗率比定額損耗率降低 30%；盡量就地取材，佔建築材料總重量 70% 以上，工地相關材料可重覆使用率達到 70% 等等。並對節水和水資源利用給出明確實施要求，細緻、明確的節能措施等。確保項目推進過程中對於環境的污染、影響降至最低。

#### 節材與材料資源利用控制要求 MATERIAL AND MATERIAL RESOURCE UTILIZATION CONTROL REQUIREMENTS

材料損耗率比定額損耗率降低 30%

Material loss rate is reduced by 30% compared to the standard loss rate

30%

佔建築材料總重量 70% 以上

More than 70% of the total weight of building materials

70%

工地相關材料可重覆使用率達到 70%

Site-relevant materials can be reused at 70%

70%

In response to the "Green Products and Operations" campaign launched by the Group, Sino-Ocean's electromechanical department required that an electromechanical installation energy-saving plan be formulated and strictly implemented for all projects. The plan is to be based on the "Green Construction Guidelines", GB50300-2001 "Construction Engineering Construction Quality Acceptance Standards," GB50411-2007 "Building Energy Conservation Engineering Construction Quality Acceptance Specifications," "Notice on the Issuance of the 'Administrative Measures Concerning Supervision of Civil Construction Engineering Energy Conservation Quality' (Jian Zhi [2006] No. 192)" and construction drawings. The aim is to optimally reduce resource (energy, land, water and materials) consumption and the negative impacts on the environment from construction activities by rationalizing management models and applying the latest technologies, while ensuring product quality and safety; and to effectively implement national, industry and local technology and economic policies. In addition to organizational management, target management, implementation management, and work safety and health management, the plans should contain explicit environmental protection requirements – for example, how to ensure effective dust control, noise and vibration control, light pollution control, water pollution control, soil protection and construction waste control. As part of the material saving and resource control requirements, it is expressly stated that the material loss rate will be reduced by 30% relative to the standard loss rate; materials should be locally sourced wherever possible, and local sourcing should account for more than 70% of total material consumption; and at least 70% of materials on building sites should be recyclable. Detailed requirements were also specified for water saving and utilization of water resources, with well-thought-out and well-defined energy conservation measures introduced to minimize environmental pollution throughout project development.

## 案例 CASES

### 北京遠洋光華國際節能改造 OCEAN OFFICE PARK (BEIJING) ENERGY-SAVING RENOVATION PROJECT

遠洋光華國際本次節能改造，主要涉及中央空調製冷、採暖系統及部分公共區域照明系統。中央空調製冷、系統年能耗約為 330 萬 kwh，供暖冷溫泵年能耗為 26 萬 kw/h 所涉及公共區域照明系統年能耗約為 168 萬 kwh，合計約為 498 萬 kwh。冷卻塔年用水為 40,000 噸。食街新風機組年能耗為 21 萬 kw/h。根據對現場調研結果，確定改造實施內容如下：

The Ocean Office Park renovation project mainly involves central air-conditioning refrigeration/heating systems and lighting systems in certain public areas. Annual energy consumption of the central air-conditioning refrigeration and heating system is approximately 3.3 million kWh, and that of heating cold-temperature pumps and public area lighting systems is 260,000 kWh and 1.68 million kWh respectively, for a total yearly energy consumption of 4.98 million kWh. Annual water consumption of cooling towers is 40,000 tons, and yearly energy consumption of the fresh air units in food courts is 210,000 kWh. Based on the findings of on-site surveys, the renovation plan was formulated as follows:

#### 中央空調製冷、採暖系統 CENTRAL AIR-CONDITIONING REFRIGERATION AND HEATING SYSTEMS

01

冷卻塔  
Cooling towers

將大冷卻塔進行變流量改造為群變流量技術，大冷卻塔採用聯合控制技術，實現所有風機同時變頻開啓，達到用最小功率實現最大風量的效果。

Replace the variable flow of the main cooling tower with group variable flow; apply joint controls in the main cooling tower to synchronize frequency conversion between the fans, which will maximize air volume and reduce power consumption.

02

冷卻水泵  
COOLING WATER  
PUMPS

冷卻水泵採用節能控制技術，通過安裝冷卻水泵能效控制箱，在上述冷卻塔高效冷卻能力的基礎上，實現流量降低並滿足主機流量需求。

Energy-saving control technology will be applied to the cooling water pumps. By installing energy efficiency control boxes, flow rate will be reduced to a level that still satisfies the flow requirement of the main engines, without affecting the pumps operating efficiency or refrigeration capacity.

03

主機  
MAIN ENGINE

主機採用智能分析控制技術，通過安裝主機能效策略控制櫃，可根據末端生產負荷需求，實現調整機組間開啓台數或開哪台，並在上述冷卻能力提升的基礎上，達到節能效果。

Automated analysis and control techniques will be applied on the main engine. By installing the energy efficiency strategic control cabinet, the user will be able to decide the number of and which units to be switched on according to the actual end production load required, and reduce energy consumption while delivering improved cooling capacity.

04

冷凍泵  
REFRIGERATION  
PUMPS

冷凍泵通過安裝冷凍水泵能效控制箱，實現主機定流量安全運行、末端變流量節能運行，達到降低能耗的效果。

By installing energy efficiency control boxes, the refrigeration pumps will consume less energy with a constant-flow main engine and variable flow at the end.

05

安裝相應控制裝備

Suitable control devices will be installed.

#### 照明系統 LIGHTING SYSTEMS

01

對公共區域直管螢光燈實施節能改造，以 LED 直管替換現有光源。

Energy-saving retrofits were made to straight-tube fluorescent lamps in public areas, replacing existing light sources with LED straight tubes.

02

對公共區域節能燈實施節能改造，以 LED 照明替換現有光源。

Energy-saving lamps in public areas were upgraded, replacing existing lamps with LED lighting.

2018 年，遠洋光華國際項目將冷機群控、LED 照明燈設備等進行了節能改造。

In 2018, chiller plant control systems and LED lighting devices at Ocean Office Park underwent energy-saving renovation.



596,394

全年共節能 596,394 度電  
It resulted in savings of 596,394 kWh of electricity



7,081

7,081 噸水  
7,081 tons of water



1,400,000

節能總費用為 140 萬元  
which translated into a full-year cost savings of RMB 1.4 million

## 案例 CASES

### 北京遠洋國際中心 A 座改造 OCEAN INTERNATIONAL CENTER TOWER A (BEIJING) RENOVATION

再次智能化辦公新時代，建築煥新刻不容緩。2018 年 3 月遠洋國際中心 A 座樣板層開工，遠洋寫字樓事業部以國際化視野、凝聚廣泛的資源實力，開啓難度極高的運營中改造歷程。

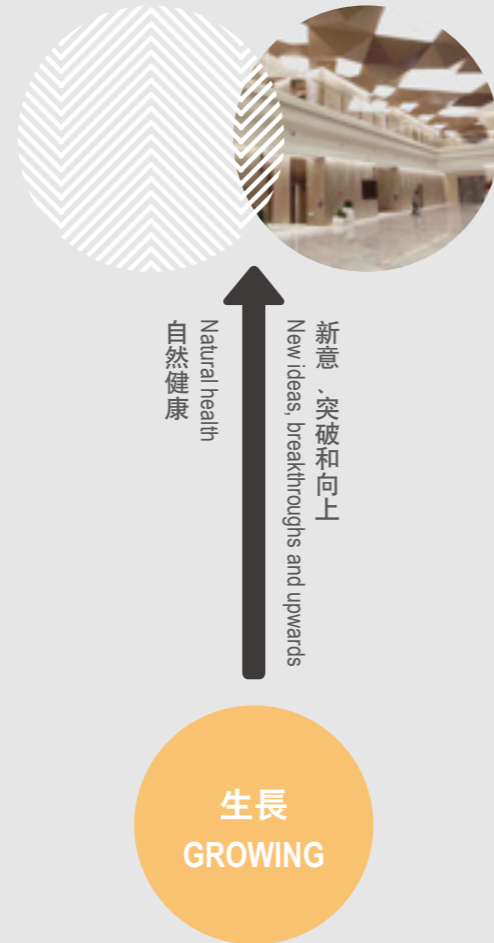
With the arrival of the “smart office” era, the Company has placed great importance on renovating its office facilities. Renovation of Tower A at the Ocean International Center commenced in March 2018. Boasting a global vision and exceptional ability to mobilize various resources, the Sino-Ocean Office Building Department embarked on an extremely challenging renovation project.

本次改造最大的變化在於大堂空間的釋放，遠洋國際中心 A 座首二層空間的打通，經營面積讓渡，為客戶打造“辦公 + 生活”場景上的舒適體驗。

一切提升效率的細節改造團隊都要為辦公人群想到並做到。電梯運行模式的改變、平均等候時間縮短 30s，大門從一個旋轉門變成三個，“四時即景”服務體系全面升級，這些軟、硬件設施的改造和升級都是團隊在有限的條件下為解決用戶痛點而做出的努力。

A massive atrium is the major highlight of the renovation. The renovated interior of the building features open-to-below spaces on the first and second floors at Tower A of Ocean International Center, creating a dramatic and pleasant “office + living” experience.

The team focused on every detail to optimize productivity for office users. With the introduction of a new elevator operation model, the average elevator wait time was reduced by 30 seconds, and two revolving doors were added to the existing door at the entrance. Additionally, the “four seasons view” service system was revamped. Through these software and hardware upgrades, the renovation team worked hard to solve all of the pain points experienced by users without changing the main structure of the building.



## 生態恢復與治理 ECOLOGICAL RESTORATION AND TREATMENT

### 啓動三亞大茅河道清理 SANYA DAMAO RIVER COURSE CLEARING WORK LAUNCHED



通過對水體生態鏈的調控，實現水生生態系統中生產者、消費者、分解者，三者的有機統一，保證生態鏈完整、穩定，物質、能量循環流動，從而實現水體的自淨。包括生態邊坡、濕地、河道疏浚、水動力提升、微生物調控、功能性植被構建等。

河道改造完成后，利用堤頂路（河道防洪要求），建設周邊景觀休閒帶，提升河道景觀，構建自行車賽道、觀光園、生態魚塘，減少河流污染同時，增加雨洪調蓄能力，又可形成特色生態產業。

Through the regulation of the water body ecological chain, the organic integration of producers, consumers and decomposers in the water ecosystem is realized, and the ecological chain is intact and stable, and the material and energy are circulated and flowed, thereby realizing the self-purification of the water body. Regulation measures include ecological slopes, wetlands, river dredging, hydrodynamic enhancement, microbial regulation, functional vegetation cultivation, among others.

After the completion of the river reconstruction, the embankment road (river flood control requirements) is used to construct the surrounding landscape leisure zone, enhance the river landscape, build a bicycle track, a sightseeing park, an ecological fish pond, reduce river pollution, and increase the rainwater storage capacity. Can form a characteristic ecological industry.

## 生物多樣性保護 BIODIVERSITY CONSERVATION

遠洋關注生物多樣性保護。三亞大茅三濃水庫背靠甘什嶺自然保護區，早晚時刻隨處可見茂密樹林中棲息的白鷺。在這裏，遠洋將以自然造物的手法，打造白鷺生態博物館，留住更多生態精靈。



- 2018 年 7 月，大茅遠洋生態村·飛禽之家設計方案全球徵集，年底已根據獲獎方案完成建造。
- 目前在水庫已發現的鳥類還有小鵜鶘、池鷺、夜鷺、白胸苦惡鳥、鶺鴒、鴿等水生鳥類；棕背伯勞、珠頸斑鳩、鵲鴝、戴勝、家八哥、林八哥等陸生鳥類。我們在水庫安置若干投食籠，每周都會有工作人員乘坐皮劃艇去補充鳥食，為保持生物多樣性提供助力。

Sino-Ocean focuses on biodiversity conservation. Sanya Damao Sannong Reservoirs is situated in Ganshiling Nature Reserve where Egrets perching in the thick woods can be seen any time in the morning or evening. Sino-Ocean built an egret ecological museum here in an eco-friendly way to host more of the ecological wizards.

- In July 2018, the design proposal for Damao Sino-Ocean Ecological Village • Home of Birds was solicited globally and the winning proposal was put into construction and completed at the end of 2018.
- At present, aquatic birds such as little pelicans, Chinese pond herons, black-crowned night heron, white-breasted waterhens, sandpiper and plover, and terrestrial birds such as long-tailed shrikes, red-necked spotted doves, oriental magpie-robins, Eurasian hoopoes, common mynas, and great mynas, are also found near the Reservoir. We installed a number of feed containers around the Reservoir. Every week, our staff would refill the birds' food by kayaking and contribute to protecting the biological diversity.



## 綠色健康辦公 GREEN HEALTHY OFFICES

為保障辦公人員的低碳環保行爲，我們施行了一系列制度措施：

WE ADOPTED A SERIES OF POLICIES AND MEASURES TO ENFORCE LOW-CARBON PRACTICES AMONG EMPLOYEES:

- 綠色辦公行爲及文化倡導和監督；  
Promotion and supervision of green office practices and culture;
- 通過《遠洋集團境內及港澳地區出差服務規範》細化差旅制度，明確差旅政策，杜絕不必要的公務出行；  
Through the introduction of "Standards of Sino-Ocean Group for Business Travel Services in China, Hong Kong and Macau," business travel regulations were refined to eliminate unnecessary business trips;
- 增加視頻、電話會議設備，減少“會面”差旅；  
Video- and tele-conferencing to reduce meeting travel;
- 鼓勵自帶飲具，減少一次性紙杯、瓶裝水使用；  
Employees are encouraged to bring their own water bottles to minimize consumption of disposable cups and bottled water;
- 提倡打印的東西要事先檢查好，沒有錯誤再打印，避免產生廢紙；  
Double check before printing to reduce paper consumption;
- 堅持雙面打印、覆印，雙面重覆利用、減少紙張浪費；  
Double-sided printing to reduce paper waste;
- 鼓勵垂直健身、使用樓梯，減少不必要的電梯運行；  
Taking the stairs is encouraged as form of exercise to reduce unnecessary use of elevators;
- 辦公室提供空氣淨化設備，確保辦公場所空氣質量；  
Air purifiers are provided to ensure satisfactory air quality;
- 關注空調溫度，減少不必要的能源消耗；  
Reduce energy consumption by setting comfortable air-conditioning temperatures;
- 綠植選擇，更多調配小型綠植，增加工位綠植，淨化空氣，增加工區舒適度；  
Increase the number of small plants at work stations to improve air quality and make offices more enjoyable;
- 設置統一回收有害廢棄物裝置，由專業公司進行回收利用或安全處置。  
Provide hazardous waste collection devices, and waste is recycled or disposed of by professional service providers.

## 綠色伙伴 GREEN PARTNERS

早在 2015 年，遠洋資本就明確了「大環保」作為股權投資重點賽道的投資策略。包括盈創再生資源有限公司、北京仁創生態環保科技股份有限公司以及航天凱天環保科技股份有限公司等在內的多家“大環保”領域被投企業，積極地發揮各自專長，持續為社會貢獻生態、健康價值。

Back in 2015, Sino-Ocean Capital identified environmental protection as a strategic priority for equity investment operations. It has invested in a number of environmental businesses including Income Recycle Co., Ltd., Beijing Rechsand Ecological Environmental Protection Science & Technology Co., Ltd. and Aerospace Kaitian Environmental Technology Co., Ltd. These businesses have consistently contributed to the creation of ecological and health living values for Chinese society, deploying unique resources in their respective fields.

### 廢棄物循環利用 WASTE RECYCLING



盈創再生資源有限公司目前是亞洲單綫產能最大的再生瓶級聚酯切片生產企業，其生產工藝達到美國 FDA、歐洲 ILSI 國際標準，填補了我國再生瓶級聚酯切片高新技術的空白，同時還是目前國內唯一能夠生產食品級再生聚酯切片的企業，也是中國領先的「智能固廢回收自助機具及回收系統整體解決方案」運營商和提供商。

Income Recycle Co., Ltd. is currently the largest recycled bottle-grade polyester chip manufacturer by single production line capacity in Asia. Its production processes have been accredited by the U.S. Food and Drug Administration and Europe's International Life Sciences Institute (ILSI), filling a gap in the Chinese high-tech renewable bottle-grade polyester chips market. It is the only Chinese producer of food-grade recycled polyester chips, and a leading "intelligent solid waste recycling self-service machine tool and recycling system solution" provider and operator.

### 海綿城市建設 SPONGE CITY DEVELOPMENT



北京仁創生態環保科技股份有限公司主要面向海綿城市的建設提供生態治理綜合解決方案的定制化服務，應用於道路與廣場、建築與小區、公園與綠地和城市水系統、農田改良，並配套以核心砂基透水、濾水、淨水產品等。2018 年，其雨水收集和再利用系統，率先在雄安新區得以應用。

Beijing Rechsand Ecological Environmental Protection Science & Technology Co., Ltd. specializes in the development of ecological governance solutions customized to sponge city development projects. Its products and services have been widely applied in many areas ranging from roads and plazas, buildings and communities, and parks and green spaces to urban water supply systems and farmland amelioration, with key sand base permeable, water filtration and water purification accessories provided. In 2018, the company's rainwater collection and recycling system was adopted for construction projects in the Xiong'an New Area.

## 綠色生態環境綜合服務 GREEN ECOLOGICAL ENVIRONMENT SERVICES



航天凱天環保科技股份有限公司以綠色生態環保智慧城市、綠色生態美麗鄉村、綠色生態工業園區和綠色生態健康家庭為核心業務領域，是國家環保部授予的首批 17 家環境服務試點單位、“AAA”級環保信譽企業及中國環保產業協會副會長單位。

Aerospace Kaitian Environmental Technology Co., Ltd.'s core businesses include eco-friendly smart city, eco-friendly countryside, eco-friendly industry parks and green households. It is one of the first 17 environmental service pilot companies designated by the Ministry of Environmental Protection, and has been appointed as "AAA Trusted Environmental Protection Enterprise" and Vice Chairman of the China Association of Environmental Protection Industry (CAEPI).

