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Environmental, Social and Governance Report

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Chairman's Message

Though geopolitical tensions and tightening monetary conditions persisted throughout 2023, the Group's increasing resilience enabled it to continue to build on core competencies by advancing to an Integrated Brand Experience business model and adopting a Content, Community, Creative and Data strategy into our business solutions. As a result, Pico sustained its growth while enhancing organisational performance.

The Group's approach to sustainability via Responsible Business Practices, Environment, Employees and Communities remains firmly integral to its operations and business. We are proud to announce that key sustainability performance indicators across the full spectrum of our operations improved compared to 2022.

Initiatives such as our centralised deployment centre model and PowerONE unified IT system embedded with AI have proven effective in identifying partners and vendors which meet strong standards of sustainability, transparency and integrity, and in creating opportunities to work with them. The Group's digital and technical prowess allows us to provide integrated web3 solutions for clients as an engaging and sustainable alternative to hosting physical projects.

Operating under the environmental principles of 'reduce, reuse and recycle', the use of solar energy at Group sites was increased. This, along with continuing eco-friendly practices at offices and production facilities, enabled us to reduce greenhouse gas emissions in 2023 to 1.25 tonnes per employee (2022: 1.52 tonnes per employee).

The Group's ongoing efforts to develop talent and cultivate a high-performing culture were key contributors to its strengthened organisational resilience. A structured five-year career path is planned for every employee to maximise their potential and performance. A training programme in collaboration with a university was completed in 2023, and has already boosted skill standards in the industry. In 2023, the Group maintained a good safety record, with a zero accident rate. It also maintained a diverse workforce, with a female-to-male ratio of 47:53 (2022: 45:55).

Under the Pico Global Care in Action initiative, Group staff are encouraged to organise activities such as fundraising for worthy charities, donations to those in need, and visits to schools in deprived areas. It is the Group's way of engaging with and giving back to communities, helping people build better lives, and fostering employee development.

The Group regards its commitments to the environment, employees and communities as being vital and integral to its goals as a business. By giving back, offering care and support to people and the environment, we help to ensure not only a viable planet and a healthy society, but our own place in the future.

Lawrence Chia Song Huat
Chairman
Pico Far East Holdings Limited



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Sustainability at a Glance

Driving Business Excellence

Celebrating **50+** years of business success

Operations in **36** cities worldwide

About **40** international awards

Nurturing Talent

Some **2,300** permanent employees worldwide

Workforce by gender:

Female: **47%**

Male: **53%**

Workforce by age:

Under 40: **60%**

40 and above: **40%**

Caring for Communities

Designated as a Hong Kong 'Caring Company'

for **16** consecutive years

Caring for the Environment

Total energy use was **5,743,806** kWh,
or **2,241** kWh per employee in our main operations*

Total carbon emissions were **3,196** tonnes,
or **1.25** tonnes per employee in our main operations*

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

Unless otherwise stated, information in this section applies to the financial year ended 31 October 2023.

About this Report

Corporate Profile

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

Our uniqueness and strengths lie in the diversity of some 2,300 inspired professionals working in 36 cities worldwide. At Pico, we incorporate our Content, Community, Creative and Data strategy into cross-platform campaigns to create extraordinary experiences and powerful activations, engaging target audiences in every way. We call it Total Brand Activation.

Our Integrated Brand Experience business model is the key to building resilience and sustaining growth in today's fast-changing world, which refers to the creation of strategically coordinated cross-platform solutions with experiences that make audiences feel empowered, meaningfully engaged and interconnected. Guided by extensive data analysis, we continue to engage our entire spectrum of expertise to devise highly integrated activations. Pico's success and leadership is built on innovation and a forward-looking willingness to embrace change. It all begins with defining our purpose, vision and mission, and values and culture. The objective is to build a resilient organisation that can move with the times and overcome challenges.

Since the establishment of Pico Group, our business model has evolved continuously to sustain our lead in the markets where we operate. In recent years, our transformation has been guided by these overarching strategies:

- Business model resilience: Building on our core competency by investing in a data strategy and advancing our Content, Community, Creative and Data strategy.
- Operational and technological resilience: Building a data-driven enterprise for operational excellence.
- Organisational resilience: Developing talent for future growth and cultivating a high-performing organisation that can meet its goal and objectives.
- Financial resilience: Strengthening the foundations to protect the value of our organisation.

During the year, Pico took a variety of actions to maintain its desired corporate culture. Internally, we periodically broadcast group strategies and thought leadership, celebrate staff achievements and circulate news and highlights including updates on AI and other technological applications. By ensuring information and know-how flows freely at every level of the Group, we ensure that everyone's aims and efforts are in alignment while promoting our culture of forward-looking willingness to embrace change. Feedback and comments from staff also aided the Board in decision-making and forming strategy.

Core Business

The Pico Difference

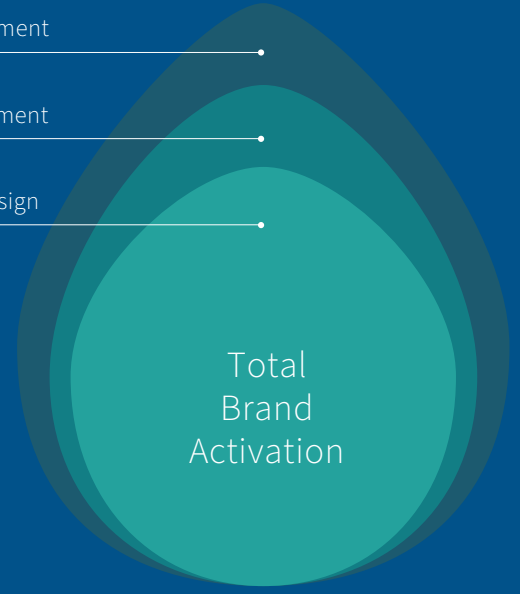
Brand Engagement

Digital Enablement

Experience Design

Total
Brand
Activation

Brand Impact



Our Approach

As we strive to achieve our mission of ‘delivering tomorrow’s impactful experiences today’, we are guided by the principle of creating value for stakeholders with sustainable business practices and compliance with Environmental, Social and Governance (‘ESG’) standards. We are committed to:

- Managing our operations whilst caring for the environment through innovative business offerings and reduced operational wastage.
- Nurturing our employees as individuals to create a rewarding, safe and healthy environment, and a workforce that embraces diversity, equity and inclusion.
- Engaging stakeholders impacted by our business, including regulators, shareholders, clients, partners and communities.

Our commitment to sustainable operation is fulfilled by the Pico Global Care in Action initiative and underpinned by responsible business practices which respect our diverse stakeholders and serve our communities. Pico Global Care in Action aids in managing our impact on the environment, supporting environmental sustainability, and attracting and nurturing a team of energetic specialists who embrace change.



The Pico Group is committed to working with its partners in long-term, mutually respectful relationships. By conducting business responsibly and ensuring optimal results for clients, stakeholders, communities and the environment, we contribute to building a better world for us all.

The United Nations has developed 17 overarching Sustainable Development Goals ('SDGs') for a better and more sustainable future. Pico's management framework uses them as a blueprint for sustainable strategies which are relevant to and materially impact our business and stakeholder interests.

The SDGs which most closely fit with our business model are outlined below with explanatory details in the corresponding sections.



From this basis, processes are put into place to devise initiatives, set targets and review performance:

- 1. Establish ESG governance**
Ensure ESG governance structure is in place.
- 2. Level setting**
Agree on Pico-specific definition of ESG.
- 3. Assessment**
Determine strategically important ESG risks and opportunities through engagement with stakeholders – including management and employees.
- 4. Integration**
Integrate important risks into business strategies and risk management processes.
- 5. Monitoring and evaluation**
Create internal mechanisms to monitor and oversee management of ESG issues.
- 6. Communication**
Ensure proper disclosure of ESG risks, measures taken and progress towards targets, and shape key ESG messages.
- 7. Continuous improvement**
Review, refine and revamp, as required.

Report Scope and Boundaries

This is the ESG report of Pico Far East Holdings Limited and its subsidiaries (the ‘Pico Group’, ‘Pico’ and ‘the Group’). It details the Group’s ESG commitments, managerial approach to ESG, and overall ESG performance between 1 November 2022 and 31 October 2023 (the ‘reporting period’), a period which matches the financial year of the Group. This is the same period covered in the Group’s annual report. For a more complete picture of the Group, this report should be read in conjunction with the Annual Report.

To highlight the Group’s care and respect for employees, communities and the environment, this report covers the Group’s global operations during the above reporting period, unless otherwise stated. The Group utilised stakeholder engagement to define its organisational boundaries for calculating environmental and social performance.




This report has been prepared in accordance with the requirements of the Environmental, Social and Governance Reporting Guide (the ‘Guide’), Appendix C2 of the Rules Governing the Listing of Securities on HKEX.

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

We will continue to communicate our progress and gradually enhance the transparency and scope of our sustainability performance in future reports.

Reporting Principles

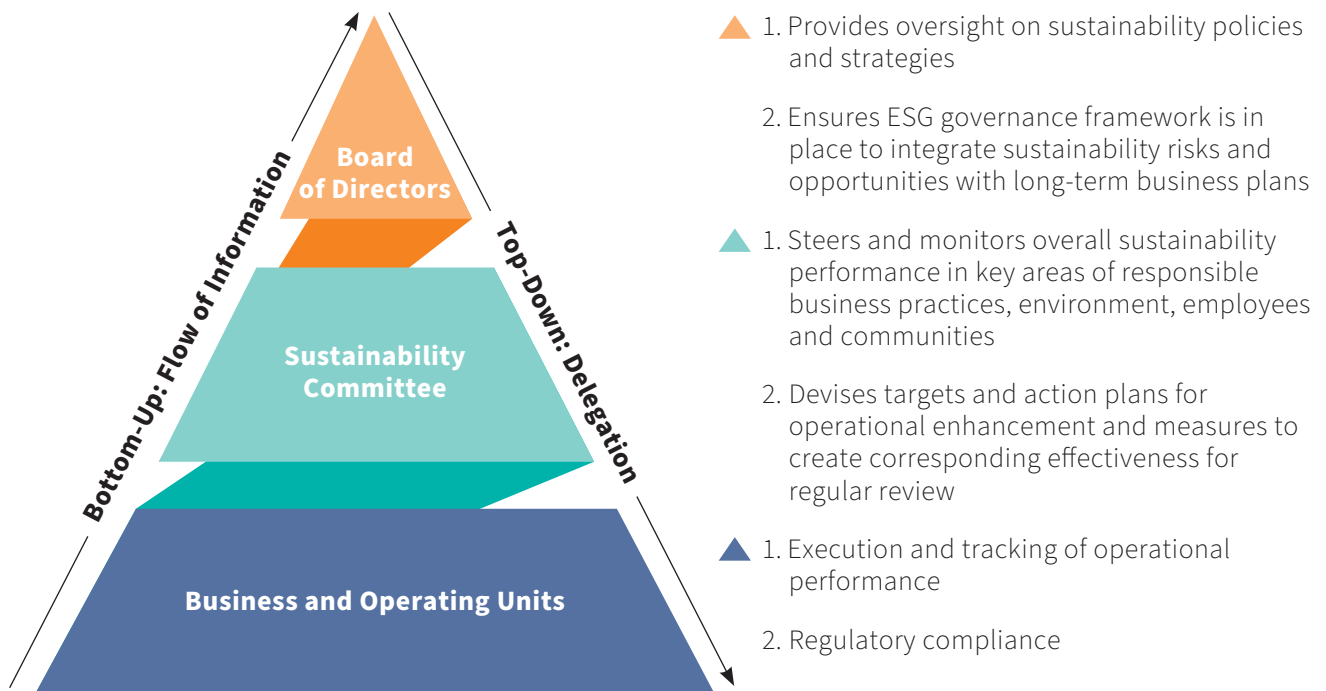
This report has been compiled in accordance with the following principles:

 <h3>Materiality</h3> <ul style="list-style-type: none"> (i) The process which identifies and the criteria for the selection of material ESG factors; (ii) A description of significant stakeholders identified, and the process and results of the stakeholder engagement. 	 <h3>Quantitative</h3> <p>Information on the standards, methodologies, assumptions and/or calculation tools used, and source of conversion factors used, for the reporting of emissions/energy consumption.</p>	 <h3>Consistency</h3> <p>Consistent approaches are used wherever possible to calculate these Key Performance Indicators (‘KPIs’). Any modifications that may have an impact on a meaningful comparison will be declared.</p>
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Governance Structure

The Group is governed by a Board of Directors (the ‘Board’) comprising three executive directors, including the Chairman, and four independent non-executive directors during the reporting period. The Board is responsible for ensuring that the Group’s strategic direction and policies will effectively deliver its sustainability-related initiatives. Board members are committed to ensuring that our business operates responsibly and that the Group acts in the best interest of stakeholders and shareholders.

The Board delegates day-to-day management of all ESG aspects of our operations to a Sustainability Committee, which includes representatives of senior management from various segments of our operations. The Committee tracks ESG-related goals, targets and performance, and compares them to industry benchmarks and historical data to ensure their continued relevance. Further, the Committee oversees the consistent collection of data and conducts periodic audits to verify accuracy. Finally, it leads our long-term ESG strategic development and reports at regular intervals to the Board, offering comprehensive insights on our ESG initiatives’ effectiveness and efficiency.



The Board’s Statement

The Board recognises the significance of effective sustainability practices and has created an ESG management framework for all important business decisions. The Board is ultimately responsible for setting our ESG strategic direction, policies and reporting, and for overseeing the treatment of all ESG issues.