盈創成立於 2003 年。2012 年，盈創成功研發中國首創物聯網智能回收機，並構建了回收物來源及流向全程可控的智能管理平台。2015 年，盈創和全球領先的回收機具與工業分選運營商挪威陶朗集團 (TOMRA GROUP) 成立合資企業，佔據全球智能回收機 80% 左右的市場份額。2017 年，盈創獲遠洋集團入股投資。

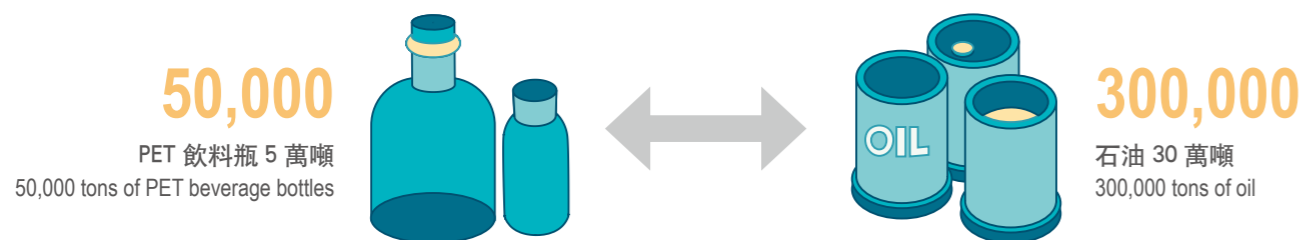
盈創秉承再生資源可持續利用倡導者、再生資源利用行業系統方案提供者、再生資源利用行業關鍵產業踐行者的定位，重點聚焦一次性標準包裝物押金制回收體系設計、建設與運營，食品級循環再生利用工廠建設與運營和 BOTTLOOP 再生環保潮品三大戰略業務。

作為中國唯一一家可以生產食品級再生聚酯切片的企業，盈創已經獲得國家衛生部、質檢局認證，生產工藝達到美國 FDA、國際生命科學學會 (ILSI) 標準，並通過可口可樂、達能等跨國公司認證。盈創的食品級再生工廠具備“可持續全循環模式”，年處理 PET 飲料瓶 5 萬噸，相當於年節約石油 30 萬噸。

Founded in 2003, Income Recycle developed China's first IoT-based recycler in 2012 and an intelligent recycle management platform that tracks waste sources and movements throughout the recycling process. In 2015, it entered into a joint venture with the world's leading recycling machine and industrial sorting operator Tomra Group (Norway), with a combined 80% share of the global recycling machine market. Sino-Ocean Group became a shareholder of Income Recycle in 2017.

Positioning itself as a champion of sustainable and renewable resources, a provider of renewable resource utilization solutions and a practitioner of key renewable resource services, Income Recycle specializes in three strategic businesses – design, development and operation of disposable standard package deposit and recycling systems, food-grade recycling plant construction and management and Bottloop recycled products.

As the only Chinese producer of food-grade recycled polyester chips, Income Recycle has been accredited by the Chinese Ministry of Health and General Administration of Quality Supervision, Inspection and Quarantine, and its production processes have been certified by the U.S. Food and Drug Administration, Europe's International Life Sciences Institute (ILSI), Coca Cola and Groupe Danone. Its food-grade recycling plant adopts the "sustainable full recycling model" and processes 50,000 tons of PET beverage bottles every year, equivalent to a yearly savings of 300,000 tons of oil.



## BOTTLOOP RECYCLE DESIGN



盈創滿懷對大自然的敬畏，開創了再生環保潮品品牌——BOTTLOOP，將日常丟棄的飲料瓶轉化為環保再生材料，結合時尚設計理念和科技手段，再生環保商品。BOTTLOOP 希望借助廢棄飲料瓶的再生，展現生命循環的珍貴與精彩，並呼籲每一個人在日常生活中節約資源、減少垃圾的產生，共同守護生命的循環。

Bottloop, a new brand founded by Income Recycle, turns recycled beverage bottles into eco-friendly popular products using the latest fashion concepts and technologies. Bottloop celebrates the value and excitement of the circle of life, and appeals to everyone to safeguard the circle of life by saving resources and reducing waste on a day-to-day basis.

共同守護生命的循環

Common guardian life cycle

積累微小的力量，同樣可以改變時間

Accumulating tiny forces can also change time



BOTTLOOP 創始人劉學頌女士出席第 73 屆聯合國大會“力爭上游，共同應對塑料污染”主題會議發表演講

BOTTLOOP founder Ms. Liu Xuesong delivered a speech at the 73rd UN General Assembly titled "Fighting Plastic Pollution: A Race to the Top"

# 3

## BUILDING HEALTHY HUMAN CAPITAL 築·就健康人才

集團遵照法律法規制定並執行僱傭政策，通過多種措施充分保障員工權益、重視其安全與健康，並通過激勵引導和培訓助力人才發展。我們相信，成就遠洋人才的個人價值，才能更好地共創遠洋價值。

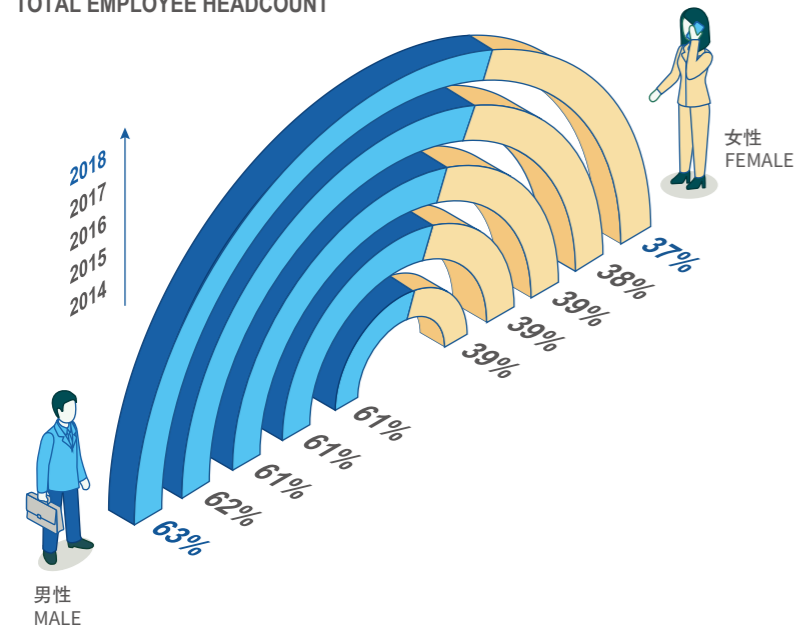
The Group has formulated and implemented employment policies in compliance with laws and regulations. We fully protect employees' rights and interests, attach great importance to their safety and well-being, and provide incentives, guidance and training to encourage career development among staff members. We believe that employees can make greater contributions to the Company's development if they can fulfill their potential as individuals.



# 人才概況 TALENT OVERVIEW

## 員工概況 EMPLOYEE

員工總數  
TOTAL EMPLOYEE HEADCOUNT

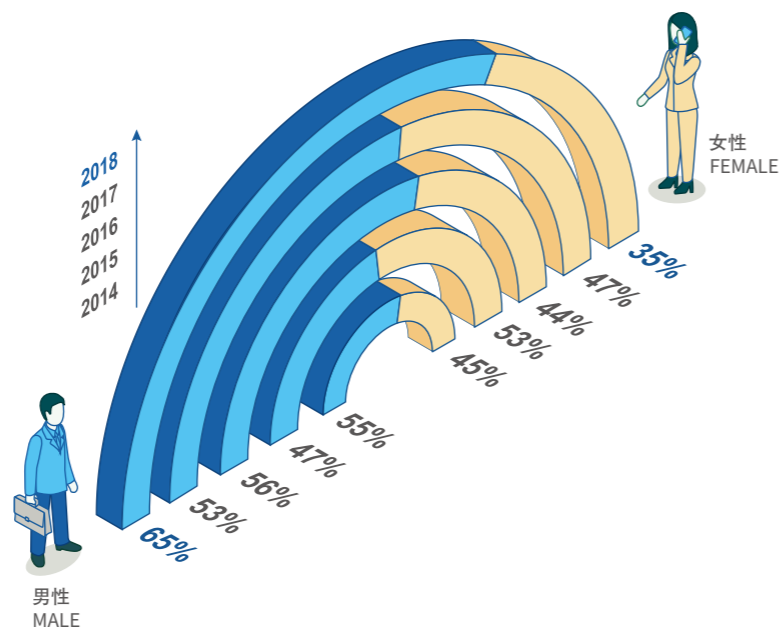


**正式員工合計**  
(未含客戶服務業事業部自建保安、保潔)  
**TOTAL FORMAL EMPLOYEES**  
(not including self-built security guards and cleaners of customer service division)

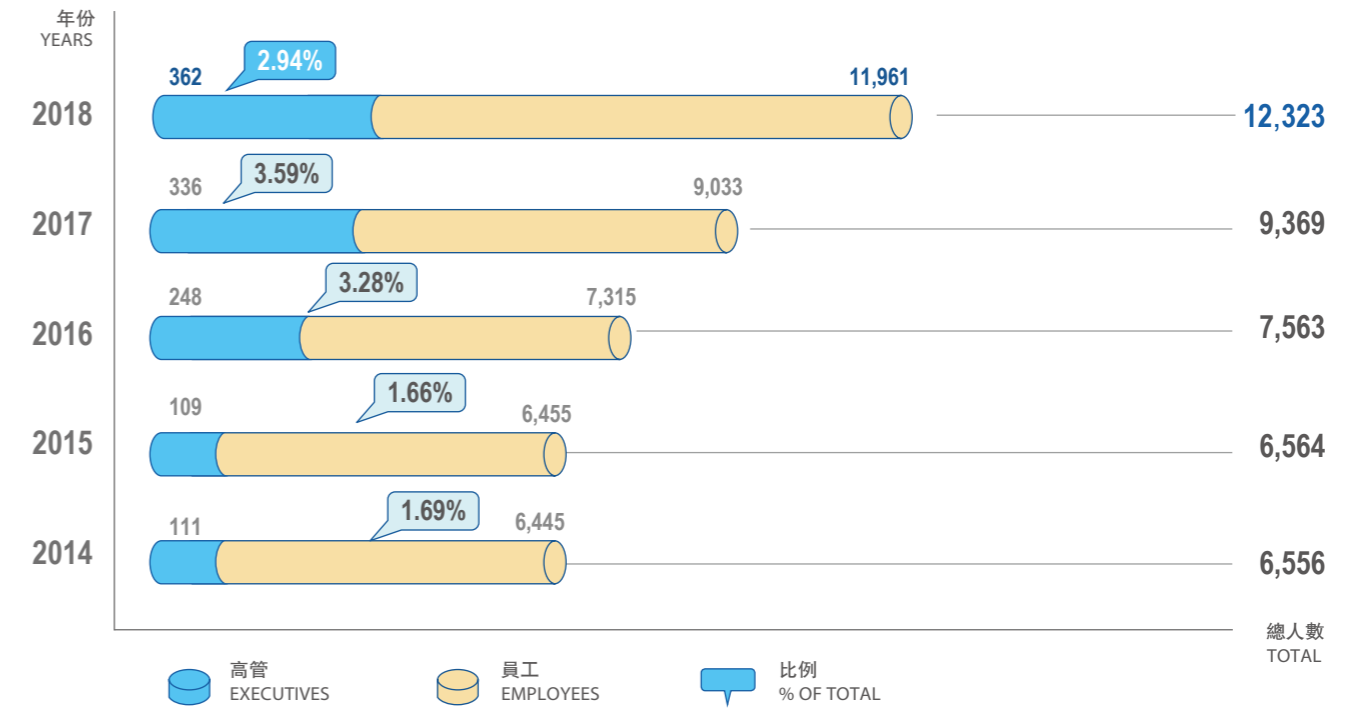
2018	12,323
2017	9,369
2016	7,563
2015	6,564
2014	6,556

**非正式員工合計**  
(包括實習生、退休返聘、非全日制等工作人員)  
**TOTAL INFORMAL EMPLOYEES**  
(including interns, rehired retirees, part-time staff, etc.)

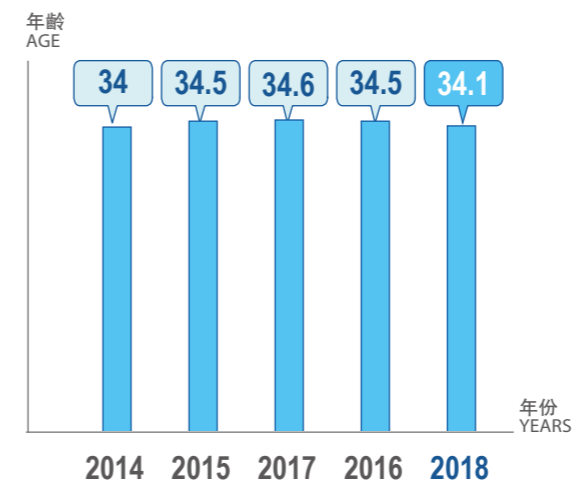
2018	399
2017	359
2016	230
2015	158
2014	167



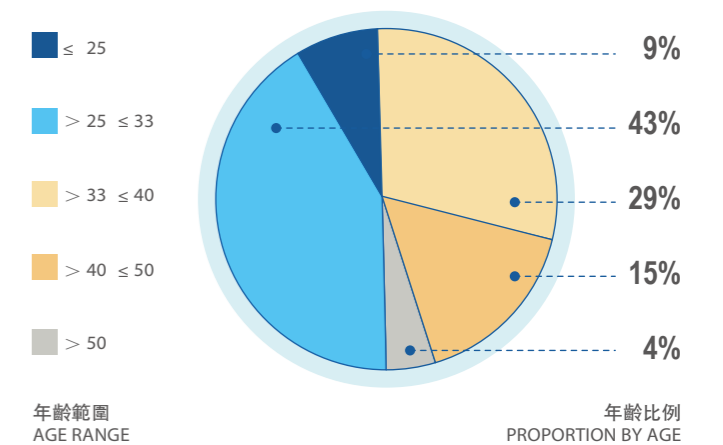
僱傭類型  
EMPLOYMENT TYPES



員工年齡情況  
AVERAGE AGE OF EMPLOYEES



2018年員工年齡分佈  
EMPLOYEES BY AGE (2018)



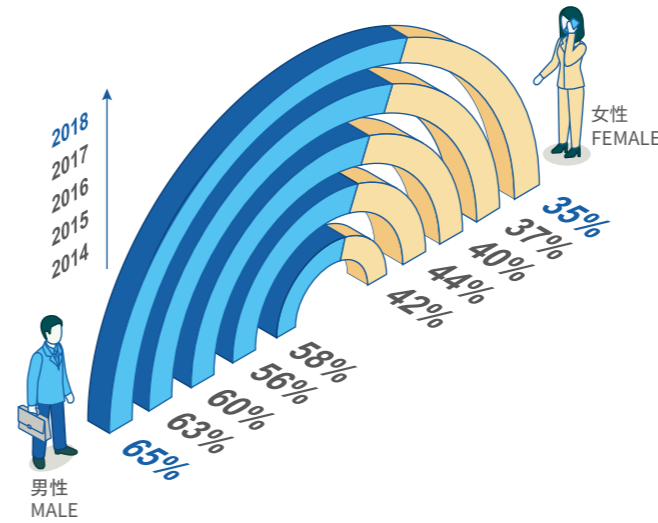
各事業部員工人數情況  
EMPLOYEES BREAKDOWN BY DEPARTMENT

事業部 BUSINESS UNIT	開發事業一部 DEVELOPMENT DEPARTMENT 1 <sup>14</sup>	開發事業二部 DEVELOPMENT DEPARTMENT 2 <sup>15</sup>	開發事業三部 DEVELOPMENT DEPARTMENT 3 <sup>16</sup>	開發事業四部 DEVELOPMENT DEPARTMENT 4 <sup>17</sup>	產品營造事業部 PRODUCT CREATION DEPARTMENT <sup>18</sup>	商業地產事業部 COMMERCIAL REAL ESTATE DEPARTMENT <sup>19</sup>	寫字樓事業部 OFFICE BUILDING DEPARTMENT <sup>20</sup>	資本運營事業部 CAPITAL OPERATION DEPARTMENT <sup>21</sup>	客戶服務事業部 CUSTOMER SERVICE DEPARTMENT <sup>22</sup>	香港公司 HONG KONG COMPANY <sup>23</sup>	遠嘉經紀 YUANJIA BROKER <sup>24</sup>
2016	302	161	414	279	1,472	385	154	138	3,616	34	373
2017	438	299	250	291	2,420	355	151	201	4,164	44	509
2018	661	576	297	374	3,228	389	164	577	4,942	59	825