The Board delegates day-to-day management of all ESG aspects of our operations to the Sustainability Committee, which regularly evaluates, prioritises and manages ESG-related issues. The Committee also ensures that appropriate and effective ESG risk management and internal control systems are in place.

The Board holds meetings and engages in discussion with the Sustainability Committee at least annually on the effectiveness of ESG risk management and internal control systems, and the progress made toward ESG-related goals. The related impacts and implications to the Group’s businesses are also considered during these discussions.

Stakeholder Engagement and Materiality Assessment

The Group maintains a thorough understanding of stakeholders’ perceptions and expectations regarding ESG-related issues. The Group gains this by engaging stakeholders – including employees, clients, regulators, suppliers, shareholders and communities – in open and ongoing dialogue in the form of staff meetings and annual general meetings, and via client services and other channels. By collecting and assessing their input, the Group can accurately devise ESG management strategies focused on areas which materially impact both stakeholders and Pico operations, thus creating sustainable value for stakeholders. The disclosures in this ESG report reflect the primary interests and concerns of these stakeholders during the reporting period, and are prioritised accordingly. Pico’s business conduct is fundamentally governed by our Responsible Business Practices. The other areas of focus are Environment, Employees and Community Engagement.

Focus	Topic
<p>Responsible Business Practices</p>	<ul style="list-style-type: none"> Building Resilience Product and Service Quality Ethical Conduct Intellectual Property Rights Protection Confidentiality, Privacy and Data Protection Managing the Environmental and Social Risks of our Supply Chain
<p>Environment</p>	<ul style="list-style-type: none"> Protecting the Environment Environmentally-Friendly Solutions Emissions and Waste Management Joining Clients to Support Environmental Sustainability Promoting Environmental Protection in Communities Climate Change
<p>Employees</p>	<ul style="list-style-type: none"> Employer of Choice Diversity, Equity and Inclusion Labour Standards Employee Health, Safety and Well-Being Talent Acquisition and Development
<p>Communities</p>	<ul style="list-style-type: none"> Engaging with Communities Joining Clients to Support Communities Joining Clients to Support Economic Development and Foster Innovation



RESPONSIBLE BUSINESS PRACTICES

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

Committing to best practices not only ensures the success of a business, but encourages others in the industry to follow its lead. Pico Group's clear commitment to responsible business practices underpins its purpose, strategy, reputation and ability to deliver long-term shareholder returns.

Building Resilience

The instability and uncertainty that became the global business norm in the last few years also catalysed change in consumer behaviours and expectations. By utilising the inherent flexibility of our Integrated Brand Experience model and the experience and diverse talent of our people, Pico has responded to these difficult conditions with resilience and prompt effectiveness.

Our diverse range of capabilities allows us to offer clients a wide array of innovative brand activation solutions that are responsive to current trends and target audiences. These solutions often integrate immersive digital technologies, such as AI, AR and web3 into events. Additionally, the precise gathering, analysis and utilisation of targeted data plays a crucial role in ensuring the effectiveness of our brand solutions and tangible value creation, and on a broader scale, contributes to the Group's growth as a data-driven enterprise.

Given the continual evolution of technology and consumer behaviour, we anticipate that such digital approaches will sustain their significance in the activation landscape. Committed to innovation, we provide clients with effective digital solutions that forge meaningful connections with their audiences. We bridge between virtual and reality by connecting online and offline experiences. It aids us in adapting to market demands and keeping up with client/consumer expectations.

Notable digital/hybrid projects with Pico involvement during the reporting period include:

25th Arabian Gulf Cup Opening and Closing Ceremonies **Basra, Iraq**



With Iraq hosting the Arabian Gulf Cup football tournament after a hiatus of over four decades, the Iraq Football Association commissioned Pico Bahrain to orchestrate the opening and closing ceremonies in Basra. The result used cutting-edge technology such as 3D projections, lasers and AR as well as fireworks in a spectacular celebration of Iraqi culture, Gulf unity and sporting camaraderie. Services included event design, multimedia production, AR broadcasts and more. The ceremonies wowed over 65,000 attendees and engaged viewers worldwide with a spectacle that showcased Iraq’s heritage as a pioneer of writing and the wheel.

The Big Game Came to Us (Super Bowl LVII) **Arizona, USA**



State Farm, a major US insurance company, revolutionised Super Bowl advertising with a TikTok-focused, social media-driven campaign. It expanded the power of naming rights by engaging with fans attending Super Bowl LVII at State Farm Stadium as well as those watching at home. Partnering with TikTok influencer Khaby Lame, ‘The Big Game Came to Us’ campaign centred on a TikTok Hero Post which gained over 220 million views – surpassing Super Bowl live viewership in the US. Pico Group’s Infinity Marketing Team oversaw the campaign, which included hybrid solutions, a gamified #StateFarmStadiumChallenge and a 360-degree out-of-home campaign. The latter generated over a million impressions in 28 days. The innovative approach exceeded expectations and redefined how naming rights can drive awareness at premier sporting events.

ZGC Forum **Beijing, China**



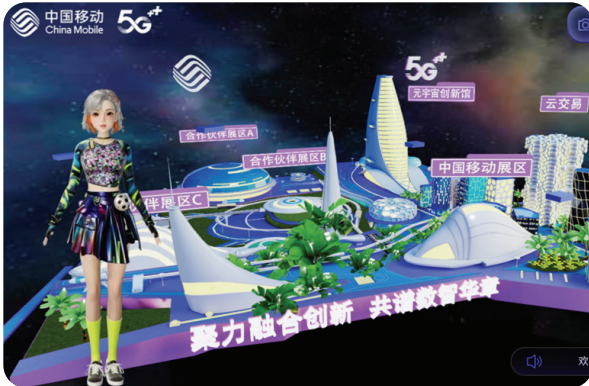
The ZGC Forum in Beijing showcased cutting-edge technology and green solutions and more. Pico Beijing provided comprehensive support, including event planning, AR navigation, AR photography and online VR exhibition halls. An AR navigation system used 3D modelling and visual recognition to ensure accurate wayfinding. Meanwhile, an AR photography app allowed visitors to enhance their photos with virtual effects. The online VR exhibition hall featured AI virtual guides and a search function for remote attendees. Our immersive tech solutions enhanced the visitor experience, bridging the gap between virtual and real interaction. The integration of these high-tech elements helped the Forum attract nearly 80,000 visitors over its five-day duration.

Web3 solutions

A major achievement of the Group is its offering of a diverse range of web3 services and metaverse solutions enabling clients to activate their projects and connect with customers in the web3 world. The Group will increasingly embrace web3 principles and capabilities to further elevate our offerings and expand our impact in the future.

China Mobile Global Partners Conference Metaverse Platform

China



For its 10th anniversary, the China Mobile Global Partners Conference went virtual in real time in December 2022, showcasing China Mobile and its partners' digital innovations. PIXELS, a member of Pico Group, used the metaverse platform to provide the event's 'backbone' and used technologies such as 5G, Ultra HD and VR to create an immersive gamified experience for participants.