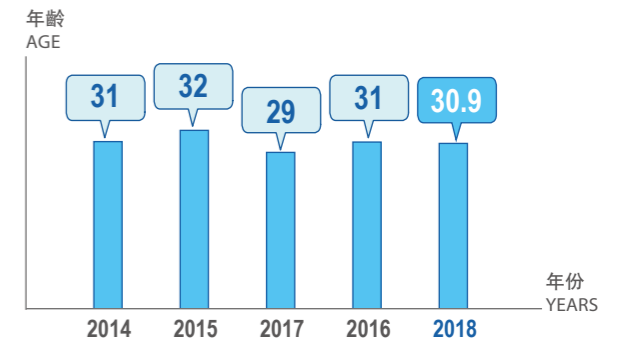
14. 開發事業一部 (所含城市) : 保定、北京、濟南、廊坊、秦皇島、石家莊、太原、天津、西安、張家口、鄭州  
14. DEVELOPMENT DEPARTMENT 1 (city/cities covered): Baoding, Beijing, Jinan, Langfang, Qinhuangdao, Shijiazhuang, Taiyuan, Tianjin, Xi'an, Zhangjiakou, Zhengzhou
15. 開發事業二部 (所含城市) : 成都、大連、貴陽、哈爾濱、合肥、濟南、昆明、南京、南寧、青島、沈陽、太原、西安、煙臺、長春、長沙、鄭州、重慶  
15. DEVELOPMENT DEPARTMENT 2 (city/cities covered): Chengdu, Dalian, Guiyang, Harbin, Hefei, Jinan, Kunming, Nanjing, Nanning, Qingdao, Shenyang, Taiyuan, Xi'an, Yantai, Changchun, Changsha, Zhengzhou, Chongqing
16. 開發事業三部 (所含城市) : 杭州、溧陽、南昌、南京、寧波、上海、蘇州、溫州、寧波、武漢、長沙、鎮江  
16. DEVELOPMENT DEPARTMENT 3 (city/cities covered): Hangzhou, liyang, Nanchang, Nanjing, Ningbo, Shanghai, Suzhou, Wenzhou, Ningbo, Wuhan, Changsha, Zhenjiang
17. 開發事業四部 (所含城市) : 福州、贛州、廣佛、貴陽、海南、江門、茂名、南寧、廈門、汕頭、東莞、深圳、湛江、中山  
17. DEVELOPMENT DEPARTMENT 4 (city/cities covered): Fuzhou, Ganzhou, Guangfo, Guiyang, Hainan, Jiangmen, Maoming, Nanning, Xiamen, Shantou, Dongguan, Shenzhen, Zhanjiang, Zhongshan
18. 產品營造事業部 (所含城市) : 保定、北京、濟南、廊坊、秦皇島、石家莊、太原、天津、西安、張家口、鄭州、成都、大連、貴陽、哈爾濱、合肥、濟南、昆明、南京、南寧、青島、沈陽、太原、西安、煙臺、長春、長沙、鄭州、重慶、杭州、溧陽、南昌、南京、寧波、上海、蘇州、溫州、武漢、長沙、鎮江、福州、贛州、廣佛、貴陽、海南、江門、茂名、南寧、廈門、汕頭、東莞、深圳、湛江、中山  
18. PRODUCT CREATION DEPARTMENT (city/cities covered): Baoding, Beijing, Jinan, Langfang, Qinhuangdao, Shijiazhuang, Taiyuan, Tianjin, Xi'an, Zhangjiakou, Zhengzhou, Chengdu, Dalian, Guiyang, Harbin, Hefei, Jinan, Kunming, Nanjing, Nanning, Qingdao, Shenyang, Taiyuan, Xi'an, Yantai, Changchun, Changsha, Zhengzhou, Chongqing, Hangzhou, liyang, Nanchang, Nanjing, Ningbo, Shanghai, Suzhou, Wenzhou, Wuhan, Changsha, Zhenjiang, Fuzhou, Ganzhou, Guangfo, Guiyang, Hainan, Jiangmen, Maoming, Nanning, Xiamen, Shantou, Dongguan, Shenzhen, Zhanjiang, Zhongshan
19. 商業地產事業部 : 成都、大連、杭州、天津、武漢、西安、北京  
19. COMMERCIAL REAL ESTATE DEPARTMENT: Chengdu, Dalian, Hangzhou, Tianjin, Wuhan, Xi'an, Beijing
20. 寫字樓事業部 (所含城市) : 北京、上海、成都  
20. OFFICE BUILDING DEPARTMENT (city/cities covered): Beijing, Shanghai, Chengdu
21. 資本運營事業部 (所含城市) : 北京  
21. CAPITAL OPERATION DEPARTMENT (city/cities covered): Beijing
22. 客戶服務事業部 (所含城市) : 保定、北京、濟南、廊坊、秦皇島、石家莊、太原、天津、西安、張家口、鄭州、成都、大連、貴陽、哈爾濱、合肥、濟南、昆明、南京、南寧、青島、沈陽、太原、西安、煙臺、長春、長沙、鄭州、重慶、杭州、溧陽、南昌、南京、寧波、上海、蘇州、溫州、武漢、長沙、鎮江、福州、贛州、廣佛、貴陽、海南、江門、茂名、南寧、廈門、汕頭、東莞、深圳、湛江、中山  
22. CUSTOMER SERVICE DEPARTMENT (city/cities covered): Baoding, Beijing, Jinan, Langfang, Qinhuangdao, Shijiazhuang, Taiyuan, Tianjin, Xi'an, Zhangjiakou, Zhengzhou, Chengdu, Dalian, Guiyang, Harbin, Hefei, Jinan, Kunming, Nanjing, Nanning, Qingdao, Shenyang, Taiyuan, Xi'an, Yantai, Changchun, Changsha, Zhengzhou, Chongqing, Hangzhou, liyang, Nanjing, Ningbo, Shanghai, Suzhou, Wenzhou, Wuhan, Changsha, Zhenjiang, Fuzhou, Ganzhou, Guangfo, Guiyang, Hainan, Jiangmen, Maoming, Nanning, Xiamen, Shantou, Dongguan, Shenzhen, Zhanjiang, Zhongshan
23. 香港公司 (所含城市) : 香港  
23. HONG KONG COMPANY (city/cities covered): Hong Kong
24. 遠嘉經紀 (所含城市) : 保定、北京、濟南、廊坊、秦皇島、石家莊、太原、天津、西安、張家口、鄭州、成都、大連、貴陽、哈爾濱、合肥、濟南、昆明、南京、南寧、青島、沈陽、太原、西安、煙臺、長春、長沙、鄭州、重慶、杭州、溧陽、南昌、南京、寧波、上海、蘇州、溫州、武漢、長沙、鎮江  
24. YUANJIA BROKER (city/cities covered): Baoding, Beijing, Jinan, Langfang, Qinhuangdao, Shijiazhuang, Taiyuan, Tianjin, Xi'an, Zhangjiakou, Zhengzhou, Chengdu, Dalian, Guiyang, Harbin, Hefei, Jinan, Kunming, Nanjing, Nanning, Qingdao, Shenyang, Taiyuan, Xi'an, Yantai, Changchun, Changsha, Zhengzhou, Chongqing, Hangzhou, liyang, Nanchang, Nanjing, Ningbo, Shanghai, Suzhou, Wenzhou, Wuhan, Changsha, Zhenjiang

新員工概況  
NEW EMPLOYEEE

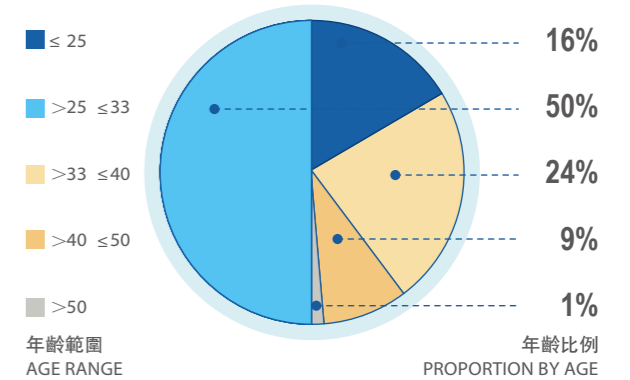
新員工總數  
NUMBER OF NEW EMPLOYEES



新員工年齡情況  
NUMBER OF NEW EMPLOYEES



2018年新員工年齡分佈  
NEW RECRUITS BY AGE (2018)



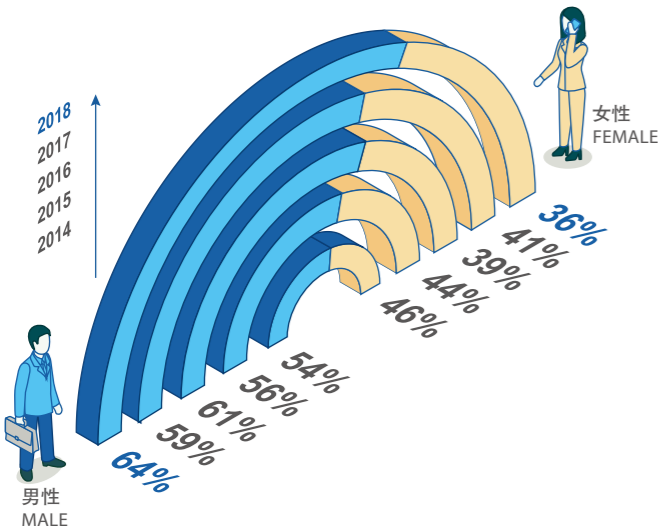
新員工合計 TOTAL NEW EMPLOYEES	2014	2015	2016	2017	2018
	2,949	2,381	2,894	4,184	5,891

各事業部新員工人數情況  
NEW EMPLOYEES' BREAKDOWN BY DEPARTMENT

事業部 BUSINESS UNIT	2014	2015	2016	2017	2018
開發事業一部 <sup>14</sup> DEVELOPMENT DEPARTMENT 1 <sup>14</sup>	142	57	73	232	345
開發事業二部 <sup>15</sup> DEVELOPMENT DEPARTMENT 2 <sup>15</sup>	61	70	37	188	473
開發事業三部 <sup>16</sup> DEVELOPMENT DEPARTMENT 3 <sup>16</sup>	182	156	144	209	176
開發事業四部 <sup>17</sup> DEVELOPMENT DEPARTMENT 4 <sup>17</sup>	26	37	76	181	237
產品營造事業部 <sup>18</sup> PRODUCT CREATION DEPARTMENT <sup>18</sup>	344	371	410	993	1,653
商業地產事業部 <sup>19</sup> COMMERCIAL REAL ESTATE DEPARTMENT <sup>19</sup>	55	107	121	114	117
寫字樓事業部 <sup>20</sup> OFFICE BUILDING DEPARTMENT <sup>20</sup>	35	21	64	87	70
資本運營事業部 <sup>21</sup> CAPITAL OPERATION DEPARTMENT <sup>21</sup>	0	48	60	76	75
客戶服務事業部 <sup>22</sup> CUSTOMER SERVICE DEPARTMENT <sup>22</sup>	1,815	1,349	1,654	1,736	1,941

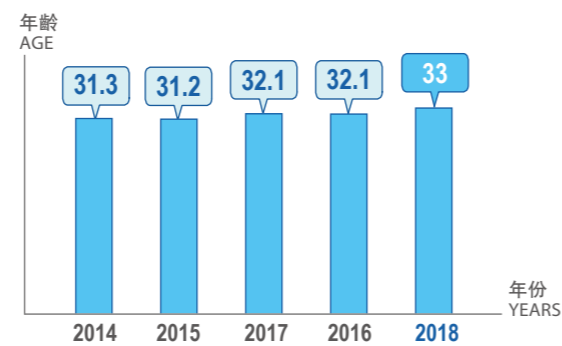
## 員工流失概況 EMPLOYEE TURNOVER

流失員工總數  
TOTAL NUMBER OF EMPLOYEE TURNOVER

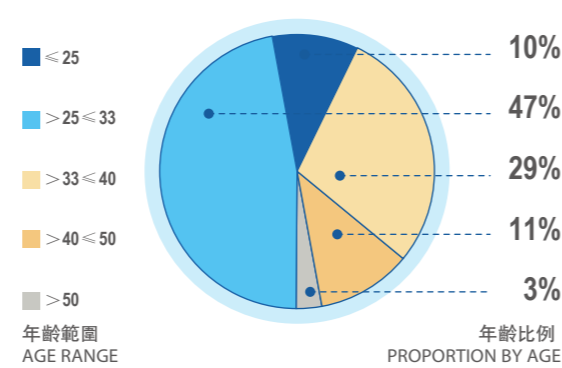


流失員工合計	2014	2015	2016	2017	2018
TOTAL LOST EMPLOYEES	2,325	2,253	2,336	2,788	3,618

流失員工年齡情況  
LOST EMPLOYEES BY AGE



2018年流失員工年齡分佈  
LOST EMPLOYEES BY AGE (2018)

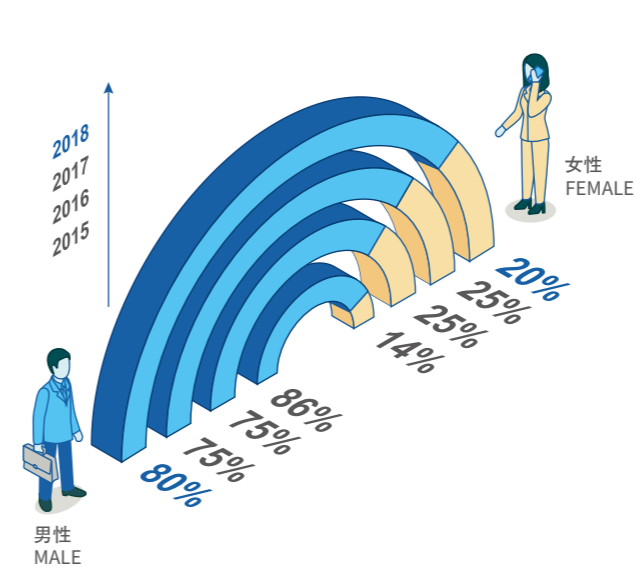


各事業部流失員工人數情況  
TURNOVER BY DEPARTMENT

事業部 BUSINESS UNIT	2014年 2014	2015年 2015	2016年 2016	2016年平均離職率 2016 AVG. TURNOVER	2017年 2017	2017年平均離職率 2017 AVG. TURNOVER	2018年 2018	2018年平均離職率 2018 AVG. TURNOVER
開發事業一部 <sup>14</sup> DEVELOPMENT DEPARTMENT 1 <sup>14</sup>	89	122	51	8.56%	82	21.50%	139	24.7%
開發事業二部 <sup>15</sup> DEVELOPMENT DEPARTMENT 2 <sup>15</sup>	94	80	40	10.99%	64	26.50%	189	39.2%
開發事業三部 <sup>16</sup> DEVELOPMENT DEPARTMENT 3 <sup>16</sup>	118	81	95	15.86%	83	26.00%	104	34.9%
開發事業四部 <sup>17</sup> DEVELOPMENT DEPARTMENT 4 <sup>17</sup>	16	17	36	12.86%	52	17.00%	161	42.4%
產品營造事業部 <sup>18</sup> PRODUCT CREATION DEPARTMENT <sup>18</sup>	352	387	362	23.28%	498	25.20%	931	31.4%
商業地產事業部 <sup>19</sup> COMMERCIAL REAL ESTATE DEPARTMENT <sup>19</sup>	42	28	41	9.47%	87	22.90%	76	20.4%
寫字樓事業部 <sup>20</sup> OFFICE BUILDING DEPARTMENT <sup>20</sup>	6	13	33	17.74%	33	19.80%	57	37.2%
資本運營事業部 <sup>21</sup> CAPITAL OPERATION DEPARTMENT <sup>21</sup>	9	9	36	19.35%	25	14.10%	37	16.4%
客戶服務事業部 <sup>22</sup> CUSTOMER SERVICE DEPARTMENT <sup>22</sup>	1,267	1,383	1,466	27.09%	1,644	42.80%	1,571	34.2%

## 高管情況 SENIOR EXECUTIVES

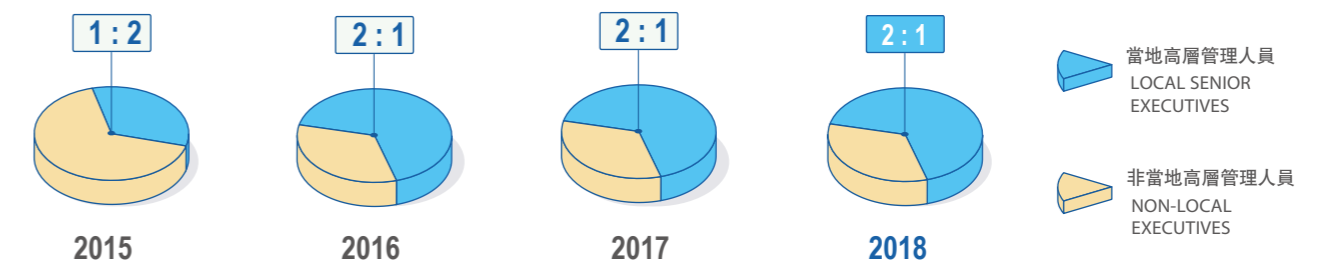
高管男女比  
MALE/FEMALE RATIO



聘用當地高層管理人員佔高管的比例  
RATIO OF LOCALLY RECRUITED SENIOR EXECUTIVES

2015	2016	2017	2018
13:1	13:1	15:1	18:1

聘用當地高層管理人員佔高管的比例  
RATIO OF LOCALLY RECRUITED SENIOR EXECUTIVES



隨著集團跨區域發展，業務進入更多城市，集團鼓勵各公司聘用當地員工，支持帶動當地經濟發展同時，減少不必要成本，2018年從當地僱傭高管的比例達67%。

As the Group entered new regional markets, we encouraged local branches and subsidiaries to recruit local residents, aiming to boost local economic growth and minimize hiring costs. Locally recruited executives in 2018 made up 67% of the total number of executive recruits.

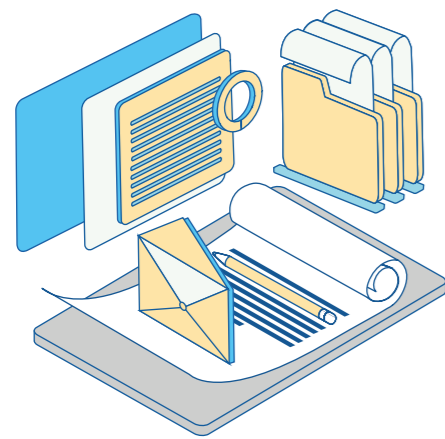
## 僱傭政策及遵循 EMPLOYMENT POLICIES AND COMPLIANCE

公司在工作時間、假期保障、招聘、解聘等方面的僱傭制度，均按國家相關法律法規要求執行。集團在招聘環節中不得以性別、年齡等因素對候選人進行差別化對待。在入職體檢過程中嚴格遵守國家勞動法規定，如《中華人民共和國勞動法》、《中華人民共和國勞動合同法》不添加違檢項目。

公司嚴格執行國家關於禁止聘用童工及強制勞工的法律法規，嚴格依法律處理違規事項。招聘時，系統篩查發現年齡低於 16 周歲的應聘者時將會發出預警，無法進行入職流程，避免童工。2018 年度內未發生違反與僱傭、童工和強制勞工相關的重大法規制度情況。

The Company's employment policies (e.g. work hours, paid leave, recruitment, dismissal) conform to relevant national laws and regulations. We do not discriminate against job applicants based on gender or age. We strictly comply with provisions of the Chinese labor laws, such as the Labor Law of the People's Republic of China, the Labor Contract Law of the People's Republic of China, concerning pre-employment physical examinations, and no extra items have been added to physical check-ups.

The Company strictly enforces the government's ban on child labor and forced labor, and any violations have been investigated and handled according to law. During applicant screening, warnings are automatically generated if an applicant is found to be under 16, and the applicant will not be considered for employment. No material violations of recruitment or child or forced labor related regulations have occurred in 2018.



集團以「業績」和「進步」作為激勵基礎，形成以利潤、業務和戰略為核心的激勵體系，在此框架內充分授權一線業務管理單元，對表現優秀、勇於承擔的「奮鬥者」團隊和個人進行及時、重點激勵，鼓勵員工與公司共同成長。同時不斷優化、完善薪酬體系，致力於保持合理的薪酬競爭力。基於集團多元化業務發展特性，針對不同業務板塊，提供符合其行業特點和業務發展階段的薪酬管理方式，不斷提高吸引和保留內外部優秀人才的能力。集團福利計劃及退休政策均按照國家法定退休政策執行。

The Group adopts a "performance" and "progress" based staff incentive program, where the focus is placed on profits, business operations and development strategies. Frontline managers are authorized to reward outperforming, responsible and enterprising teams and employees in a timely manner to encourage staff members to develop together with the Company. Furthermore, the pay system has been continuously developed and improved to ensure our competitiveness in the labor market. Given the Group's diversified business lines, business-specific pay management models have been developed to attract external talents and retain core staff members. We have formulated staff benefit and retirement policies in compliance with national retirement regulations.

除根據國家有關法律、法規及當地政策為所有在職員工繳納社會保險及住房公積金等外，公司還為員工提供：  
In addition to contributions to paying social insurance and the housing provident fund for all employees in accordance with relevant national laws, regulations and local policies, the company also provides employees with:

五險一金	FIVE TYPES OF SOCIAL INSURANCE AND HOUSING PROVIDENT FUND
補充醫療保險	SUPPLEMENTARY MEDICAL INSURANCE
生日慰問	BIRTHDAY MONEY
節日慰問	HOLIDAY MONEY
洗衣費	LAUNDRY ALLOWANCE
年度健康體檢	ANNUAL PHYSICAL CHECKUP
中秋慰問金	MID-AUTUMN FESTIVAL GRATUITY
購房優惠等福利	HOMEBUYER DISCOUNTS
喪葬慰問	FUNERAL CONSOLATION MONEY



2018 年除落實原有福利以外，同時還舉辦各種針對員工身心健康的系列活動。  
Furthermore, we organized various health-related staff activities in 2018.