A key feature of the event was the metaverse Innovation Pavilion. There, participants were immersed in a gamified world where they could earn '5G energy' by completing treasure hunts, creating posters, taking online photos and engaging in other tasks. Their accumulated 'energy' could be exchanged for exclusive digital avatar accessories.

Honeywell Metaverse Innovation Summit

China



Held over three days on the metaverse platform, this summit focused on core themes of innovation, technology and ecosystems while hosting the launch of eight new products and solutions. The event demonstrated Honeywell's digital innovation capabilities as well as its cooperation with industry partners in China's digitalisation. PIXELS was appointed to provide metaverse services.

At the summit, visitors could create their own digital avatars to send texts and perform a range of expressions, movements and gestures as they interacted and explored. Highlights included six digital display boards and activities such as making posters, earning points through daily check-ins, sharing invitations with friends, redeeming prizes, and entering into lucky draws.

CM Financial Technology Metaverse

China



CM Financial Technology ("CMFT") is committed to expanding its business while demonstrating its innovative capabilities. To this end, the brand entrusted PIXELS and its metaverse services to create an impressive CMFT metaverse platform for a December 2022 debut.

The platform features a main island and multiple sub-islands. Using digital twin technology, the project team also generated CMFT's first AI employee to provide visitors with voiceover guided tours and other useful information about the brand's business advantages. Visitors could even interact with the AI employee, giving the experience an engaging – and entertaining – edge. The platform also supports login from both mobile devices and computers, opening it up to a very wide range of visitors.

Product and Service Quality

Client satisfaction

Client satisfaction is crucial to our success. Our aim is to be our clients’ partner of choice, and work constantly to improve our standard of service. Satisfied clients bring repeat and referral business with positive word-of-mouth.

For many years, we have used surveys and a dedicated mailbox as tools for receiving feedback and gauging client satisfaction. The Group’s Client Care Centre (‘CCC’) centralises management of client data and surveys for all our subsidiaries globally. All responses are reviewed by the CCC and brought to management attention promptly to ensure that clients are assisted as soon as possible.

The CCC seeks client feedback after each project delivery through a standardised electronic survey. As well as a general score on overall satisfaction, the survey asks for open-ended comments from clients. From 2021, the CCC has also implemented a Net Promoter Score (‘NPS’), which asks clients to rate the likelihood of recommending our company to friends or colleagues.

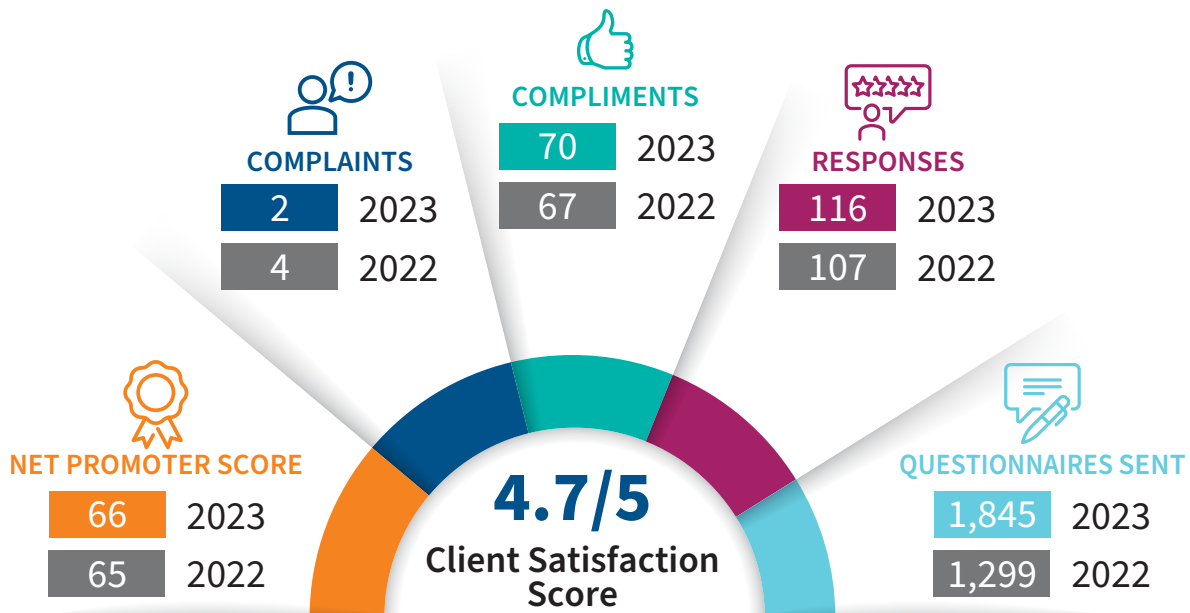
Our survey questionnaire is available in several languages, including Chinese, English, Japanese and Korean. During the reporting period, we again reached out to 1,845 clients with the survey. The results showed an overall satisfaction level of 4.7 (out of a maximum 5), and a NPS of 66*.

* Bain & Company created the Net Promoter Score and the Net Promoter System to help companies earn customer loyalty and inspire employees. According to Bain & Company, any NPS score above 0 is ‘good’. It means your audience is more loyal than not. Any score above 20 is considered ‘favourable’, and above 50 is ‘excellent’.

During the reporting period, we received 70 compliments by letter, email and other formats across the survey response, as well as two complaints or items of negative feedback. All were subsequently resolved.

The Group maintains an open attitude to handling complaints, as they frequently offer an honest assessment of our services and processes. Complaints are thus a valuable resource, indicating where improvements can be made and how recurring problems may be avoided. Data on complaints and resolutions also aids us in training and process improvements which enable us to outperform our competition. We are grateful for our open, honest and forthcoming relationships with our clients.

We also regularly publish a list of staff members who have received compliments from clients. Through such encouragement and case-sharing, we create a positive client service culture in the Group.



Client testimonials



BHP

“ Pico provided exceptional service in designing, constructing and operating our debut CIIE booth, playing a critical role in ensuring its success. We extend our appreciation to the project team for their creativity, customer-centric approach, attention to detail and overall professionalism. During the Expo, the team were always available to provide whatever assistance was needed. Our colleagues at BHP are highly satisfied with their exemplary service. ”

Huawei

“ The Huawei Device CITE 2023 project was a success, thanks to the collaborative efforts of the Huawei and Pico team. Overall, the booth received great praise from both the organiser and visitors. The design requirements were highly demanding, the schedule was tight, and the construction timeframe was short. Despite the challenges, the Pico team demonstrated their dedication by working overtime to ensure the highest standards of quality. Their professionalism and enterprising spirit played a crucial role in the smooth execution of the project. ”



**National Climate Change Secretariat,
Prime Minister’s Office –
Strategy Group, Singapore**

“ The Pico team worked closely with the COP27 Singapore Pavilion team on the conceptualisation, programming, design and build phases for this project. We are grateful that the good teamwork, open communication and support offered by Pico enabled us to achieve the project’s objectives and make Singapore’s inaugural offering at COP27 a success. The COP27 Singapore Pavilion team would like to extend our sincere appreciation for all the effort put in to represent the best that Singapore has to offer on an international stage. ”



Vatech

Most participants commented on how the booth’s luxurious high-tech interior was like a major electronic show. Messe Frankfurt’s officials also made a special visit to Vatech and praised it as the best and most inspiring design of all IDS exhibition halls.

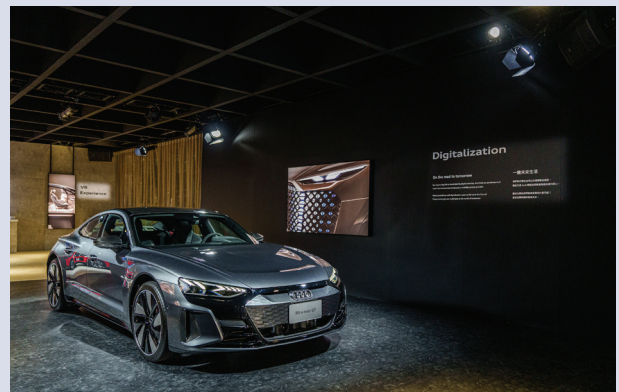


YPO

It was a great pleasure to work with the Pico team, and I don’t think such a successful and high-quality event would have been possible without their efforts. I was particularly impressed by the hybrid meeting arrangements, the interview shooting, video production and editing, and the team-building activity. Your flexibility and quick responses to our needs are rarely found from other vendors.

Audi Taiwan

Your contributions were vital to our project’s success. I was very impressed with your team and appreciate your leadership and skill in coordinating among agencies. I must also commend your flexibility and capacity to run a number of events, which have tremendously increased since 2022. Even though we finished House of Progress in July, we still look forward to experiencing more milestones with your team.



Standards of production and business operation

We are committed to delivering the highest standards of quality, health and safety. Measures implemented to ensure this include:

- Standardising processes at our production plants.
- Establishing Disaster Management Guidelines.
- Upgrading and improving capabilities through quality management programmes and certification processes such as ISO 9001 Quality Management Certification. More accreditations are listed in the 'International Excellence' section of this report.

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

Creating efficiencies through new services and innovations

In the more than 50 years since the establishment of Pico Group, we have continually transformed our business to sustain our lead in the markets where we operate. Currently, during this ongoing period of global economic uncertainty and fast-changing market and client expectations, the 'Go Digital' and 'One Pico' strategies we implemented several years ago have enabled us to quickly pivot the solutions we offer and successfully meet demand wherever it is found.

The progressive, industry-leading initiatives launched by the Group in previous years continued to bear tangible results during the reporting period. Our centralised deployment centre model, which consolidates project management, procurement and production processes, improved our gross margin in operations in northern and southern China, including Hong Kong. It remains as a unique competitive advantage that creates value for all our stakeholders. Currently we are developing systems to ensure a seamless and transparent vendor management process.

All systems, processes and data are being integrated under our AI-embedded 'PowerONE' unified IT system to boost the efficiency and effectiveness of the Group's business processes and operations. Commenced several years ago with automation and a centralised data repository, PowerONE is being expanded with advanced data analytic technologies, a supplier relationship management system and customer relationship management, and is being rolled out across the whole Group.

Ethical Conduct

All individuals associated with Pico are required to conduct themselves in accordance with the letter and spirit of our ethical code, anti-corruption practices, anti-money laundering policies, and other policies and guidelines. Under no circumstances do we offer or accept bribes or similar types of consideration, directly or indirectly, during the course of business. Measures implemented under the Group's Code of Ethics and Business Conduct include:

- Regular staff training programmes for anti-corruption practices, sound operational practices and business ethics.
- The 'Pico Whistle-blower Line' encourages the reporting of any suspected ethical violations. All reports will be taken to our Internal Audit Department and Legal and Compliance Department for investigation and monitoring. The Pico Whistle-blower Line is promoted through regular staff training and the Group intranet. A set of frequently asked questions is provided to ensure the transparency of the Line's procedures.
- The Code of Ethics and Business Conduct is available on the Group intranet and is accessible to all staff.

Directors and staff are required to participate in continuous professional development to refresh their knowledge and skills and ensure that their ethics and values are in alignment with the Group, including in the area of anti-corruption. All new directors and staff are provided with relevant orientation training. The training materials are also available from the Group's intranet and the Pico Academy e-learning platform.

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

Intellectual Property Rights Protection

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

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

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

Confidentiality, Privacy and Data Protection

The Group strongly emphasises the protection of proprietary company information and personal data. Our Code of Ethics and Business Conduct and Personal Data Policy clearly state that the proprietary information and personal data of other companies, suppliers and customers must be treated with sensitivity and discretion. Unauthorised disclosure of any confidential information is forbidden and may lead to disciplinary or legal action.

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

- Installation of antivirus software and computer firewalls.
- Mandatory periodic changes of passwords.
- Provision of cybersecurity training for employees.

The Group requires all staff members to report any exceptions or irregularities observed in the execution of its information technology policies. Reports will be followed up in accordance with established policies. Our Legal and Compliance Department provides internal education and monitors and implements all relevant consumer data protection and privacy policies.

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

Managing the Environmental and Social Risks of our Supply Chain

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

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






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

- Use of the centralised deployment centre model to ensure a seamless and transparent vendor management process.
- Evaluation of potential suppliers' environmental and social risks, with results used as the basis of our supplier selection process.
- Use of an automated vendor tendering platform to ensure a fair and transparent vendor selection process. System data is monitored to ensure proper identification and management of relevant ESG risks.
- Requiring approved vendors to sign an integrity agreement.
- Regular meetings with vendor managers to ensure that our relationships are sustainable, cooperative and of high integrity.
- Inspection of suppliers' products, services and working conditions.

Where appropriate, requirements are specified in tender documents during vendor selection to promote environmentally preferable products and services. Suppliers' arrangements for reusing project materials is a further criterion in the vendor selection process. The supplier selection process is documented and monitored.

Supply Chain Management Performance Summary

Suppliers by location of key Group business operations:

	2023	2022
Hong Kong 	611	413
Beijing 	1,937	1,491
Shanghai 	529	291
Singapore 	188	135
Dubai 	460	250

Remark: The number of suppliers represents those engaged in Group business during the reporting period where the above practices are being implemented. These suppliers were engaged to ensure proper management of ESG risk in the supply chain.



ENVIRONMENT

Pico believes that addressing and mitigating the environmental impact of our operations is essential to our business. This requires continuous attention and effort as we consider important issues like climate change, pollution and the overuse of natural resources.