2018 年人均帶薪年休假天數  
THE AVERAGE PAID LEAVE IN 2018

6.3 天<sup>25</sup> /DAYS<sup>25</sup>

2018 年員工服務滿意度（滿分 5 分）  
EMPLOYEE SERVICE SATISFACTION IN 2018  
(OUT OF 5 POINTS)

4.69 分 /POINTS

提升  
ROSE BY

2017 年員工服務滿意度（滿分 5 分）  
EMPLOYEE SERVICE SATISFACTION IN 2017  
(OUT OF 5 POINTS)

4.60 分 /POINTS

0.09  
分 /POINTS



集團總部員工起薪 / 當地最低工資比例  
STARTING SALARY AT GROUP  
HEADQUARTERS / LOCAL MINIMUM WAGE:

男 MALE 3:1

女 FEMALE 3.26:1

遠洋集團在用人上不存在任何歧視，並努力承擔更多社會責任，2018 年，北京地區安排殘疾人就業 23 人，在努力解決殘疾人就業方面提供支持。

The Sino-Ocean Group does not exercise any discriminatory employment practices, and we strive to undertake greater social responsibility. In 2018, we recruited 23 people with disabilities in Beijing, in line with our commitment to supporting employment of the disabled.

25. 統計口徑包含年假和福利年假，不含病假、事假及產假。本數據根據系統內上線單位額度天數統計核算，因系統正在不斷更新完善，數據涵蓋範圍將更加全面。

25. Statistics include data on annual leave and do not cover sick, unpaid or maternity leave. The data is prepared based on the quota (number of days) assigned to units included in the system. Statistics will cover more items as the system continues to be upgraded in the future.

## 權益保障 EMPLOYEE INTEREST PROTECTION



遠洋嚴格遵照《勞動合同法》等國家相關法律規定，規範勞動合同管理，依法與員工簽訂勞動合同，簽訂率達 100%。

公司不侵犯員工個人隱私，嚴格遵循公司制度規定，秉持實事求是原則，對員工獎勵、違規事項的紀律處分等信息進行披露。例如在招聘環節，嚴格保守候選人信息，杜絕任何形式的信息洩漏。

我們的工會建立了完善的員工申訴機制，員工可以根據需要向工會提交申訴。2018 年，嚴格履行職代會主席團會議制度，全體成員參與審議公司涉及員工權益制度 1 項，主席團成員表決率 100%，通過民主協商進行了修訂，制度通過率 100%。

Sino-Ocean standardizes labor contract management practices in strict compliance with the Labor Contract Law and other relevant national laws. We sign labor contracts with all employees (100% contract signing rate) in accordance with law.

The Company prohibits any forms of violation of employees' personal privacy, and discloses information on staff rewards and disciplinary measures imposed on regulatory offenses based on company policies and rules, upholding the principle of "seeking truth from facts." Job applicants' information is treated with strict confidentiality to avoid data leakage.

Our Labor Union has established a comprehensive employee complaint mechanism, whereby employees can submit complaints to the union according to their own needs. In 2018, we strictly enforced the presidium joint meeting system of the Labor Union Workers Congress, and members of the presidium participated in deliberation on one proposal involving staff interests. All members cast a ballot (100% voter turnout). An amendment was made through democratic consultation, with a pass rate of 100%.

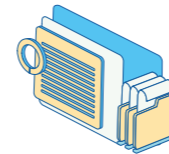
公司還制定了困難員工幫扶的制度和標準，實現管理的規範化，通過完善的特困員工需求溝通渠道，可以及時精準困難慰問，並利用多種渠道和形式給予幫扶。2018 年，公司採用深入一綫員工送溫暖關懷慰問、重大疾病適當經濟救助等多種形式，適當補給救濟員工生活經濟困難。送溫暖關懷慰問員工 35 次，送溫暖慰問品價值 6.58 萬元；其中特殊員工群體幫扶 3 人次，幫困資助金 2.5 萬元。

A financial aid mechanism is in place to provide assistance to employees with financial difficulties, with eligibility criteria formulated for standardized management. Eligible staff members can communicate their needs via multiple channels, and the Company can accurately identify employees with special needs and offer support in various forms. In 2018, we reached out to frontline employees and offered poverty relief for those with financial difficulties through consolation events and financial aid for people with critical illnesses. We organized 35 consolation events in 2018, and gave out RMB 65,800 worth of consolation gifts. Another RMB 25,000 was provided to three employees with financial difficulties.



送溫暖關懷慰問員工  
CONSOLATION EVENTS

35 次/TIMES



送溫暖慰問品價值  
WORTH OF CONSOLATION GIFTS

65,800 元/RMB



特殊員工群體幫扶  
SUPPORT PROVIDED TO SPECIAL  
EMPLOYEE GROUPS

3 人次/PEOPLE



幫困資助金  
PROVISION OF POVERTY RELIEF FUNDS

25,000 元/RMB





## 發展與培訓 DEVELOPMENT AND TRAINING

公司的學習發展工作以“721”人才培養模型為基礎，結合以“賽”帶“訓”的方式，為業務職能提供經過系統培養並富有奮鬥進取精神的優秀人才。公司堅持各級“匯報人”是員工培養的第一責任人的理念，由“匯報人”結合日常工作對員工進行輔導反饋，並結合人才發展工具制定及落實學習培養計劃，推動員工成長。除一線物業、銷售人員外，其餘定期接受績效和職業發展考核的員工達 100%。

集團全年培訓總學時 319,333 小時，人均學時 25.9 小時。女性員工人均學時 23.1 小時，男性員工人均學時 27.6 小時，中基層員工人均學時 25.5 小時，高層員工人均學時 40.1 小時，高管及員工受訓比例均為 98%。

公司也鼓勵和尊重人才的多元化，不歧視員工，並採取措施進行監督。我們倡導陽光誠信的行爲，未發生歧視事件。

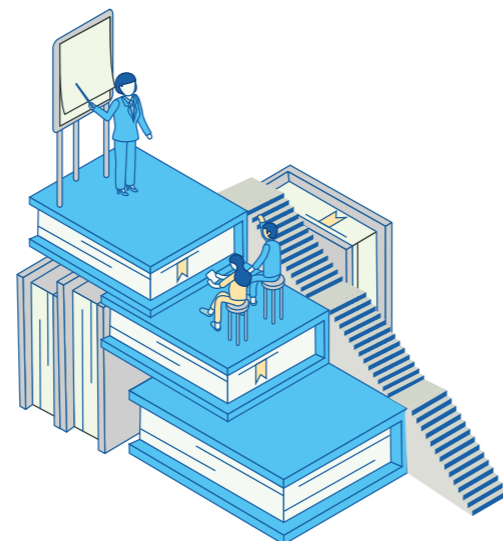
2018 年進一步強化奮鬥者精神，通過完善和落實匯報人制度，充分挖掘、使用、培養、激勵奮鬥者，結合職級制度更新和薪酬體系調整，使遠洋“人依附於事”的用人理念持續深化，進一步為奮鬥者打造施展能力的平台，充分的調動員工積極性。

Staff education and career development are carried out based on the "721" training model, combining "competition" with coaching activities, with the aim of ensuring a reliable supply of systematically trained and aspiring professionals for all business units. "Reporters" at various levels are held directly responsible for training of their team members. They provide on-the-job training and feedback and facilitate career development among employees by devising and implementing education and training plans with the assistance of HR management tools. Except for frontline property management and sales staff members, regular performance and career development appraisal has been conducted for all other employees.

The Group conducted 319,333 total hours of training throughout the entire year, with an average of 25.9 study hours per person. Female employees averaged 23.1 hours, male employees averaged 27.6 hours, mid-level employees averaged 25.5 hours, and senior management employees averaged 40.1 hours. 98% of senior management and employees have received training.

The Company respects and encourages talent diversification and implements supervisory policies to guard against discriminatory practices. We advocate transparent and honest behavior, and discriminatory treatment of employees has been effectively eliminated.

In 2018, we further reinforced the enterprising spirit among staff members, and stepped up efforts to identify, train and incentivize enterprising employees by improving and enforcing the "reporter-based" management system. This, coupled with rank structure updates and structural adjustments of the pay system, led to deepening of the "task-oriented" HR management philosophy, thereby creating a favorable atmosphere for aspiring employees to reach their full potential.



## 安全健康 SAFE AND HEALTH

### 員工健康 EMPLOYEE WELL-BEING

遠洋不僅提倡「建築·健康」，也關注員工健康與安全，集團遵循國家在員工健康與安全方面的法律法規包括《中華人民共和國勞動法》、《工傷保險條例》、《女職工勞動保護規定》、《中華人民共和國職業病防治法》等。集團同時提倡人文健康與工作生活平衡。除了提供健康體檢和一直以來舉辦的豐富活動，使員工勞逸結合，快樂工作之外，本年度還更多地通過健康相關的專項活動提升員工的身體狀況。而業餘時間，集團也組織和鼓勵員工參與大量運動和公益活動，讓員工身體力行地為自己的身體和社會加油，提升員工的身心健康。

Sino-Ocean is not a champion of building health only, and also cares about the safety and health of employees by complying with national laws and regulations concerning the safety and health of employees, including the Labor Law of the People's Republic of China, Regulations on Work-Related Injury Insurance, Regulations on the Labor Protection of Women Workers, and the Law of the People's Republic of China on Prevention and Control of Occupational Diseases. The Group promotes personal well-being to help maintain work-life balance. In addition to free physical check-ups and a diverse range of employee events aimed at making work at Sino-Ocean more enjoyable, we organized health-themed activities to improve the overall employee well-being. Furthermore, employees are encouraged to take part in sports and charitable activities during leisure time, contributing to their own physical and mental health as well as the well-being of the community.

2018 年遠洋集團在關注員工健康方面做了諸多舉措。

We organized many employee health promotion activities in 2018.

- 滿足員工各種需求的員工俱樂部，組織豐富多彩的俱樂部活動；  
We offer employee clubs that cater to personalized tastes and interests, and a wide variety of club events were organized;
- 豐富員工工作生活的各項日常活動：祝福生日會、節日主題轟趴、手工藝製作、傳統文化鑒賞、非物質文化遺產產品鑒、職工運動會、健步走系列活動……  
Various social events to improve work life: birthday parties, holiday parties, arts and crafts events, traditional culture and intangible cultural heritage appreciation activities, sports meets and hiking...

4 月 22 日遠洋健康日  
“OCEAN HEALTH DAY”  
(APRIL 22)

04.22

每年的 4 月 22 日是屬於遠洋人自己的節日——“遠洋健康日”，我們為地球日賦予新的內涵，倡導積極、健康、環保的生活方式。自 2017 年起，“遠洋益跑”已經連續兩屆成為遠洋集團聯結內外部受眾的遠洋品牌活動，旨在推動內外部受眾對“健康”品牌形象認知再上新台階，助力營銷、員工、客戶工作開展。此項活動將長期舉辦，打造成為遠洋專屬的運動 IP。

April 22 is the "Ocean Health Day," a new way of celebrating Earth Day that promotes positive, healthy and eco-friendly lifestyles. The "Sino-Ocean Charity Marathon" has been held in the past two years since 2017 as a branding event that connects internal and external audiences, raising the public's perception of the Company as a health brand while facilitating marketing, HR and customer service operations. Sino-Ocean Charity Marathon will be hosted on a long-term basis to forge a corporate identity among athletics lovers.

6月12日遠洋司慶日  
COMPANY ANNIVERSARY (12 JUNE)

06.12

1993年6月12日遠洋集團正式成立，每年6月12日遠洋集團都會和員工一起來慶祝自己的生日。

Sino-Ocean was officially established on 12 June 1993, and we celebrate the Company's anniversary together with employees on 12 June every year.

## 健康活動 / 體貼的員工關懷 HEALTH EVENTS / EMPLOYEE CARE

01

### 健康關懷 PHYSICAL HEALTH

健康理療  
FREE PHYSICAL THERAPY

免費健身房福利  
FREE EMPLOYEE GYM

健康類講座  
LECTURES ON FITNESS-RELATED TOPICS

體檢報告解讀  
PHYSICAL CHECKUP REPORT ANALYSIS

.....

03

### 生活關懷 SPECIAL BENEFITS

享受供應商優惠政策  
SUPPLIER DISCOUNTS

保險類產品團購  
COLLECTIVE BUYING OF INSURANCE PRODUCTS

通信家電類產品優惠  
TELECOMMUNICATION AND HOME APPLIANCE DISCOUNTS

疾病疫苗類產品優先享受  
FAST-TRACK ACCESS TO NEW VACCINES

.....

02

### 家庭關懷 FAMILIES ACTIVITIES

家庭日 / 親子活動  
EVENTS FOR FAMILIES

生態藝術園遊覽  
ECOLOGY PARK AND ART SHOW TOURS

摩比思維館求知  
INTELLECTUAL DEVELOPMENT SERVICES AT MOBBY STEM CENTER

傳統文化館參觀  
TRADITIONAL CHINESE CULTURE EXHIBITIONS

風箏製作  
KITE CRAFTS

戶外採摘燒烤  
ORCHARD BARBECUE

蛋糕 DIY  
BAKERY DIY

.....

04

### 工作關懷 HEALTHY WORKPLACE

項目一綫慰問  
SPECIAL THANKSGIVING EVENTS FOR FRONTLINE EMPLOYEES

WELL 標準的新辦公區改造升級  
WELL-CERTIFIED RENOVATED OFFICE BUILDING

.....



## 案例 CASES

遠洋集團總部新辦公區，遵照遠洋健康建築體系及美國 WELL 健康建築鉑金級認證的雙重標準匠心打造。通過一系列嚴苛檢驗後，遠洋集團總部新辦公區有望成爲 WELL 最高級別認證的國內最大面積的辦公區。本次煥新將綠色、健康、環保、節能作爲首要原則，材料選擇和工藝工法無一不是來自遠洋集團多年來踐行健康標準的營造實踐中的積累和成果。

辦公現場的綠植覆蓋率超過 40%，員工可以在綠池游走中遙望西山觀景，同時設置了可以自主培育採摘的無土栽培菜園，可隨時監測它健康生長的环境，在綠意盎然中見證健康和成長。

Renovation of the office building in our headquarters was carried out by adopting both the Ocean Building Health System and WELL platinum standards. Having passed a series of rigorous tests, the building is expected to be the largest WELL-certified office park in China. Green development, health, environmentally friendliness and energy conservation were top priorities of the project, and optimal materials and construction techniques were selected, drawing on professional expertise and experience gained through healthy building project development over the years.

More than 40% of office areas is covered with green plants. The new building also features a soilless farming garden equipped with real-time growth environment monitoring devices, allowing employees to get a real taste of green office landscaping.

對於遠洋而言，員工是企業的發展基石和內驅動力。遠洋集團希望通過此次煥新，重塑“健康成長”的企業文化理念，引導開放、共享、平等、智慧的企業氛圍。

Employees are the foundation and the number one driving force for business growth at Sino-Ocean. Through the recent office building facelift, we hope to redefine the “healthy growth” corporate culture and create an open, impartial and smart work atmosphere that encourage sharing.

## 案例 CASES

新辦公區還創設了一個獨具特色的室內環形跑道，通過貫通辦公區移步換景的設計，將建築本體與健康理念達至完美融合。通過鼓勵員工在步行中完成協同溝通，亦由此獲得健康體能，同時也減少了電梯的能耗，達到個體、企業和環境健康的多贏樣式。

遠洋集團把光綫最好、視野最佳的地方全部用於員工的辦公、洽商、會議、溝通，設置大量的共享區域和功能房間，成功實現近千平方米內綜合人均面積達 8.1m<sup>2</sup>。遠洋這樣的讓渡價值，顛覆了傳統辦公場所的常識，從統觀全局的角度出發，以共享的精神打造更真實、更自由、更開放的互動體驗。

此外，專門定製的 3500K 暖色光源，讓整個辦公區的燈光亮度異常舒服，保護員工的用眼健康。辦公家具也嚴格甄選，還通過員工提前測評票選的方式達成共識，每一個工位均可個性化調節，辦公桌自由升降，讓上班族們告別久坐不站的危害，讓辦公變得更加人性、更加輕鬆，突顯遠洋對員工的人文關懷。

對員工的悉心關愛甚至延伸至休閒、健身與藝術體驗。在辦公現場的四圍，掩映著閱讀、休息、健身、瑜伽、冥想、眺望的獨立空間，讓新辦公區呈現出一派溫馨和諧的氣質。整個辦公區域宛如一艘揚帆的航母，綠色景觀仿若流淌的海水，員工和家人們攜手繪製的精美的海洋畫卷曼妙地在視野裡徐徐展開，精彩的藝術作品點睛似的安臥在不同空間，增添了恬靜的文化味道。

這是一個有溫度的現場，人的價值和個體潛能將被無限激發，噴薄而出。對員工的尊重和關懷，如此貼切地融入到每一個工作空間和場景裡，建立起健康的企業、健康的團隊、健康的員工“三位一體”的和諧關係，以更健康、更開放、更智慧的胸懷擁抱企業的未來。

開放、共享是遠洋集團對責任與價值的再認識，也是一個有責任感的企業對社會的承諾。

The building also offers an indoor running track, seamlessly integrating health philosophy with architectural design. Wherever possible, employees are encouraged to walk when communicating with each other to keep themselves fit, as well as reducing energy consumption by elevators. It has proven very effective in delivering win-win results for employees, the Company and the environment.

The most well-lit areas and sections offering the best views in the building are used as offices, meeting rooms and lounges, with large open spaces and functional rooms. The total floor area of the offices is close to 1,000 m<sup>2</sup>, and every employee gets a share of 8.1 m<sup>2</sup>, defying conventional office design parameters. From a strategic perspective, such a creative floor plan encourages free and open interactions between users.

In addition, warm-color 3,500k lights are used throughout the offices to protect employees' eyes. Office furniture was also carefully selected. Informed by findings of a staff survey conducted before the facelift, we decided to provide height adjustable desks at all work stations to protect employees against an unhealthy sedentary lifestyle. Every aspect affecting employee health and well-being is taken very seriously at Sino-Ocean.

Our employee care also encompasses leisure activities, fitness and artistic experience. Separate spaces for reading, rest, physical exercise, yoga, meditation and sightseeing can be found throughout the office building, adding a personal touch to the offices. The entire office section of the building is painstakingly designed with generous green landscapes and decorated with works of art, catering to the refined taste of staff members.

At Sino-Ocean, we really care about the well-being of our employees. By building a healthy rapport between the Company, teams and staff, we seek to unlock the true potential of every staff member, enabling them to create a bright future of Sino-Ocean with a healthier body and open mind.

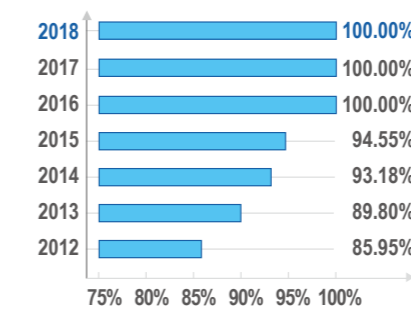
Openness and sharing are at the core of our corporate values and also what make us a responsible corporate citizen.