Protecting the Environment

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

- Efficient use of water, electricity and other resources.
- Proper disposal of waste and reduction of atmospheric emissions.
- Reducing energy consumption in day-to-day operations and in the development, production, marketing and distribution of products and services.

Our eco-friendly approach is built around the '3Rs' of Reduce, Reuse and Recycle.

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

Environmentally-Friendly Solutions

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

The Group's business involves delivering custom-made solutions to a large and diverse client base. With many industries increasingly emphasising their 'green' credentials by hosting events with eco-friendly themes, we frequently offer clients our expertise in adopting sustainable solutions for their projects.

A notable project included:

Singapore Pavilion at COP27 (Sharm El-Sheikh, Egypt)

At the 27th Conference of the Parties to the United Nations Framework Convention on Climate Change ('COP27'), Pico was appointed to activate 10 pavilions with a strong accent on sustainability. Among them, the Singapore Pavilion incorporated several low-carbon initiatives and technologies to highlight the event's theme and demonstrate that effectiveness and sustainability can happily coexist.

The Pavilion included a virtual exhibition hall to minimise the carbon footprint of visitors while offering an immersive experience. Through an app or website, visitors could interact with content and access live programming. For the physical pavilion, low-carbon materials were used throughout, including a facade made from 100% reusable recycled materials, and paper furniture which could be folded into different shapes to change the indoor layout.

During the course of COP27, the Pavilion attracted more than 5,000 physical visitors and more than 100,000 virtual views. It was also recognised in the 'Sustainable Design' category at the Singapore Good Design (SG Mark) 2023 awards.



Eco-friendly practices have also been implemented in our own offices and production facilities to minimise their impact on the environment.

Reducing the use of wood

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

- Providing digital solutions significantly reduces the use of wood overall.
- Standardised and reusable systems for structures like wall frames, platforms and counters.
- Pico Promo+ digital screens used in place of traditional promotion materials that require wooden construction. These can be tailored to almost any size and are completely reusable. They are supported by an intelligent split-screen system, and are cloud update-enabled and energy-efficient.
- Light projection used in place of wooden display materials.
- Furniture made from reclaimed wood.
- Advanced cutting machines and optimised software to ensure that wood components are made with minimal waste.
- Reuse of larger wood scraps to make smaller panels or structural supports for exhibition and event projects.



Reducing electricity consumption

Electricity is by far the most significant energy resource consumed by our offices and production plants, and is also our largest source of carbon emissions. Our target is to continuously improve the Group's consumption efficiency. Measures taken by several offices include:

- Conducting electricity audits to create benchmarks for improvement.
- Use of solar panels and solar powered outdoor lighting.
- Replacing incandescent and fluorescent lighting with LED in offices and on signage products. Removal of superfluous lighting.
- Scheduling production in batches to optimise electricity consumption.
- Use of timers, temperature controls and motion sensors for lighting and air conditioning.
- Setting computer screens to default 'off when idle' mode.
- Posting reminders to raise staff awareness of the importance of reducing electricity usage.



During the reporting period, our main operations recorded a 16% (per employee) reduction in electricity consumption, which resulted in a 18% reduction (per employee) in total greenhouse gas emissions over the previous reporting period. Details are provided in the 'Environmental Performance Summary' section of this report.

Use of water

We are committed to using water resources efficiently in our offices and production plants. Our target is to continuously improve the Group's water consumption efficiency. Initiatives in this area include:

- Controlling water pressure and using push-type taps to reduce wastage.
- Water used in the spray paint booth water curtains at our production plants is reused in a water circulation system.
- Posting reminders for staff to conserve water.

During the reporting period, our main operations recorded a 14% reduction (per employee) in total water consumption compared to the previous period. Details are provided in the 'Environmental Performance Summary' section of this report.

Use of paper

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

- Replacement of traditional paper-based procedures with digital communications and operations, such as using mobile applications for internal approval flows, and digital platforms rather than paper orders at exhibitions where Pico is official service provider.
- Centralised paper ordering system facilitates simplified monitoring of usage, improving ability to set goals for paper use reductions.
- Use of 'tap and print' function to reduce accidental printing. Documents will print only when the printer is physically tapped.
- Use of e-greeting cards for clients and other stakeholders.
- Provision of recycling bins.
- Posted reminders for staff to save paper.



During the reporting period, our main operations recorded a 3% increase (per employee) in total paper consumption compared to the previous period. The increase was mainly due to the recovery and expansion of business in this financial year. Details are provided in the 'Environmental Performance Summary' section of this report. The Group is assessing strategies – including exploring digital alternatives and enhanced paper recycling initiatives – to mitigate this trend and achieve our targets in the upcoming period.

Use of other resources

Apart from those mentioned above, the event and exhibition industry traditionally uses significant resources to create the desired ambiances and audience experiences. Pico encourages all our clients to reuse items wherever possible. In cases where items cannot be reused, we pursue other options.

Ultimately, our clients make the final decision regarding methods and materials used in their solutions. With their increasing awareness of and support for environmentally friendly initiatives, more clients are taking eco-friendly approaches.

Eco-friendly solutions provided to clients and/or adopted by several of our operations include:

- Providing digital solutions significantly reduces the need for physical decorative items.
- Replacing single-use plastic water bottles with reusable water carboys at exhibitions and events, and with drinking fountains in offices.
- Use of biodegradable plastic rubbish bags in convention centres under our management.
- Reuse of carpet, utensils, furniture and a variety of other decorative items.
- Removing single-use plastic straws from our office canteens.
- Provision of recycling bins in exhibition halls and offices during installation and dismantling work.
- Donation of used items from exhibits and events to communities or employees.

Reducing our carbon footprint

Among other measures, the Group took the following steps during the reporting period to shrink our carbon footprint:

- Using local vendors to reduce carbon emissions from transportation.
- Delivering digital events with a smaller carbon footprint than that of physical events.
- Implementing a standard videoconferencing system globally, enabling all offices to communicate and share documents digitally. This has substantially reduced the need to travel for meetings.
- Offices in Hong Kong and Beijing now have electric vehicle charging stations, providing an incentive for staff to drive electric rather than petrol-powered cars.



Emissions and Waste Management

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

The Group is committed to reducing the impact of the emissions and waste produced by our business activities. The Group's air emissions are primarily composed of indirect greenhouse gases arising from the use of purchased electricity. Other emissions include the exhaust gases generated from sawing, spray painting and welding at our production plants in Dongguan, Shanghai and Dubai. Measures taken to reduce and control electricity consumption were explained in previous sections of this report.

The Group's target is to continuously reduce its greenhouse gas emissions, and to operate in compliance with local laws and regulations concerning exhaust gas emissions.

Measures taken by the Group to reduce the pollutants generated by spray painting include:

- Use of coloured aluminium composite panels, flame retardant cloth, melamine-faced board, medium density fibreboard, UV board and wallpaper instead of ordinary timber, which requires more paint during finishing work.
- Use of water-based rather than oil-based paints when spray painting is needed. Water-based paints contain lower levels of hazardous substances.

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

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

A variety of hazardous wastes are generated by our production facilities. These are mainly in the form of activated carbon generated during exhaust gas filtration, wastewater from spray paint booth water curtain, and paint buckets which contain paint residue. Our target is to continuously reduce the generation of such hazardous waste. Measures taken to this end include:

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

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

The Group's business operations also generate non-hazardous waste products, including mainly wood scrap from our production plants and paper from our offices. Our target is to continuously reduce the generation of these products. Therefore, whenever possible, they are either reused or passed to qualified parties for recycling. Other measures to ensure the efficient use of wood and paper are described in a previous section of this report.

Joining Clients to Support Environmental Sustainability

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

These include:

Eco-initiative	Project with Pico Involvement
Low/zero emissions vehicles	The 20th Auto Shanghai threw a spotlight on current trends such as low-carbon transformation and industrial chain optimisation. Pico was appointed to activate more than 30 brands at the event.
	Powerful performance was in the spotlight when Pico Taiwan activated the Audi Q Drive Event. The event was designed by the team to give participants a deep impression of Audi vehicles, including the e-tron electric vehicles ('EV').
	To support Lexus's unveiling of two EV – the all new RZ and the latest generation RX – in the mainland China market, TBA Beijing delivered a test-drive event in Xiamen. An exhibition space was also created to showcase the cars' style and approach to sustainability and technological innovation.
	ORA – an independent EV brand under Great Wall Motor – unveiled its newest addition to its 'Cat' series, the Lightning Cat. Pico Beijing provided comprehensive services for the hybrid launch event, including creative design, event and venue management, innovative audio-video effects, live streaming and hospitality.
	At Taipei Cycle, visitors were brought face-to-face with how the bicycle industry is meeting the challenges of sustainability. Highlighted exhibitors include Ideal, JBPI and Pacific Cycles, whose booths were designed by Pico Taiwan.



Eco-initiative	Project with Pico Involvement
Renewable energy	Held by sustainable energy leader Vena Energy, the Vena Energy Award ceremony honoured outstanding suppliers for their support while providing an overview of the latest trends and technology in renewable energy. As event manager, Pico Taiwan ensured that the event proceeded smoothly and interestingly for all involved.
Carbon neutrality	The International Production and Processing Expo is one of the world’s largest annual poultry, meat and animal food industry event, with more than 1,100 exhibitors, making it one of the 30 largest trade shows in the USA. Pico Korea helped CJ FNT showcase their brand at the exhibition. The brand has also launched an engaging ‘low-carbon life’ campaign and offered eco-friendly souvenirs.
Sustainable construction	Achieving carbon neutrality and sustainability is the theme of the Automotive Engineering Exposition. As a leader of the mobility and logistics field, PTV Group appointed Pico Japan to showcase how to lead the industry to a cleaner and more intelligent future towards over 40,000 expo visitors.
	The Kensetsu DX exhibition aimed to solve construction industry challenges and achieve Japan’s sustainable development goals with new technologies. A standout presence was acclaimed surveying instrument brand Nikon-Trimble, whose distinctive booth was activated by Pico Japan.
Sustainable textiles	Held in Milan, ITMA is the world’s largest textile machinery exhibition, with its latest edition attracting 1,709 exhibitors from 47 countries. Pico EMEA and Pico Taiwan were there to help clients showcase their latest innovations including new fibres and yarns, manufacturing processes and sustainable solutions.
Eco-fashion	The Taipei Fashion Week was the first in Asia to advocate for sustainability. The event’s runway shows shone a powerful spotlight on Taiwan’s achievements and ambitions in the development of ‘greener’ fashion. Pico Taiwan crafted and presented a stylish experience for all visitors.
Green lifestyle	The ‘ELLE Run with Style’ event – a collaboration between ELLE Taiwan and Audi Taiwan – was held in Taipei and Kaohsiung to promote ‘Style, Sustainability and Sharing’. Activated by Pico Taiwan, it was also an occasion for Audi to showcase its e-tron Sportback Black Edition.

Promoting Environmental Protection in Communities

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

Earth Hour 2023

Pico has supported WWF Earth Hour, one of the world’s largest environmental events, since 2014. On 25 March 2023, Pico again mobilised its offices and subsidiaries in over 30 cities to switch off non-essential lights and electric devices for one hour, adding their voices to the Earth Hour cause.

The Group also encouraged other people and businesses to participate in ‘Give an Hour for Earth’ activities such as watching the ‘Untangled: Plastic Pollution’ video and developing resource-saving habits. The Group also provided staff with special e-cards to send to clients and friends.



Tree-planting at Lianhuayuan Eco Park

For ten years, Pico Global Care in Action ('PGCiA') has been translating our focus on employees, community and the environment to practical action to build a better future for all. PGCiA activities have become a tradition during the annual Pico Group International Conferences, helping to build teams as well as improve the environment. During the Conference in Guilin in December 2023, Group members visited Lianhuayuan Eco Park to spearhead 'Growing the future', a PGCiA initiative to plant 86 saplings and reduce the Park's carbon footprint over their lifetime.



Climate Change

To minimise the impact of climate change and other threats to the Group and its staff, a Business Continuity Plan has been established to ensure that critical day-to-day functions and safety are not disrupted. The Group also identifies, monitors and manages climate-related issues via business processes and channels of communication as directed by its Risk Management Policy, Sustainability Policy and others.

Global warming is a major climate-related issue which may cause significant impacts to the world and the Group. We are committed to monitoring and reducing the greenhouse gas emissions generated by our operations. Measures taken have been explained in previous sections of this report.

Environmental Performance Summary

HKEX ESG Reporting Guide Reference	Indicator	Unit	Year ended 31 October 2023	Year ended 31 October 2022
KPI A1.1 and A1.2	Total greenhouse gas ('GHG') emissions (Scope 1 and 2) ^{#1,2,3}	tonnes	3,196	3,642
	Total GHG emissions (Scope 1 and 2) per employee	tonnes/employee	1.25	1.52
	Total GHG emissions (Scope 1 and 2) per floor area	tonnes/m ²	0.02	0.02
	GHG emissions from main operations ^{#4} Direct emissions (Scope 1)	tonnes	39	42
	– backup generator	tonnes	1	1
	– corporate vehicle	tonnes	38	41
	GHG emissions from main operations Energy indirect emissions (Scope 2) – purchased electricity	tonnes	3,157	3,600
KPI A1.3	Total hazardous waste produced by production plants ^{#5}	tonnes	11	16
	Total hazardous waste produced by production plants per unit of floor area	kg/m ²	0.14	0.21
KPI A1.4	Total non-hazardous waste produced by main operations – paper	tonnes	10	9
	Paper consumption per employee	kg/employee	3.90	3.80
	Total non-hazardous waste produced by production plants – wood scrap	tonnes	3,988	3,989
	Total non-hazardous waste produced by production plants, per unit of floor area – wood scrap	kg/m ²	51.79	51.80
KPI A2.1	Indirect energy consumption by main operations ^{#6}	kWh	5,743,806	6,372,390
	Indirect energy consumption per employee	kWh/employee	2,241.05	2,666.27
	Indirect energy consumption per unit of floor area	kWh/m ²	31.54	34.99
KPI A2.2	Water consumption by main operations	m ³	22,998	24,991
	Water consumption per employee	m ³ /employee	8.97	10.46
	Water consumption per unit of floor area	m ³ /m ²	0.13	0.14