## 安全管控 SAFETY CONTROL

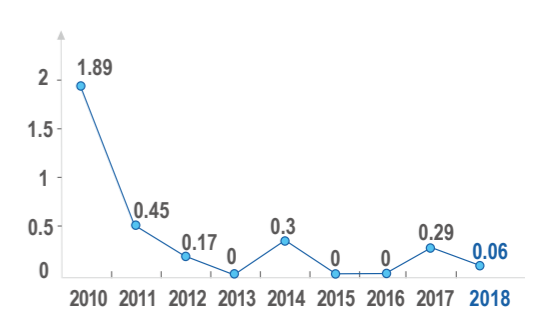
遠洋集團堅持“安全第一、預防為主、綜合治理”的方針，本著“責任清晰、監督有力”的原則，建立了完善的安全管理制度體系，覆蓋集團各業務單元，為日常安全監管提供了有力支撐。2018 年，集團範圍內百萬平米事故率持續維持低位，未發生較大及以上級別安全事故，體系運行平穩，安全風險整體可控。

Following the principles of “prioritization of safety and integrated safety control focusing on hazard prevention” and “clear division of responsibilities and effective supervision,” Sino-Ocean Group has developed a comprehensive safety management system covering all business units, as the foundation for work safety supervision and management in routine business operations. In 2018, the accident rate per 1 million m<sup>2</sup> remained at a low level. The system operated smoothly without any serious safety accidents, and overall risk exposure was effectively controlled.

歷年安全檢查合格率統計 (≥ 80 分)  
THE SAFETY INSPECTION PASSING RATE  
STATISTICS OVER THE YEARS (≥80)



歷年百萬平米事故率統計  
ACCIDENT RATE PER 1 MILLION  
SQ.M. OVER THE YEARS



2018 年安全檢查合格率 100%；百萬平米事故率 0.06；集團員工死亡人數為 0。北京地區 3 人發生工傷，工傷損失工作日數為 261 個工作日。

2018 safety check pass rate: 100%; 0.06 accident per 1 million m<sup>2</sup>; 0 work-related deaths. 3 work-related injuries in Beijing area, and 261 working days lost due to work-related injuries.

## 安全施工 WORK SAFETY

在集團的安全應急管理機制下，制定有《安全事故應急救援預案》，成立了安全事故應急領導小組，所屬各單位逐級制定應急預案並成立應急領導小組，應急管理體系基本健全。

The Group has released the “Safety Accident Emergency Aid Program” and set up an emergency steering group under the safety emergency management framework. All branches and subsidiaries have also formulated their own contingency plans and formed emergency steering groups, with well-developed emergency management systems established at various levels.

## 安全教育與培訓 SAFETY EDUCATION AND TRAINING

2018 年，集團精準識別各業務單元實際需求，分層次、分階段組織了一系列專題培訓。培訓覆蓋集團開發營造業務、商寫運營業務、住宅物業業務和戰略新興業務，通過培訓增強了項目一線人員安全管理水平，顯著提高了集團整體風險預控能力。全年培訓 31 次。其中 22 次是內部人員擔任講師的培訓，覆蓋 18 個城市的 22 個項目，新項目培訓覆蓋率為 100%。

In 2018, the Group held a series of safety training level-by-level and phase-by-phase, in keeping with the actual needs of the business units, covering group-wide development and creation, retail and office building and housing property operations and emerging strategic businesses. As a result, safety management has been overhauled across frontline teams, with significant improvement in the Group's overall risk prevention and control capabilities. There were 31 trainings throughout the year, in which 22 trainings were facilitated by in-house resources, covering 22 projects in 18 cities with the training coverage rate up to 100% for new projects.



# 4

## BUILDING HEALTHY COMMUNITIES 築·就社區健康

遠洋集團長期關注並支持所運營社區及更廣泛區域的發展，以遠洋之帆公益基金會（“遠洋之帆”）為主導，依靠具體項目主辦方，協同各利益相關方共同從三個主要社會影響角度為社區相應的可持續發展目標助力。

Sino-Ocean Group has always supported local community building at its managed housing developments and in the surrounding areas. Relying on project organizers, we collaborated with related parties to boost sustainable community development focusing on three aspects of the social implications of community building, guided by the “micro-philanthropy, inclusivity and sustainability” campaign launched by the Sino-Ocean Charity Foundation.





社會影響角度 SOCIAL IMPACTS	具體項目 EVENTS/CAMPAIGNS	對應 SDG SUSTAINABLE DEVELOPMENT GOALS (SDG)
綠色健康社區 GREEN HEALTHY COMMUNITY	參與城市建設可持續、遠洋益跑、常態化運營社區公益、老社區新綠色 Sustainable city development, Sino-Ocean Charity Marathon, routine community charity events, greening of old housing developments 鄉村扶貧賦能，為當地村民進行培訓，提供就業機會 Rural poverty alleviation, training for local villagers, providing employment opportunities	3. 良好健康與福祉 3. Health & well-being  1. 消除貧困 1. No Poverty
功勳老人關懷 MERITORIOUS VETERAN CARE	中國脊梁 Backbone of Chinese society	3. 良好健康與福祉 3. Health & well-being
教育及助學 EDUCATION & FINANCIAL ASSISTANCE FOR STUDENTS	小伙伴、愛唱響、小公民、大學生社會實踐 "Little Partners," "Singing for Love," "Little Citizens" and "Students-in-Action" incentive schemes	4. 優質教育 4. High-quality education 10. 減少不平等 10. Reduced inequality

## 助力社區發展 SHARING BENEFITS WITH COMMUNITIES

遠洋支持當地社區建設，助力鄉村發展。在四區規劃定位下，遠洋集團以產業導入和生態保護為支點，從生態、生產、生活三個方面，融合美麗鄉村、田園綜合體的發展思路，努力將大茅區域打造成為產業興旺、生態宜居、鄉風文明、治理有效、生活富裕的樣板項目。

Sino-Ocean supports the construction of local communities and contributes to rural development. Under the planning of four districts, the Sino-Ocean Group takes the industrial introduction and ecological protection as the fulcrum. From the three aspects of ecology, production and life, it integrates the development ideas of beautiful rural and rural complexes, and strives to build the Da Mao area into a model project of industrial prosperity, ecological livability, rural civilization, effective governance and affluent life.

### 鄉村扶貧賦能 RURAL POVERTY ALLEVIATION

為了更好的參與國家深度扶貧、脫貧攻堅戰，截至 2018 年底，北京遠洋之帆公益基金會在助學教育和救災援助方面投入資金和物資價值已超過 1.1 億人民幣，惠及中國 10 多個地區約 20 萬人次。特別是首屆“一帶一路”國際合作高峰論壇舉辦以來，遠洋之帆累計投入助學教育領域和發展援助超過 700 萬元，受益總人數超過 6 萬人次。



大茅村民專場招聘會  
Da Mao Village Special Job Fair

2018 年三亞大茅 LULU 農莊項目農莊開放前舉辦大茅村民專場招聘會，在餐飲、娛樂、住宿、大物業、現代農業生態園等各個崗位提供多個就業機會，並組織多次上崗培訓。累計提供 60 個固定全職就業崗位和 30 多個兼職崗位，村民在家門口即可擁有穩定的工作和收入。

In order to better participate in the country's campaign of extreme poverty alleviation and poverty eradication, by the end of 2018, Beijing Sino-Ocean Charity Foundation has invested more than RMB 110 million in education aid and disaster assistance, benefiting approximately 200,000 people in more than 10 regions across China. In particular, since the inauguration of the first "Belt and Road" International Cooperation Summit Forum, Sino-Ocean Charity Foundation has invested altogether more than RMB 7 million in education aid and development assistance, benefiting more than 60,000 people in total.

In 2018, the Sanma Da Mao LULU Farm Project held a special job fair for the villagers before the opening of the farm, providing multiple employment opportunities in various positions such as catering, entertainment, accommodation, large property, modern agro-ecological park, and organized many on-the-job training. A total of 60 fixed-time full-time jobs and more than 30 part-time positions are provided, and villagers can have stable jobs and income at their doorsteps.

### 可持續的城市文化傳承 SUSTAINABLE CITY DEVELOPMENT AND CULTURAL HERITAGE

蟬街—五馬街作為千年歷史文化街區，1984 年被政府定為溫州市標誌性購物步行街，向來都是政府和市民關心的重點區域。在改造之前街邊滿是破舊的廣告燈箱，一些基礎設施也存在不同程度的損壞，垃圾桶歪倒在路旁，承托花壇的木框也早已腐爛變形。此外，街內停車亂象是一大“頑疾”，步行街路面出現破損，多是車輛頻繁碾壓造成。



改造後蟬街風採  
Chan Street after the renovation

The centuries-old Chan Street and Wuma Street was designated by the Wenzhou government as a shopping landmark in 1984, and is widely seen as a major urban development project by the government and the public alike. The streets were formerly flanked by dilapidated advertisement posts, with damaged buildings, toppled dust bins and rotten wood frames of flower beds. Even worse, the area was notoriously known for rampant parking violations, and most pavement was seriously damaged.

溫州蟬街－五馬街改造項目於 2018 年 3 月 3 日啓動，政府投入資金 1.2 億元，整合遠洋華東產品營造中心、遠洋建設、遠洋機電、遠洋園林等優質資源，對步行街沿街建築從外立面到業態功能進行古建修護和整體改造。最終遠洋不負全城期待，耗時 213 天，於 2018 年 10 月 1 日開街，讓蟬街重復舊時風采，成為延續城市文化的載體，為推進溫州歷史文化街區風貌保護、產業發展、文化傳承、活力復興做出努力。

蟬街－五馬街的改造以打造原汁原味的溫州特色建築為原則，在改造中尤其注重融入古建元素，運用來自百年前溫州的石板、石條，使修復後的歷史街區真正擁有歷史的味道；更通過增建騎樓建築的方式，將蟬街與五馬街、公園路連為一體，以步行街，慢行的形式，打造五馬歷史商圈的主動脈。對於溫州市民而言，改造後的蟬街是溫馨的記憶，是情緒的共鳴。

The reconstruction project was launched on 3 March 2018, with a government investment of RMB 120 million. Heritage site restoration and renovation were carried out on building facades and business structure was modernized, integrating high-quality resources from Sino-Ocean East China Product Creation Center, Sino-Ocean Construction, Sino-Ocean Electromechanical Equipment and Sino-Ocean Garden Engineering. We lived up to the high expectations of the whole city, completing the renovation program in 213 days. The streets were reopened on 1 October 2018. It was widely noted as a model project of cultural heritage protection, contributing significantly to the city's revitalization and economic development.

Adhering to the principle of "adopting the traditional Wenzhou architectural style in renovation," we used a maximum number of traditional Chinese architectural elements – slates and stone strips – throughout the construction process. Chinese-style arcades were built connecting Chan Street, Wuma Street and a park. The pedestrian street, the biggest highlight of the Wuma shopping district, evokes fond childhood memories for the local residents.

## 積極支持當地保障房建設 WE ARE A SUPPORTER OF AFFORDABLE HOUSING DEVELOPMENTS



為協助解決當地人才安居問題，遠洋積極參與當地保障房、安居房建設，為深圳市提供符合“SCS 新建築體系”工法體系、以遠洋“建築健康”品質打造的政府安居工程。遠洋新幹綫君域花園項目、遠洋新天地家園項目於 2018 年順利建設並完成移交，為緩解當地安居問題提供助力。

To help solve the problem of local talent housing, Sino-Ocean has actively participated in the construction of local security housing and affordable housing, providing Shenzhen with a government housing system that meets the "SCS New Building System" construction system and the "Building Health" quality of Sino-Ocean. The Sino-Ocean Express Junyu Palace Project and the Ocean Metropolis Project were successfully constructed and completed in 2018, providing assistance to alleviate local settlement problems.

## 社區“共益” SHARING BENEFITS WITH COMMUNITIES

本年度集團持續踐行「微公益，共參與」的遠洋公益價值觀，在倡導「讓愛心成為行動」的遠洋之帆的大力支持下，不僅使更多遠洋人親身參與，還充分鼓勵他們帶動了親朋好友、客戶、伙伴甚至陌生人共同助力了從抗戰老兵健康醫療、兒童自信培養、民族文化傳承、城鄉交流、公民教育，再到廣泛的公眾運動健康等社會發展議題。

In 2018, through continuous promotion of "micro-philanthropic and inclusive" charity campaigns, the Group managed to engage more employees in related initiatives with the strong support of the Sino-Ocean Charity Foundation, a champion of "putting love into action". The employees also invited friends and relatives, clients, business associates and even strangers to take part in a charitable causes such as healthcare for war veterans, confidence-building for children, ethnical cultural heritage preservation, urban-rural exchanges, public education, popular sports and other social development campaigns.

	2016	2017	2018
基金會捐贈（人民幣 百萬元） DONATIONS FROM THE FOUNDATION (RMB MILLION)	5.44	2.96	8.15
帶動社會捐贈（人民幣 百萬元） DONATIONS FROM OTHER SOURCES (RMB MILLION)	60.57	1.76	6.79
扶貧相關投入（人民幣 百萬元） POVERTY ALLEVIATION RELATED INVESTMENT (RMB MILLION)	58.39	4.99	7.27
志願者服務時間（小時） VOLUNTEER SERVICE HOURS (HOURS)	32,168	46,364	56,948
志願者人數（人） NO. OF VOLUNTEERS (PERSONS)	1,209	5,211	7,710
項目直接受益人數（人） NO. OF DIRECT DONATION RECIPIENTS (PERSONS)	51,000	57,000	59,000
影響人數（人） NO. OF PEOPLE AFFECTED (PERSONS)	2,115,000	3,106,658	3,628,500

與受影響社區的溝通是有效支持社區發展的基礎。我們通過多渠道與不同層面社區保持有效溝通，如通過集團自媒體公開收集客戶及受影響社區需求與意見；遠洋之帆通過回訪調研了解受助群體的真實情況，遠洋會專員根據業主線上提交的信息分析需求來提供對應服務等。

而最高效的溝通方式之一是鼓勵社區成員參與到項目本身，2018 年度，集團共直接帶動 7,710 位志願者付出了 56,948 小時的志願服務，其中包括客戶、員工、合作活動等等利益相關方。

Communication with affected communities provides the basis for effectively supporting community development. We maintained close ties with communities at different levels through various channels. For example, we collected information about customers' and local communities' needs and opinions through the Group's social media accounts; the Sino-Ocean Charity Foundation gained a deeper understanding of the real situation at donation-receiving communities through surveys and follow-up visits; and members of the Sino-Ocean Club adapted our services based on analysis of information submitted by property owners online.

The most effective method of communication has been to encourage community members to participate in project development themselves. In 2018, we enlisted 7,710 volunteers including customers, employees, partners and other stakeholders, spending a total of 56,948 hours in volunteer services.

## 教育及助學 EDUCATION AND FINANCIAL AID

在教育及助學方面，集團主要通過在教育扶持方面積累了十年經驗、專注公益、且以支持教育為主要方向之一的遠洋之帆實施。

The Group fulfills its commitments to education and student sponsorship through the Sino-Ocean Charity Foundation, a philanthropic venture that specializes in education support and has more than 10 years' practical experience in education funding.

### 十年見心，唱響共益 A DECADE OF COLLABORATIVE CHARITY



“共益是指企業從內部核心融入公益理念，在企業社會責任理念指引下，進行理性決策及生產服務行為，變革包括核心業務在內的各個環節，使之更加高效、綠色、可持續；同時聯繫更大範圍的相關利益方，進行資源整合和實現共益”——

2018 年是遠洋之帆公益基金會成立 10 周年，2018 年也是中國企業基金會發展十周年的節點。從這個意義上說，遠洋之帆公益基金會與中國企業基金會的發展歷程同步。2018 年年底，遠洋之帆公益基金會發佈了《中國少數民族文化教育狀況調研藍皮書》暨遠洋之帆公益基金會“小伙伴成長計劃”項目十年總結發展報告。

該報告用量化數據圖表描述了少數民族文化教育的現狀和需求；質性訪談從學校管理層、老師、學生和家長的多方視角生動展現了少數民族文化教育面臨的挑戰和機遇。希望該報告能夠帶動更多社會公益力量關注少數民族教育，並為更多企業公益項目提供寶貴借鑒。詳細報告可於遠洋之帆公益基金會微信平台進行下載。

“Collaborative charity” refers to steps a company take to incorporate philanthropic ideals into its core strategies, and the execution of well-grounded business decisions and production and service operations in line with its corporate social responsibility. It involves introducing changes to all aspects of business activities, including development of core businesses, and making business operations more efficient, eco-friendly and sustainable; and reaching out to more stakeholders to integrate resources and deliver “shared benefits”.

2018 marked the 10th anniversary of the Sino-Ocean Charity Foundation and China Enterprises Foundation. There are many similarities between the two organizations. Sino-Ocean Charity Foundation released the “Blue Paper on the Survey of Ethnic Minority Education in China” in late 2018, which summarizes findings and achievements of the foundation’s “Little Partners Education Sponsorship Scheme” during the past decade.

The report contains quantitative analysis of the status quo of education of ethnic minorities in China and highlighted areas for improvement illustrated with charts and tables, as well as qualitative discussions on the challenges and opportunities facing minority education based on interviews with school management, teachers, students and their parents. The report is expected to divert more philanthropic resources toward ethnic minority education, and become a source of inspiration for more corporate charity movements. Full text of the report can be downloaded on the foundation’s WeChat account.

## 公益品牌項目 PUBLIC WELFARE BRAND PROJECT

### 小伙伴成長計劃 LITTLE PARTNER EDUCATION SPONSORSHIP SCHEME



2018 年，遠洋之帆公益基金會十周年，為更全面關注貧困學生真實需求，穩步提升資助效果，遠洋之帆以“小伙伴成長計劃”為落腳點，開放公益資源平台，發動更多企業共同公益，共同實現“小伙伴成長計劃”10 年溫暖升級。為使資助學生真實受益，項目效果提升，升級目標設定為實現四大提升，覆蓋項目管理到項目評估全過程。全面提升後，“2018 小伙伴成長計劃”10 年溫暖升級包含三大方向：分別為助學補助、能力培養、身心健康。其中“身心健康”以實物——“溫暖藍包”發放為載體，呵護和關懷孩子們成長過程的身心健康與安全。通過與更多伙伴的攜手“共益”，“溫暖藍包”包含了：一個滿盛愛意、提升道路安全的書包；一件抵禦風寒的衝鋒衣、一本精神陪伴的繪本、一個應對突發的急救包、一套提升溫暖的口罩、還有捐贈給學校的淨水水壺等。

截至 2018 年 12 月底，我們共為 610 名貧困學生提供溫暖藍包套裝，在即將到來的冬日裡，為他們送去溫暖和關愛，他們的上學路將不再如往日般孤單和寒冷。



In 2018, revolving around the “Little Partners Education Sponsorship Scheme,” the Sino-Ocean Charity Foundation launched its charity resource platform, enlisted support from more businesses to fund charitable causes, and upgraded the student sponsorship scheme on its 10th anniversary by aligning funding operations with the actual needs of students from poor families. Four areas of improvement were identified to maximize benefits for students, covering the entire project development process from project management to assessment. The three priorities for the upgrade are student financial aid, capability building and physical and mental well-being – the latter involves protecting students’ physical and mental health by providing in-kind assistance, collectively referred to as “solicitude blue packs,” which include a schoolbag designed for improved road safety, cold-resistant jacket, picture book, first-aid kit, warm mask and water purifier for school use. All of these items were contributed by our business partners.



As of the end of December 2018, we had provided the blue packs to 610 students from families with financial difficulties. We hope that our little gifts will make their daily journeys to school less torturous in winter and rekindle hope in their hearts.

## “探海者”全國大學生社會實踐獎 SEAFARING STUDENTS-IN-ACTION AWARDS



遠洋“探海者”全國大學生社會實踐獎在團中央學校部的指導下，面向全國開展，自 2009 年創立以來，支持大學生實踐團隊開展助學支教、藝術實踐、教師培訓、環境保護、養老調研、創業創新等方面的實踐項目，10 年來，實踐獎累計收到來自全國 156 所高校的 2,698 個項目申報，累計資助 143 所學校、951 支團隊、951 個項目，是團中央學校部“中國大學生社會實踐知行促進計劃”核心項目。

Under the leadership of the Central Committee of the Communist Youth League of China, the Seafaring Students-in-Action Awards have been offered on a nationwide scale for teams of higher education graduates engaging in social work initiatives such as teaching in remote areas, artistic creation, teacher training, environmental protection, elder care market surveys, startup incubation and innovation since 2009. Over the past 10 years, we received applications on 2,698 projects from 156 higher education institutions, and awards have been conferred to 951 teams (projects) in 143 institutions. It is recognized as a key project of the “Chinese University Students in Action” program introduced by the School Department of the Central Committee of the Communist Youth League.



- 助學支教 STUDENT SUPPORT
- 藝術實踐 ARTISTIC PRACTICE
- 教師培訓 TEACHER TRAINING
- 環境保護 ENVIRONMENTAL PROTECTION
- 養老調研 PENSION RESEARCH
- 創業創新 VENTURE INNOVATION



**156**  
實踐獎累計高校  
ACCUMULATED HIGHER EDUCATION  
INSTITUTIONS APPLYING FOR AWARDS

**2,698**  
項目申報  
PROJECT  
APPLICATIONS

**143**  
累計資助學校  
INSTITUTIONS CONFERRED  
WITH AWARDS

**951**  
團隊  
TEAMS

**951**  
項目  
PROJECTS



# 助力成长, 青春无限

2018 年，項目聚焦少數民族地區教育發展情況，支持 44 支大學生團隊前往少數民族地區開展教育狀況及文化傳承相關調研，收集貧困學生信息，為“小伙伴成長計劃”提供一綫資源和幫助對象，倡導更多公益資源關注少數民族教育，提升少數民族地區文化自信；開展特別項目，完成所有基金會資助學生回訪工作；組織 10 支大學生團隊開展“愛唱響”藝術演出，以藝術為切入點，為少數民族孩子架起通往外面世界的橋樑，傳遞公益正能量。最終，活動覆蓋全國 20 個省 50 個城市 50+ 鄉村學校，700+ 大學生參與開展並接觸到 32 個少數民族，收集到 500+ 貧困學生信息，獲得近 1,500 份少數民族地區學生和家庭的生存和學校現狀的調訪資料；完成 360 名基金會資助學生回訪及 10 餘場“愛唱響”藝術實踐。

Focusing efforts on education development in ethnic minority regions in 2018, we supported 44 teams of university students in conducting surveys on education and ethnic culture inheritance in minority regions. They collected first-hand information about local students (which is the basis for selection of award recipients) and advocated for the diversion of public resources toward minority ethnic students and preservation of their cultural identities. Follow-up visits and interviews were carried out with all award recipients. In addition, we formed 10 student teams to put on “Singing for Love” performances, through which a bridge was created to connect minority ethnic students with the outside world, spreading positive energy. Finally, we put on performances to students belonging to 32 ethnic minorities in more than 50 rural schools in 50 cities across 20 provinces, with more than 700 students participating in the events; information was collected regarding over 500 students from poor families, and nearly 1,500 documents on students, families and schools in minority regions were produced; follow-up visits with 360 award recipients were carried out, and more than 10 “Singing for Love” events were held.



## “愛唱響” 民族文化傳承 “SINGING FOR LOVE” ETHNIC CULTURAL HERITAGE PERFORMANCE FUND



“愛唱響”系列公益活動於 2014 年首度開展，旨在延續遠洋對精神品質一貫追求的同時，以音樂和藝術為切入點為邊區孩子架起通往外面世界的橋樑，表達專注於改變基礎教育發展不均衡的持續態度和行動。2017 年起，建立“愛唱響”民族文化傳承展演基金，扶持、鼓勵更多民族文化項目傳承和傳播。

2018 年共有 3 所學校項目申請，總計 2.4 萬元文化展演基金，並在青海、內蒙古各地實現民族文化展演。

Debuting in 2014, the “Singing for Love” campaign seeks to broaden our pursuit of spiritual well-being and connect children in remote areas and the outside world through arts and music. Its top priority is to redress the balance in primary education development. The Ethnic Cultural Heritage Performance and Exhibition Fund was established in 2017 to promote and encourage ethnic culture inheritance and dissemination.

In 2018, the fund provided RMB 24,000 for three school initiatives, and ethnic performances and exhibitions were hosted in Qinghai and Inner Mongolia.



格日勒圖蒙古族學校馬頭琴演奏社團  
Mongolian School of Geriletu morinkhour Performance Society



湖南省江永縣上江圩鎮中心小學愛唱響藝術演出  
The Central School of Shangjiangxu Town, Jiangyong County, Hunan Province, Singing for Love art show

## 小公民創新公益項目 LITTLE CITIZENS



“小公民”創新公益活動由“園丁獎”項目演化而來，2016 年與中國少年兒童新聞出版總社、《輔導員雜誌社》合作正式設立，該活動倡導全社會關注少年兒童“小公民”責任意識的培養，鼓勵少年兒童以兒童的視角發現問題，提出問題，解決問題，促進少年兒童用愛心與公益行動去影響成人世界，為社會盡一份“小公民”的力量，用實際行動去踐行社會主義核心價值觀。

2018 年，組織“99 公益日特別行動——小小公益傳播官”活動，號召在京愛心學校學生走上街頭主動宣傳公益項目，倡導路人關注、參與公益項目。3 天時間，來自 9 所小學 18 支團隊近千名師生、家長參與活動，引起近 6,000 名愛心人士對基金會兩個公益項目的參與和支持。

Formerly known as the “Teachers Awards,” the “Little Citizens” Innovation Charity Project was co-founded by China Children’s News Press and “Instructor” magazine in 2016 to promote the engagement of children and teenagers in social work as “little citizens,” and encourage them to identify and solve problems from their own perspective. The ultimate goal is to let children influence adults through good deeds and make their own contributions to social development, promoting core socialist values among China’s younger generations.

In 2018, we organized a special charity campaign, “99-Day Special Action – Little Charity Ambassadors,” appealing to students in Beijing to advertise charitable causes in the street in order to attract more public attention and participants. Nearly 1,000 students, parents and teachers (divided into 18 teams) from nine primary schools took part in the three-day event, and attracted some 6,000 people to the two charity campaigns of the Sino-Ocean Charity Foundation.



## 功勳老人關懷 CARING FOR VETERANS



### 公益品牌項目 PUBLIC WELFARE BRAND PROJECT

「中國脊梁健康支持計劃」是遠洋之帆為對國家和民族做出特殊貢獻的特定老人設立的健康專項計劃。該項目於 2015 年設立，聯合遠洋健康海醫匯等醫護資源對河北赤城老兵提供健康支持和關懷，並通過公衆募捐設立專項基金定向支持該項目運行。



The "China Backbone Health Care Plan" was a special elder care project introduced by the Sino-Ocean Charity Foundation in 2015 to support senior citizens who have made significant contributions to the country. We provided health care and support to veterans in Chicheng, Hebei, in collaboration with Sino-Ocean Health In Here and other long-term partners. Public donations were collected via a special fund to fund related operations.

2018 年該計劃通過“小公民——99 公益日特別行動”等活動共獲得 20 餘萬元的捐款，超過 10,000 人積極參與項目支持，善款將用於 2 年內「中國脊梁」項目開展。

In 2018, we raised more than RMB 200,000 in donations through charity campaigns such as "Little Citizens - 99-Day Charity Action," which saw over 10,000 participants. The money will be used to fund operation of the China Backbone program for the next two years.



今年遠洋之帆攜手海醫匯分別於 4 月及 11 月兩度去往河北赤城，對老兵進行健康體檢，並發放常用藥物、生活用品和慰問金，全年累計資助 50 位老兵。

In April and November 2018, the Sino-Ocean Charity Foundation worked with Health in Here to provide free physical check-ups, commonly used drugs, daily necessities and consolation money for 50 war veterans in Chicheng, Hebei.

## 綠色健康社區 GREEN HEALTHY COMMUNITIES

自始於 2006 年的「老社區，新綠色」<sup>26</sup>起，我們便基於過往積累的豐富實踐經驗，不斷根據社區需求，配合集團發展和能力，協同伙伴共同打造綠色健康的社區。

本年度集團以健康為主題，開展了一系列的社區活動，包括跑步、義診、手做等大眾參與度高的活動。

Ever since the launch of the "Old neighbourhood Greening"<sup>26n</sup> campaign in 2006, we have been dedicated to building eco-friendly and healthy communities based on the actual needs of local neighbourhoods and the Group's business development, in collaboration with our partners, drawing on our extensive first-hand experience in related fields.

The Group held a series of health-themed popular community events this year, ranging from marathons and free clinic services to crafts activities.



### 案例 CASES

2016 年開始，遠洋啓動首屆“遠洋益跑”活動，通過將公衆參與和公益跑步結合的方式，將每位跑者的參與和支持，通過遠洋集團的相應配捐化作對遠洋之帆“中國脊梁健康支持計劃——老兵專項支持”、“小伙伴成長計劃”等公益項目的支持。兩年來，共有 10,749 人參與“遠洋益跑”，先後為公益項目籌集了 282,246.99 元善款。

Inaugurated in 2016, through the matching gift program, the "Sino-Ocean Charity Marathon" turns every participant's support into funding for Sino-Ocean Charity Foundation's philanthropic campaigns – "China Backbone Health Care Plan – Special War Veteran Support Program" and "Little Citizens Education Sponsorship Scheme," combining public participation and philanthropic athletics. A total of 10,749 people took part in the event over the past couple of years, raising RMB 282,246.99 in donations.

除集團層面，我們也鼓勵在各地的集體和個人，發起或參與社區活動。通過 2012 年起設立的「遠洋社會責任風尚獎」的歷年舉辦情況，已經呈現出越來越多各地項目活動在更多的社區生根發芽。

In addition to group-level campaigns, we encourage local teams and employees to organize and participate in community activities. The evolution of the "Responsible Role Model" awards, which was established in 2012, over the years indicates that an increasing number of local community events have been held by Sino-Ocean teams at different levels.

26. 「老社區，新綠色」行動針對老舊社區，圍繞水資源多渠道利用和節約、鄉土植物栽種推廣、可再生資源利用和節能減排等主題建立環保改善或改造示範項目和組織環境宣傳教育活動，共在 17 個省市 800 多個社區開展，至少 4,000 萬人因活動受益。

26. Model environmental restoration projects and environmental protection publicity and education events have been implemented as part of the "Old Neighbourhood Greening" campaign in more than 800 communities of 17 provinces and cities, benefitting at least 40 million local residents. The main themes are multi-channel water resource utilization and conservation, indigenous plant promotion, renewable resource utilization, energy saving and emission reduction.

# 展望 OUTLOOK

## 公司策略 CORPORATE STRATEGY

2019 年是遠洋第四部發展戰略的收官之年，集團將於今年啓動第五步發展戰略的深度研究，面對行業的激烈變化和競爭，本集團將秉持「精耕細作」的宗旨，堅定走好第四步發展戰略的最後一年，加速發展、深化機制、狠抓落實，確保高質量、高品質、可持續的發展。

- 強化戰略佈局，以房地產為核心業務，優化其他各項業務發展
- 深化管理機制，在市場環境嚴峻情況下，保障業績實現
- 以最終用戶為中心，繼續堅定全面落實產品健康內涵

2019 marks the final year of Sino-Ocean's fourth step of development strategy, and the Company will kick off in-depth research into the fifth-step strategy this year. In the face of profound changes and fierce competition in the real estate market, we will stick to an approach of "intensive development" and bring the fourth-step strategy to a fruitful completion, ensuring high-quality sustainable business growth through effective implementation of development mechanisms.

- Ratchet up strategic and structural business planning, and revamp development systems of various businesses focusing on real estate as the core business
- Deepen management mechanisms and ensure fulfilment of business targets in an increasingly complicated marketplace
- Continue to enforce the health-oriented product development strategy focusing on end users

## 可持續發展管理 SUSTAINABLE DEVELOPMENT MANAGEMENT

在集團業務不斷擴張和外部針對企業可持續發展要求不斷提升的趨勢下，我們將通過更規範的制度體系、完善合理有效的管理系統、強化更有針對性的激勵、配合更積極有效的宣傳溝通和培訓，將遠洋集團的可持續發展管理工作朝著系統化、科學化以及常態化方向推進。繼續與各利益相關方攜手同行，在“健康”理念的倡導下，創造價值共享，從而實現人的健康、建築健康、環境健康三者和諧、穩定發展。

In view of the Group's continuous business expansion and increasingly stringent requirements imposed by external parties on sustainable development, we will continue to implement standardized systems, rationalize and improve management systems, and develop more targeted staff incentive schemes, aiming to further enhance our sustainable development practices in terms of rationalizing and routinizing sustainable development management through effective marketing, communication and training. We will continue to work with other stakeholders to create shared value following the Health philosophy, with the aim of delivering steady and harmonious development for people, buildings and the environment.

## 遠洋之帆公益基金會 SINO-OCEAN CHARITY FOUNDATION

基金會進入新的階段，將聚焦教育，幫助更多的貧困學生接受教育完成學業，發掘貧困學生的真實需求把資助落到實處。通過與集團業務的更多互動，帶動更多志願者參與、支持公益。更多結合公眾力量，在“共益”倡導下，為弱勢群體持續帶去更多的資金支持及社會關注。

The foundation has entered a new phase of development, where the top priority is to focus resources on making education more accessible for students from poor families and effectively aligning funds allocation with students' actual needs. Through increased interactions between business units within the Group, we aim to elicit the support of more volunteers for charitable causes, and work with the public to secure greater publicity and financial support for the disadvantaged.

# 意見反饋表 FEEDBACK FORM

尊敬的讀者：

您好！

尊敬的讀者，感謝您抽出寶貴時間閱讀本報告。為了持續改進遠洋集團可持續發展工作及相關信息披露內容，我們特別希望傾聽您的意見和建議。

為減少紙張的使用，請您通過掃描以下二維碼或登錄 <https://www.wjx.top/jq/39834176.aspx> 的方式，協助完成意見反饋表。

此外，您還可以通過發送郵件給遠洋集團企業社會責任郵箱：[csr@sinooceangroup.com](mailto:csr@sinooceangroup.com) 提出您的寶貴意見和建議。

Dear readers:

Hello!

Dear readers, thank you for taking the time to read this Report. In order to continuously improve the sustainable development of the Sino-Ocean Group and information disclosure practices, we kindly request you share your opinions and suggestions with us.

For the sake of paper consumption reduction, please help complete the feedback form by scanning the following QR code or by visiting the website <https://www.wjx.top/jq/39834176.aspx>

Alternatively, you may send your valuable comments and suggestions to the Sino-Ocean Group CSR team (email: [csr@sinooceangroup.com](mailto:csr@sinooceangroup.com)).



掃描二維碼出您的寶貴意見和建議  
Scan your QR code for your valuable comments and suggestions

# 附錄 APPENDIX

## 附錄 1 APPENDIX 1

香港聯交所《環境、社會及管治 (ESG) 報告指引》

HONG KONG STOCK EXCHANGE ON ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) REPORTING GUIDE

主要範疇、層面、一般披露及關鍵績效指標 SUBJECT AREAS, ASPECTS, GENERAL DISCLOSURES AND KPIS	在本報告中的位置 POSITION IN REPORT
<b>Ⓐ 環境 ENVIRONMENTAL</b>	
<b>層面 A1: 排放物 ASPECT A1:EMISSIONS</b>	<b>P71-75</b>
有關廢氣及溫室氣體排放、向水及土地的排污、有害及無害廢棄物的產生等的政策及遵守對發行人有重大影響的相關法律及規例的資料。 INFORMATION ON THE POLICIES AND 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.	
<b>A1.1</b>	<b>P71</b>
排放物種類及相關排放數據。(氮氧化物、硫氧化物及其餘廢氣污染物並非遠洋集團業務及運營的重要事項。) The types of emissions and respective emissions data.(The emission of nitrogen oxide, sulfur oxide and other pollutants is insignificant to the business and operations of Sino-Ocean Group.)	
<b>A1.2</b>	<b>P72</b>
溫室氣體總排放量(以噸計算)及(如適用)密度(如以每產量單位、每項設施計算)。 Greenhouse gas emissions in total (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	
<b>A1.3</b>	<b>P73</b>
所產生有害廢棄物總量(以噸計算)及(如適用)密度(如以每產量單位、每項設施計算)。 Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	
<b>A1.4</b>	<b>P72</b>
所產生無害廢棄物總量(以噸計算)及(如適用)密度(如以每產量單位、每項設施計算)。 Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	
<b>A1.5</b>	<b>P74-79</b>
描述減低排放量的措施及所得成果。 Description of measures to mitigate emissions and results achieved.	
<b>A1.6</b>	<b>P74-78, 85-86</b>
描述處理有害及無害廢棄物的方法、減低產生量的措施及所得成果。 Description of how hazardous and non-hazardous wastes are handled, reduction initiatives and results achieved.	
<b>層面 A2: 資源使用 ASPECT A2: USE OF RESOURCES</b>	<b>P74-88</b>
有效使用資源(包括能源、水及其他原材料)的政策。 POLICIES ON THE EFFICIENT USE OF RESOURCES, INCLUDING ENERGY, WATER AND OTHER RAW MATERIALS.	
<b>A2.1</b>	<b>P71-72</b>
按類型劃分的直接及/或間接能源(如電、氣或油)總耗量(以千個千瓦時計算)及密度(如以每產量單位、每項設施計算)。 Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility).	
<b>A2.2</b>	<b>P72</b>
總耗水量及密度(如以每產量單位、每項設施計算)。 Water consumption in total and intensity (e.g. per unit of production volume, per facility).	
<b>A2.3</b>	<b>P74-75, 77-86</b>
描述能源使用效益計劃及所得成果。 Description of energy use efficiency initiatives and results achieved.	
<b>A2.4</b>	<b>P78, 80-82</b> (2018 年內, 遠洋集團沒有發生與獲取水資源相關問題 Sino-Ocean Group did not experience any issues related to access to water resources in 2018.)
描述求取適用水源上可有任何問題, 以及提升用水效益計劃及所得成果。 Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency initiatives and results achieved.	
<b>A2.5</b>	<b>不適用 NOT APPLICABLE</b>
製成品所用包裝材料的總量(以噸計算)及(如適用)每生產單位佔量。 Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	

主要範疇、層面、一般披露及關鍵績效指標 SUBJECT AREAS, ASPECTS, GENERAL DISCLOSURES AND KPIS	在本報告中的位置 POSITION IN REPORT
<b>層面 A3: 環境及天然資源 ASPECT A3: THE ENVIRONMENT AND NATURAL RESOURCES</b>	<b>P74-78</b>
減低發行人對環境及天然資源造成重大影響的政策。 POLICIES ON MINIMISING THE ISSUER'S SIGNIFICANT IMPACT ON THE ENVIRONMENT AND NATURAL RESOURCES.	
<b>A3.1</b>	<b>P74-78, 81-84</b>
描述業務活動對環境及天然資源的重大影響及已採取管理有關影響的行動。 Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	
<b>Ⓑ 社會 SOCIAL</b>	
<b>僱傭及勞工常規 EMPLOYMENT AND LABOR PRACTICES</b>	
<b>層面 B1: 僱傭 ASPECT B1:EMPLOYMENT</b>	<b>P97-105</b>
有關薪酬及解僱、招聘及晉升、工作時數、假期、平等機會、多元化、反歧視以及其他待遇及福利的政策及遵守對發行人有重大影響的相關法律及規例的資料。 INFORMATION ON THE POLICIES AND 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.	
<b>B1.1</b>	<b>P91-93</b>
按性別、僱傭類型、年齡組別及地區劃分的僱員總數。 Total workforce by gender, employment type, age group and geographical region.	
<b>B1.2</b>	<b>P95</b>
按性別、年齡組別及地區劃分的僱員流失比率。 Employee turnover rate by gender, age group and geographical region.	
<b>層面 B2: 健康與安全 ASPECT B2: HEALTH AND SAFETY</b>	<b>P74, 102</b>
有關提供安全工作環境及保障僱員避免職業性危害的政策及遵守對發行人有重大影響的相關法律及規例的資料。 INFORMATION ON THE POLICIES AND 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.	
<b>B2.1</b>	<b>P106</b>
因工作關係而死亡的人數及比率。 Number and rate of work-related fatalities.	
<b>B2.2</b>	<b>P106</b>
因工傷損失工作日數。 Lost days due to work injury.	
<b>B2.3</b>	<b>P102, 106</b>
描述所採納的職業健康與安全措施, 以及相關執行及監察方法。 Description of the occupational health and safety measures adopted, how they are implemented and monitored .	
<b>層面 B3: 發展及培訓 ASPECT B3: DEVELOPMENT AND TRAINING</b>	<b>P101</b>
有關提升僱員履行工作職責的知識及技能的政策。描述培訓活動。 POLICIES ON IMPROVING EMPLOYEES' KNOWLEDGE AND SKILLS FOR DISCHARGING DUTIES AT WORK. DESCRIPTION OF TRAINING ACTIVITIES.	
<b>B3.1</b>	<b>P101</b>
按性別及僱員類別(如高級管理層、中級管理層等)劃分的受訓僱員百分比。 The percentage of employees trained by gender and employee category (e.g., senior management, middle management).	
<b>B3.2</b>	<b>P101</b>
按性別及僱員類別劃分, 每名僱員完成受訓的平均時數。 The average training hours completed per employee by gender and employee category.	
<b>層面 B4: 勞工準則 ASPECT B4: LABOR STANDARDS</b>	<b>P97</b>
有關防止童工或強制勞工的政策及遵守對發行人有重大影響的相關法律及規例的資料。 INFORMATION ON THE POLICIES AND COMPLIANCE WITH RELEVANT LAWS AND REGULATIONS THAT HAVE A SIGNIFICANT IMPACT ON THE ISSUER RELATING TO PREVENTING CHILD AND FORCED LABOUR.	
<b>B4.1</b>	<b>P97</b>
描述檢討招聘慣例的措施以避免童工及強制勞工。 Description of measures to review employment practices to avoid child and forced labor.	
<b>B4.2</b>	<b>P97</b>
描述在發現違規情況時消除有關情況所採取的步驟。 Description of the steps taken to eliminate such practices when discovered.	

主要範疇、層面、一般披露及關鍵績效指標 SUBJECT AREAS, ASPECTS, GENERAL DISCLOSURES AND KPIS		在本報告中的位置 POSITION IN REPORT
<b>營運慣例 OPERATION PRACTICES</b>		
層面 B5: 供應鏈管理 ASPECT B5: SUPPLY CHAIN MANAGEMENT	管理供應鏈的環境及社會風險政策。 POLICES ON MANAGING ENVIRONMENTAL AND SOCIAL RISKS OF THE SUPPLY CHAIN.	P46-49
B5.1	按地區劃分的供應商數目。 Number of suppliers by geographical region.	P46, 134
B5.2	描述有關聘用供應商的慣例，向其執行有關慣例的供應商數目、以及有關慣例的執行及監察方法。 Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, how they are implemented and monitored.	P46-47
層面 B6: 產品責任 ASPECT B6: PRODUCT RESPONSIBILITY	有關所提供產品和服務的健康與安全、廣告、標籤及私隱事宜以及補救方法的政策及遵守對發行人有重大影響的相關法律及規例的資料 INFORMATION ON THE POLICIES AND 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.	P27-42, 50-68
B6.1	已售或已運送產品總數中因安全與健康理由而須回收的百分比。 Percentage of total products sold or shipped subject to recalls for safety and health reasons.	P41
B6.2	接獲關於產品及服務的投訴數目以及應對方法。 Number of products and service related complaints received, and how they are dealt with.	P56
B6.3	描述與維護及保障知識產權有關的慣例。 Description of practices relating to observing and protecting intellectual property rights.	P63-64
B6.4	描述質量檢定過程及產品回收程序。 Description of quality assurance process and recall procedures.	P40-42
B6.5	描述消費者資料保障及私隱政策，以及相關執行及監察方法。 Description of consumer data protection and privacy policies, how they are implemented and monitored.	P55
層面 B7: 反貪污 ASPECT B7: ANTI-CORRUPTION	有關防止賄賂、勒索、欺詐及洗黑錢的政策及遵守對發行人有重大影響的相關法律及規例的資料。 INFORMATION ON THE POLICIES AND COMPLIANCE WITH RELEVANT LAWS AND REGULATIONS THAT HAVE A SIGNIFICANT IMPACT ON THE ISSUER RELATING TO BRIBERY, EXTORTION, FRAUD AND MONEY LAUNDERING.	P11-12
B7.1	於匯報期內對發行人或其僱員提出並已審結的貪污訴訟案件的數目及訴訟結果。 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.	P13
B7.2	描述防範措施及舉報程序，以及相關執行及監察方法。 Description of preventive measures and whistle-blowing procedures, how they are implemented and monitored.	P11-13
<b>社區 COMMUNITY</b>		
層面 A8: 社區投資 ASPECT A8: COMMUNITY INVESTMENT	有關以社區參與來了解營運所在社區需要和確保其業務活動會考慮社區利益的政策。 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.	P108-112
A8.1	專注貢獻範疇。 Focus areas of contribution.	P109
A8.2	在專注範疇所動用資源。 Resources contributed to the focus area.	P110-120

## 附錄 2 APPENDIX 2

《中國企業社會責任報告指南 CASS CSR4.0》指標體系表 INDICATOR SYSTEM TABLE OF CHINESE CSR REPORT GUIDE (CASS-CSR4.0)

序號 SERIAL NO.	指標內容 INDICATORS DESCRIPTION	在本報告中的位置 POSITION IN THIS REPORT	指標性質 INDICATORS CHARACTERISTICS
<b>第一部分：報告前言（P 系列） PART I : REPORT PREFACE (SERIES P)</b>			
<b>P1: 報告規範 P1:REPORT SPECIFICATION</b>			
P1.1	質量保證 Quality assurance	P39-42	拓展 Extension
P1.2	信息說明 Information description	P I - II	核心 Core
P1.3	報告體系 Reporting system	P I	核心 Core
<b>P2: 高管致辭 P2:MANAGEMENT STATEMENT</b>			
P2.1	履行社會責任的形勢分析與戰略考量 Situational analysis and strategic consideration regarding performing social responsibilities	P VII - VIII	核心 Core
P2.2	年度社會責任工作進展 Annual social responsibility work progress	P14-23	核心 Core
<b>P3: 責任聚焦 P3:CSR HIGHLIGHTS</b>			
P3.1	社會責任重大事件 Major social responsibility events	P14-15, 17-23	拓展 Extension
P3.2	社會責任重點議題進展及成效 Development and results of key social responsibility issues	P19-20	拓展 Extension
<b>P4: 企業簡介 P4:ABOUT THE ENTERPRISE</b>			
P4.1	組織架構及運營地域 Organization structure and operation regions	P03-05	核心 Core
P4.2	主要品牌、服務和品類 Major products, services and brands	P01-02, 06-07	核心 Core
P4.3	企業規模與影響力 Enterprise scale and influence	P V - VIII, 01-08,	核心 Core
P4.4	報告期內關於組織規模、結構、所有權或供應鏈的重大變化 Material changes in respect of organization scale, structure, ownership or supply chain during the Reporting Period	P05, 46-49	拓展 Extension
<b>第二部分：責任管理（G 系列） PART II : RESPONSIBILITY MANAGEMENT (SERIES G)</b>			
<b>G1: 願景 G1:VISIONS</b>			
G1.1	企業使命、願景、價值觀 Corporate mission, visions, values	P VII - VIII, 01-02	核心 Core
G1.2	企業社會責任理念或口號 CSR concepts or slogans	P14	核心 Core
<b>G2: 戰略 G2:STRATEGIES</b>			
G2.1	實質性社會責任議題識別與管理 Identification and management of substantial social responsibility issues	P19-21	核心 Core
G2.2	社會責任戰略規劃與年度計劃 Strategic planning and annual plan of social responsibilities	P14-23	核心 Core
G2.3	推動社會責任融入企業發展戰略與日常經營 Promoting the integration of social responsibilities into corporate development strategies and routine operation	P14-23	拓展 Extension

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**G3: 組織 G3:ORGANIZATION**

G3.1	企業高層參與社會責任工作 Corporate executives' involvement in social responsibility work	P16	核心 Core
G3.2	社會責任領導機構及工作機制 Social responsibility leading organization and work mechanism	P16-18	核心 Core
G3.3	社會責任組織體系及職責分工 Social responsibility organizational system and division of responsibilities	P16	核心 Core

**G4: 制度 G4:SYSTEM**

G4.1	制定社會責任管理制度 Developing social responsibility management system	P18	核心 Core
G4.2	構建社會責任指標體系 Creating social responsibility indicator system	P18	核心 Core
G4.3	開展社會責任考核或評優 Conducting social responsibility review or evaluation	P21	核心 Core

**G5: 能力 G5:CAPABILITY**

G5.1	組織開展社會責任培訓 Organizing and conducting social responsibility trainings	P17-18	核心 Core
G5.2	開展社會責任理論研究 Conducting social responsibility theoretic research	不適用 NOT APPLICABLE	核心 Core
G5.3	參與國內外社會責任標準、倡議、指南的研究與制定 Involved in the research and formulation of domestic and foreign social responsibility standards, initiatives and guides	不適用 NOT APPLICABLE	拓展 Extension

**G6: 參與 G6:PARTICIPATION**

G6.1	識別和回應利益相關方的訴求 Identifying and responding to the demands of stakeholders	P19-23	核心 Core
G6.2	企業社會責任內外部溝通機制和活動 CSR internal-external communication mechanism and activities	P19-20	核心 Core
G6.3	加入的社會責任組織或公約 Social responsibility organizations or conventions joined	不適用 NOT APPLICABLE	拓展 Extension

**第三部分: 市場績效 ( M 系列)  
PART III : MARKET PERFORMANCE (SERIES M)**

**M1: 股東責任 M1:SHAREHOLDER RESPONSIBILITY**

M1.1	規範公司治理 Standardizing the corporate governance	P09	核心 Core
M1.2	最高治理機構及其委員會的提名和甄選過程 Nomination and selection process of the supreme governing body and its committees	P09-10	拓展 Extension
M1.3	反腐敗 Anti-corruption	P11-13	核心 Core
M1.4	合規信息披露 Compliant information disclosure	P11-13	核心 Core
M1.5	保護中小投資者利益 Protecting the interests of small and medium investors	P10	拓展 Extension
M1.6	成長性 Growth	P V - VI	核心 Core
M1.7	收益性 Profitability	P V - VI	核心 Core
M1.8	安全性 Safety	P V - VI	核心 Core

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**M2: 客戶責任 M2:CUSTOMER RESPONSIBILITY**

M2.1	提升產品 / 服務可及性 Improve the accessibility to products/services	P42	核心 Core
M2.2	產品 / 服務質量管理體系 Products/services quality management system	P40-42, 53-56	核心 Core
M2.3	產品合格率 Rate of qualified products	P40-42	核心 Core
M2.4	堅持創新驅動 Adhering to innovation-orientation	P08, 29-31, 50	核心 Core
M2.5	研發投入 R&D investment	P27-38	核心 Core
M2.6	新增專利數 Number of new patents	P29-31	核心 Core
M2.7	科技成果產業化 Industrialization of high-tech achievements	P32, 35-38	拓展 Extension
M2.8	嚴禁虛假或者引人誤解的宣傳 Strict prohibition on false or misleading promotion	P55	核心 Core
M2.9	產品知識普及或客戶培訓 Product knowledge promotion or customer training	P65-68	拓展 Extension
M2.10	潛在風險警示 Warning against potential risks	P39-42	拓展 Extension
M2.11	公平交易 Fair trade	P46, 55	拓展 Extension
M2.12	倡導可持續消費 Advocating sustainable consumption	P47-48	拓展 Extension
M2.13	客戶信息保護 Protection of customer information	P55	核心 Core
M2.14	主動售後服務體系 Proactive after-sales service system	P55-56	核心 Core
M2.15	積極應對消費者投訴 Actively addressing complaints from consumers	P56	核心 Core
M2.16	投訴解決率 Complaint settlement rate	P56	核心 Core
M2.17	止損和賠償 Loss prevention and compensation	P55-56	核心 Core
M2.18	客戶滿意度 Customer satisfaction	P VI, 42, 53-54	核心 Core

**M3: 伙伴責任 M3:PARTNER RESPONSIBILITY**

M3.1	誠信經營 Operating with integrity	P46	核心 Core
M3.2	經濟合同履約率 Performance rate of economic contracts	P11-12	拓展 Extension
M3.3	公平競爭 Fair competition	P46-47, 55	核心 Core
M3.4	戰略共享機制和平台 Strategic sharing mechanism and platform	P43-45	核心 Core
M3.5	尊重和保護知識產權 Respecting and protecting intellectual property rights	P51, 63	核心 Core
M3.6	助力行業發展 Empowering the industry development	P21-34	拓展 Extension

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M3.7	公平貿易 Fair trade	P46-47	拓展 Extension
M3.8	針對供應商的社會責任政策、倡議和要求 Supplier-specific social responsibility policies, initiatives and requirements	P46-48	核心 Core
M3.9	因為社會責任不合規被否決的潛在供應商數量 Number of potential suppliers rejected due to incompliance with social responsibilities	P47	拓展 Extension
M3.10	供應商社會責任日常管理機制 Routine management mechanism of supplier social responsibilities	P46-48	拓展 Extension
M3.11	供應商社會責任審查的流程與方法 Review procedures and methods of supplier social responsibilities	P46-48	核心 Core
M3.12	報告期內審查的供應商數量 Number of suppliers audited during the Reporting Period	P47	核心 Core
M3.13	因為社會責任不合規被中止合作的供應商數量 Number of suppliers terminated due to incompliance with social responsibilities	未納入指標體系 NOT INCLUDED IN THE INDICATOR SYSTEM	拓展 Extension
M3.14	供應商社會責任績效考核與溝通 Performance review and communication of supplier social responsibilities	P46-48	拓展 Extension
M3.15	供應商社會責任培訓 Supplier social responsibility training	P46-48	核心 Core
M3.16	供應商社會責任培訓績效 Supplier social responsibility training performance	P46	核心 Core
<b>第四部分：社會績效 ( S 系列 )</b> <b>PART IV : SOCIAL PERFORMANCE (SERIES S)</b>			
<b>S1: 政府責任 S1:GOVERNMENT RESPONSIBILITY</b>			
S1.1	守法合規體系建設 Establishment of compliance system	P11-12	核心 Core
S1.2	守法合規培訓 Compliance training	P12	核心 Core
S1.3	納稅總額 Total tax	P V	核心 Core
S1.4	參與全面深化改革 Participation in comprehensive deepening reform	不適用 NOT APPLICABLE	核心 Core
S1.5	帶動就業 Enhanced employment rate	P89, 93, 97	核心 Core
S1.6	報告期內吸納就業人數 Number of employees added during the Reporting Period	P94	核心 Core
<b>S2: 員工責任 S2:EMPLOYEE RESPONSIBILITY</b>			
S2.1	員工構成情況 Employee composition	P91-94	核心 Core
S2.2	平等僱傭 Employment equality	P97	核心 Core
S2.3	勞動合同簽訂率 Execution rate of labor contracts	P99	核心 Core
S2.4	民主管理 Democratic management	P97-98	核心 Core
S2.5	女性管理者比例 Proportion of female executives	P96	拓展 Extension
S2.6	僱員隱私管理 Employee privacy management	P99	核心 Core

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S2.7	反強逼勞動和騷擾虐待 Prohibition of forced labor, harassment and abuse	P97-100	拓展 Extension
S2.8	多元化和機會平等 Diversity and equal opportunities	P97-101	拓展 Extension
S2.9	每年人均帶薪年休假天數 Days of paid annual leave per employee	P98	核心 Core
S2.10	薪酬與福利體系 Remuneration and welfare system	P98	核心 Core
S2.11	職業健康管理 Occupational health management	P102-106	核心 Core
S2.12	工作環境和條件保障 Working environment and conditions guarantee	P65-68, 102-106	核心 Core
S2.13	員工心理健康援助 Mental health assistance to employees	P98-100, 102-105	拓展 Extension
S2.14	員工培訓體系 Employee training system	P101	核心 Core
S2.15	年度培訓績效 Annual training performance	P101	核心 Core
S2.16	職業發展通道 Occupational development channel	P101	核心 Core
S2.17	生活工作平衡 Balance between work and life	P102-105	拓展 Extension
S2.18	困難員工幫扶 Helping the needy employees	P100	拓展 Extension
S2.19	員工滿意度 Employee satisfaction	P98	核心 Core
S2.20	員工流失度 Rate of left Employees	P95	核心 Core
<b>S3: 安全生產 S3:PRODUCTION SAFETY</b>			
S3.1	安全生產管理體系 Production safety management system	P40-42	核心 Core
S3.2	安全應急管理機制 Safety emergency management mechanism	P106	核心 Core
S3.3	安全教育與培訓 Safety education and training	P106	核心 Core
S3.4	安全培訓績效 Safety training performance	P106	核心 Core
S3.5	安全生產投入 Production safety investment	未納入指標體系 NOT INCLUDED IN THE INDICATOR SYSTEM	核心 Core
S3.6	安全生產事故數 Number of production safety accidents	P41, 106	核心 Core
S3.7	員工傷亡人數 Number of casualties of employees	P106	核心 Core
<b>S4: 社區責任 S4:COMMUNITY RESPONSIBILITY</b>			
S4.1	社區溝通和參與機制 Community communication and participation mechanism	P108-112	拓展 Extension
S4.2	員工本地化政策 Employee localization policy	P93	核心 Core

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S4.3	本地化僱傭比例 Local employment ratio	P93-94, 96	核心 Core
S4.4	採購本地化政策 Local procurement policy	P46	核心 Core
S4.5	支持社區婦女、土著居民、農民、牧民和漁民的發展 Supports to development of women, aboriginal inhabitant, farmers, shepherds and fishermen in the community	P46, 109-120	拓展 Extension
S4.6	公益方針或主要公益領域 Public welfare policy or main public welfare areas	P109, 112-119	核心 Core
S4.7	建立企業公益基金基金會 Establishment of corporate public welfare fund/foundation	P108	核心 Core
S4.8	捐贈總額 Total amount of donations	P112	核心 Core
S4.9	打造品牌公益項目 Launch of brand public welfare projects	P113-119	拓展 Extension
S4.10	支持志願者活動的政策、措施 Policies and measures to support volunteer activities	P21, 120	核心 Core
S4.11	員工志願者活動績效 Performance of volunteer activities by employees	P112	核心 Core
S4.12	助力精準扶貧 Supports to accurate poverty alleviation	P110, 112 遠洋十一年來始終致力於教育扶貧，賦予貧困學生以知識可持續的脫離貧困。 Over the eleven years, Sino-Ocean has always been committed to poverty alleviation through education, empowering disadvantaged students with knowledge to tackle poverty sustainably.	核心 Core
S4.13	扶貧專項資金投入 Investment in special fund for poverty alleviation	P112	核心 Core
S4.14	脫貧人口數量 Number of people out of poverty	不適用 NOT APPLICABLE	核心 Core
<b>第五部分：環境績效 (E 系列)</b> <b>PART V : ENVIRONMENTAL PERFORMANCE (SERIES E)</b>			
<b>E1: 綠色管理 E1:GREEN MANAGEMENT</b>			
E1.1	環境管理體系 Environmental management system	未納入指標體系 NOT INCLUDED IN THE INDICATOR SYSTEM	核心 Core
E1.2	環保預警及應急機制 Environmental warning and emergency mechanism	P74	核心 Core
E1.3	環保技術研發與應用 Environmental technology research and application	P27-34	核心 Core
E1.4	環境指標統計核算體系方法 Environmental indicator statistical accounting system and methods	P17-18	拓展 Extension
E1.5	環保培訓和宣教 Environmental protection training and education	P74-78	核心 Core
E1.6	建設綠色供應鏈 Establishment of green supply chain	P86-88	拓展 Extension
E1.7	支持綠色低碳產業發展 Supports to development of green and low-carbon industries	P86-88	核心 Core
E1.8	環保總投資 Total investment in environmental protection	P35-36	核心 Core

序號 SERIAL NO.	指標內容 INDICATORS DESCRIPTION	在本報告中的位置 POSITION IN THIS REPORT	指標性質 INDICATORS CHARACTERISTICS
E1.9	應對氣候變化 Reaction to climate changes	P75	核心 Core
E1.10	碳匯 Carbon sink	不適用 NOT APPLICABLE	拓展 Extension
<b>E2: 綠色生產 E2:GREEN PRODUCTION</b>			
E2.1	綠色設計 Green design	P29-38	核心 Core
E2.2	採購和使用環保原材料 Procurement and use of environmentally friendly materials	P47-48	拓展 Extension
E2.3	節約能源政策、措施 Energy saving policies and measures	P77-85	核心 Core
E2.4	提高能源使用效率 Improvement of energy efficiency	P77-85	核心 Core
E2.5	全年能源消耗總量及減少量 Total annual energy consumption and reduction	P71	拓展 Extension
E2.6	單位產值綜合耗能 Comprehensive energy consumption per unit of production	未納入指標體系 NOT INCLUDED IN THE INDICATOR SYSTEM	核心 Core
E2.7	使用清潔能源的政策、措施 Policies and measures for using clean energy	P79-80	核心 Core
E2.8	清潔能源使用量或比重 Usage amount or proportion of clean energy	未納入指標體系 NOT INCLUDED IN THE INDICATOR SYSTEM	核心 Core
E2.9	節約水資源政策、措施 Water resources saving policies and measures	P78	核心 Core
E2.10	年度新鮮水用水量 Annual fresh water consumption	P72	核心 Core
E2.11	單位工業增加值新鮮水耗 Fresh water consumption per unit of industrial added value	P72	拓展 Extension
E2.12	減少廢氣排放的制度、措施或技術 Regulations, measures or techniques to reduce waste gas emissions	P78	核心 Core
E2.13	廢氣排放量及減排量 Waste gas emissions and discharge reduction	不適用 NOT APPLICABLE	核心 Core
E2.14	減少廢水排放的制度、措施或技術 Regulations, measures or techniques to reduce waste water discharges	不適用 NOT APPLICABLE	核心 Core
E2.15	廢水排放量及減排量 Waste water discharges and discharge reduction	不適用 NOT APPLICABLE	核心 Core
E2.16	減少廢棄物排放的制度、措施或技術 Regulations, measures or techniques to reduce waste emissions and discharge	P74-85	核心 Core
E2.17	廢棄物排放量及減排量 Waste emissions and discharges, and the reductions	P72-73	核心 Core
E2.18	發展循環經濟政策、措施 Policies and measures to develop circular economy	P84, P86-88	核心 Core
E2.19	循環經濟發展績效 Circular economy development performance	P87-88	核心 Core
E2.20	綠色包裝 Green packaging	不適用 NOT APPLICABLE	核心 Core



序號 SERIAL NO.	指標內容 INDICATORS DESCRIPTION	在本報告中的位置 POSITION IN THIS REPORT	指標性質 INDICATORS CHARACTERISTICS
E2.21	製成品所用包裝材料的總量（以噸計算）及（如適用）每單位佔量 Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced	不適用 NOT AVAILABLE	拓展 Extension
E2.22	綠色運輸 Green transportation	未納入指標體系 NOT INCLUDED IN THE INDICATOR SYSTEM	核心 Core
E2.23	產品 / 人力運輸過程中對環境的影響 Impact of product/human powered transportation on the environment	未納入指標體系 NOT INCLUDED IN THE INDICATOR SYSTEM	拓展 Extension
E2.24	減少溫室氣體排放的計劃及行動 Plan and actions of reducing greenhouse gas emissions	P74-85	核心 Core
E2.25	溫室氣體排放量及減排量 Greenhouse gas emissions and emission reduction	P72	核心 Core

**E3: 綠色運營 E3:GREEN OPERATION**

E3.1	綠色辦公措施 Green office measures	P85	核心 Core
E3.2	綠色辦公績效 Green office performance	P72-73	核心 Core
E3.3	生態恢復與治理 Ecological restoration and management	P84	拓展 Extension
E3.4	保護生物多樣性 Protection of biological diversity	P84	拓展 Extension
E3.5	零淨砍伐 Zero net deforestation	不適用 NOT AVAILABLE	拓展 Extension
E3.6	環保公益活動 Environmental-protection public welfare activities	P65-66, 120	核心 Core

**第六部分：報告後記（A 系列）  
PART VI: REPORTING AFTERWARD (SERIES A)**

A1	未來計劃：公司對社會責任工作的規劃 Future plan: Corporate planning for social responsibility work	P121-122	核心 Core
A2	關鍵績效表：企業年度社會責任關鍵數據的集中展示 Key performance indicators: Centralized presentation of annual CSR key data	P112	拓展 Extension
A3	企業榮譽表：企業年度社會責任重要榮譽的集中展示 Corporate awards: Centralized presentation of important annual CSR awards	P24	拓展 Extension
A4	報告評價：社會責任轉嫁或行業專家、利益相關方或專業機構對報告的評價 Reporting assessment: Assessment of reporting from social responsibility experts or industry experts, stakeholders or professional organizations	P135-136	拓展 Extension
A5	參考索引：對本指南要求披露指標的採用情況 Reference index: The application of the disclosure indicators required by this guide	P126-133	核心 Core
A6	意見反饋：讀者意見調查表及讀者意見反饋渠道 Opinions and feedbacks: Questionnaire for readers' opinions and feedback channel of readers' opinions	P122	核心 Core

## 附錄 3 APPENDIX 3

集團管控範圍內供應商遍佈全國各省市分佈情況：

DISTRIBUTION OF SUPPLIERS IN VARIOUS PROVINCES AND CITIES ACROSS THE COUNTRY WITHIN THE SCOPE OF CONTROL :

序號 SERIAL NO.	省份 PROVINCE	數量 QUANTITY
1	北京市 Beijing	2,291
2	上海市 Shanghai	1,106
3	重慶市 Chongqing	117
4	天津市 Tianjin	117
5	廣東省 Guangdong Province	1,662
6	河北省 Hebei Province	773
7	河南省 Henan Province	195
8	遼寧省 Liaoning Province	956
9	山東省 Shandong Province	516
10	浙江省 Zhejiang Province	967
11	貴州省 Guizhou Province	77
12	海南省 Hainan Province	130
13	黑龍江 Heilongjiang	21
14	吉林省 Jilin Province	221

序號 SERIAL NO.	省份 PROVINCE	數量 QUANTITY
15	山西省 Shanxi Province	180
16	陝西省 Shanxi Province	176
17	甘肅省 Gansu province	2
18	湖南省 Hunan Province	187
19	湖北省 Hubei Province	548
20	四川省 Sichuan Province	252
21	江蘇省 Jiangsu Province	887
22	福建省 Fujian Province	145
23	江西省 Jiangxi Province	119
24	雲南省 Yunnan Province	77
25	廣西 Guangxi	18
26	內蒙古 Neimenggu	1
27	寧夏 Ningxia	14
28	新疆 Xinjiang	1

## 《遠洋集團 2018 年度可持續發展報告》評級報告

受遠洋集團控股有限公司委托，“中國企業社會責任報告評級專家委員會”抽選專家組成評級小組，對《遠洋集團 2018 年度可持續發展報告》（以下簡稱《報告》）進行評級。

### 一、評級依據

中國社會科學院《中國企業社會責任報告指南（CASS—CSR 4.0）》暨“中國企業社會責任報告評級專家委員會”《中國企業社會責任報告評級標準（2019）》。

### 二、評級過程

1. 評級小組審核確認《報告》編寫組提交的《企業社會責任報告過程性資料確認書》及相關證明材料；

2. 評級小組對《報告》編寫過程及內容進行評價，擬定評級報告；

3. 評級專家委員會副主席、評級小組組長、評級小組專家共同簽署評級報告。

### 三、評級結論

過程性 (★★★★★)

公司成立可持續發展管理委員會，可持續發展管理部門牽頭成立報告編寫組，副總裁把控報告整體方向，總裁負責報告的最終審定；將報告定位為滿足信息合規披露、提高社會責任管理水平、輔助提升市值管理的重要工具；編制《遠洋集團可持續發展報告編寫規範》等 14 項制度文件，並利用管理軟件 EIP 開展指標信息收集；計劃在公司官網和香港聯合交易所網站發布報告，並將以電子版、印刷品、中英文版等形式呈現報告，過程性表現卓越。

實質性 (★★★★★)

《報告》系統披露了貫徹宏觀政策、確保房屋質量、合規拆遷與老城區保護、噪音污染控制、廢棄物循環利用、綠色建築等房地產關鍵性議題，敘述詳細充分，具有卓越的實質性表現。

完整性 (★★★★☆)

《報告》主體內容從“築·就客戶健康”“築·就健康環境”“築·就健康人才”“築·就社區健康”等角度系統披露了房地產核心指標的 85.40%，完整性表現領先。

平衡性 (★★★★★)

《報告》披露了“員工死亡人數”“較大及以上級別安全事故”“涉及貪污的重大訴訟案件”“員工違紀事件”“侵犯原住民權利事件數”“員工流失人數”等負面數據，並簡要披露“部分營銷人員套取勞務工資事件”的起因、經過和處理結果，具有卓越的平衡性表現。

可比性 (★★★★★)

《報告》披露了“客戶滿意度”“員工總數”“安全檢查合格率”“百萬平米事故率”“基金會捐贈”“志願者人數”“扶貧相關投入”等 79 個關鍵指標連續 3 年的對比數據，並就“2018 中國房地產上市企業 30 強（地產 G31）”“2018 中國房企品牌價值 TOP20”“2018 綠色地產（商業）TOP10”進行橫向比較，可比性表現卓越。

可讀性 (★★★★★)

《報告》主體分為四大篇章，系統呈現了企業對客戶、環境、員工、社區四個重要內外利益相關方的履責實踐，在回應相關方期望的同時展現了企業對履行社會責任的深刻理解；開篇設置“遠洋的 2018”，集中呈現年度關鍵責任績效，提升了報告的悅讀性；章節跨頁嵌入敘述性引言，便于讀者快速把握章節內容，提綱挈領，提升了報告的易讀性；篇章頁採用虛擬動畫的設計風格，勾勒企業業務場景，提升了報告的辨識度，具有卓越的可讀性表現。

創新性 (★★★★☆)

《報告》積極響應“美麗中國”等國家重要發展戰略，凸顯了對貫徹宏觀政策的履責追求與責任擔當；巧妙融入卡通設計元素，創新關鍵績效呈現形式，凸顯了企業履責亮點績效；邀請第三方機構為報告提供專業化建議，既提升了企業社會責任管理意識和高度，又增強了報告編制工作的規範性和可信度，創新性表現領先。

綜合評級 (★★★★★)

經評級小組評價，《遠洋集團 2018 可持續發展報告》為五星級，是一份卓越的企業社會責任報告。

### 四、改進建議

1. 增加行業核心指標的披露，進一步提高報告的完整性。

2. 增強報告內容和設計的表现形式，進一步提升報告的創新性。

評級專家委員會副主席

魏紫川

評級小組組長

鍾宏武

評級小組專家

任姣姣

過程性評估員 任姣姣

出具時間：2019 年 5 月 31 日



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## RATING REPORT OF “SUSTAINABLE DEVELOPMENT REPORT 2018 OF SINO-OCEAN GROUP”

Upon the request of Sino-Ocean Group Holding Limited (“Sino-Ocean Group”), the Chinese Expert Committee on CSR Report Rating invited experts to form rating team to rate the “Sustainable Development Report 2018 of Sino-Ocean Group” (hereinafter referred to as “the Report”).

### I. Rating Criteria

“Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises (CASS-CSR 4.0)” of the Chinese Academy of Social Sciences & the “Rating Standards for Corporate Social Responsibility Report of Chinese Enterprises (2019)” of “Chinese Expert Committee on Corporate Social Responsibility Report Rating”.

### II. Rating Process

1. The rating team reviews and confirms the “Process Data Confirmation of Corporate Social Responsibility Report” and relevant supporting materials submitted by the “Report” preparation team;

2. The rating team conducts evaluation on the preparation process and the content disclosed by the “Report”, and then drafts the rating report;

3. The Vice Chairman of the Rating Expert Committee, the leader and experts of the rating team jointly sign the rating report.

### III. Rating Results

Process (★★★★★)

The company established the Sustainability Management Committee. The Sustainability Management Department takes the lead in setting up the report preparation team. The Group's vice president controls the overall direction of the report and the president is responsible for the final review of the report; the Report is positioned as an important tool to meet the information compliance disclosure, improve the level of social responsibility management, and assist in the improvement of market value management; the company prepares 14 institutional documents such as the “Specifications for the Preparation of the Sustainable Development Report of Sino-Ocean Group”, and uses the management software EIP to collect indicator information; it plans to publish reports on the official website of the company and the website of Stock Exchange of Hong Kong, and presents reports in electronic, print and other formats in both Chinese and English with excellent procedural performance.

Materiality (★★★★★)

The Report systematically discloses key industrial issues in the implementation of macro policies, ensuring the quality of housing, compliance with demolition and old-town protection, noise and pollution control, recycling of waste materials and green construction etc. in a detailed and adequate manner with excellent substantive performance.

Integrity (★★★★☆)

The main contents of the “Report” systematically disclose 85.40% of the core indicators of the real estate industry; it operates within from the perspectives of “Building Health for Customers”, “Building A Healthy Environment”, “Building Healthy Human Capital” and “Building Health Communities”, with excellent performance of its integrity.

Balance (★★★★★)

The “Report” discloses “number of employee deaths”, “number of work accidents attributable to major and above”, “number of major litigations involved in corruption”, “employee's violation of discipline”, “number of infringement cases of indigenous people's rights”, “employee turnover” and other negative data information, and briefly discloses the cause, process and handling result of “some marketers' withdrawal of the labor wages”, with excellent balance performance.

Comparability (★★★★★)

The “Report” discloses the comparison data of 79 key indicators for more than 3 consecutive years, including “client satisfaction”, “total number of employees”, “qualification rate for safety check”, “accident rate per 1 million square meters”, “donation of foundation”, “number of volunteers” and “investment in poverty relief” and compares horizontally with the same industry with respect to such data as the “Top 30 Listed Real Estate Enterprises in China in 2018 (real estate G31)”, “TOP 20 Chinese Enterprises with Good Brand Value in 2018” and “Top 10 Green Real Estate Enterprises (Businesses) in 2018” and other data, with excellent comparability performance.

Readability (★★★★★)

The main body of the Report is divided into four chapters, which systematically presents the company's practice of responsibility fulfillment to the four important internal and external stakeholders namely customers, the environment, employees and the community. It responds to the expectations of relevant parties and demonstrates the company's deep understanding of social responsibility fulfillment; it sets up “Sino-Ocean 2018”, focusing on the annual key responsibility performance and improving the readability of the report; the chapter contents are also interspersed with the “Narrative Introduction” sections to facilitate the readers to quickly grasp the chapter content and outline, improving the readability of the report; the chapter page uses the design style of virtual animation to outline the business of the company, enhancing the recognition of the Report, with excellent readability performance.

Innovativeness (★★★★☆)

The “Report” actively responds to important national development strategies such as “Beautiful China”, highlighting the pursuit of responsibility fulfillment for implementing macroeconomic policies; skillfully integrates cartoon design elements, innovates key performance presentation forms and highlights the performance of the company's responsibility fulfillment; invites a third-party institution to provide professional advice on the Report, which not only enhances the awareness and height of corporate social responsibility management, but also improves the standardization and credibility of the report preparation work, with leading innovative performance.

Overall Rating (★★★★★)

According to the rating team's assessment, “Sustainable Development Report 2018 of Sino-Ocean Group” is awarded a rating of five star, and it is an excellent corporate social responsibility (CRS) report.

### IV. Improvement Suggestions

1. To enhance the disclosure of key indicators of the industry and further improve the integrity of the report;

2. To enhance the expression form of the content and design of the report and further improve the innovativeness of the report.

Vice President of Chinese Expert Committee on CSR Report Rating

魏紫川

Leader of the Rating Team

鍾宏武

Expert of the Rating Team

任姣姣

Process Evaluator Ren Jiaojiao

Issuance date: May 31, 2019



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中国企业社会责任报告  
评级专家委员会  
Chinese Expert Committee on CSR Report Rating

## 遠洋集團控股有限公司

SINO-OCEAN GROUP HOLDING LIMITED

(於香港註冊成立的有限公司)

(Incorporated in Hong Kong with limited liability)

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Sino-Ocean Charity foundation: [www.sinooceanf.com](http://www.sinooceanf.com)



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