Remarks:

- #1 The Group's air emissions are primarily indirect GHG emissions arising mainly from the use of purchased electricity.
- #2 The scopes of emissions are defined in accordance with the international reporting framework published by the World Resources Institute/World Business Council for Sustainable Development, as reported in *The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard*. GHG emissions data is presented in carbon dioxide equivalent units.
- #3 GHG emissions data for both years were calculated based on emissions factors with reference to sources including the HKEX's *How to Prepare an ESG Report Appendix 2: Reporting Guidance on Environmental KPIs*.
- #4 Main operations refer to our offices in Asia, Australia, Europe, the Middle East and North America.
- #5 Production plants refer to our production facilities in Dongguan, Shanghai and Dubai.
- #6 Given that 1) our major energy source and consumption is purchased electricity; 2) we do not own a significant number of vehicles; and 3) we do not conduct other business activities involving significant direct energy consumption, the data on direct energy consumption is not significant and thus has not been disclosed.



EMPLOYEES

For over half a century, our management team has nurtured talented people and helped them grow with the organisation through well-defined career advancement paths.

Employer of Choice

Our intention to become an employer of choice is outlined in the Pico Group Sustainability Policy. This document explains our vision of a harmonious, inspiring workplace where all can share and contribute, and to which talented people are attracted.

Every Pico office is obliged to provide all staff with a safe, healthy and caring environment. Measures taken to fulfil this obligation include:

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

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



Pico Thailand Town Hall

Jean Chia, Group President, led Pico Thailand Town Hall, giving staff members an overview of the business’s direction as well as sharing her own insights and vision.



Pico web3 platform

Pico web3 platform provides a virtual, realistic and effective immersive social experience for users that include our own internal staff. By harnessing cloud technology, the platform consolidates data to create the diverse environments and activities needed to reach a wide audience through multiple channels.

Its functions including hosting virtual meetings with multiple parties, business consultation and job application. Users can interact in real time through text, movement and gestures. All users can create unique identities through virtual avatars with customisable appearances, clothing and accessories, then visit the platform’s three ‘centres’. Each of these uses 3D models to showcase Pico’s history, culture and brand activation capabilities.

Gamified elements help the platform to effectively promote communication and interaction among global employees. Points collected from activities such as a treasure hunt and quiz sessions can be used to further customise their avatars’ appearance.



Pico Thailand employee recognition event

Behind every Pico achievement are its talented, passionate, determined people. Pico Thailand presented certificates to staff members in recognition of their excellent service and good feedback from clients. The certificates provided yet more motivation to offer better service and achieve better results.



Pico Japan quarterly all-staff meeting

As part of Pico Japan’s empowering ‘everybody learn, everybody teach’ culture, staff members took turns to share their project experiences and insights. The meeting was also saw the presentation of Outstanding Account Servicing and Best Brand Engagement Awards.

Diversity, Equity and Inclusion

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

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

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

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



Labour Standards

It is a Group-wide policy that all our entities fully comply with all employment and related legislation in every place we operate. Child and forced labour are strictly prohibited, and the Group conducts stringent identity verification procedures during the recruitment process. The recruitment process is monitored, documented and inspected to ensure compliance.

Upon the discovery of any instances of child or forced labour, we will initiate a swift and thorough investigation, suspend the involved parties and collaborate with authorities as necessary. Corrective action plans would be developed based on investigation findings, emphasising capacity building and monitoring improvements. We remain committed to continuous improvement, open reporting, and collaboration with stakeholders and industry peers in our determination to eliminate child and forced labour from our operations and supply chain, and ensure that labour rights are upheld and respected.

The Group will act to correct any case of non-compliance discovered. We also comply fully with laws and regulations on working hours and rest periods. Details of these protocols appear in our Corporate Human Resources Manual.

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

Employee Health, Safety and Well-Being

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

Health, safety and well-being are matters of great importance to the Group. We keep a close eye on current and upcoming safety legislation in all jurisdictions where we operate to ensure that we continue to meet our obligations. Our Corporate Human Resources Manual outlines the Group’s health and safety commitments in detail.

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



Other occupational health and safety measures taken by several offices include:

Health and well-being

- Providing physical examinations and free vaccinations to employees.
- Providing adjustable-height desks which allow staff to work at an optimal neutral posture. This reduces fatigue and risk of injury.
- Providing a check-up kiosk to enable staff to monitor their health.
- Providing fitness facilities in offices to encourage physical fitness.
- Staff activities and forums on topics such as physical fitness, mental health, healthy diets and lifestyle.
- Regular checking of cooling tower water for legionella bacteria.
- Posting reminders in offices to encourage fitness and healthy lifestyles.



Safety

- Automated external defibrillators installed in our workplaces.
- On-site workers are required to wear protective clothing and equipment such as masks, goggles and earmuffs where necessary.
- Fire drills and other safety training exercises are conducted regularly to ensure employees are 'safety aware' and prepared for any emergency.
- Conditions at production facilities and project sites are regularly inspected by safety officers.

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

Occupational Health and Safety Performance Summary

	2023	2022	2021
Number of work-related fatalities	0	0	0
Rate of work-related fatalities	0	0	0

	2023	2022	
Lost days due to work injury	450	0	

Remark: The rate of work-related fatalities is calculated based on the number of fatalities per 200,000 hours worked.

Talent Acquisition and Development

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

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

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

- Training programmes either developed and delivered in-house or provided by local and overseas external training organisations, covering aspects such as industrial and technical knowledge, health and safety, business administration, and other types of internal knowledge-sharing.
- Providing staff with e-learning platforms to make learning easier and more effective. This includes our Pico Academy internal e-learning platform, which disseminates valuable experience and knowledge on matters such as digital and leadership skills.
- Creating diverse employee communities using Viva Engage, an online employee communication platform. Such communities encourage sharing of knowledge and interests on topics ranging from generative AI tools, data analytics and engineering, to digital marketing.
- Leveraging our global network to broaden horizons with staff rotation opportunities.



MICE Executive Programme

Pico and the Macau University of Science and Technology jointly organised the 'MICE Executive Programme', aiming to foster close collaboration between academia and industry and cultivate professionals in the exhibition and event field across Greater China. The workshop marked a significant step towards sustainable development in the industry.



Build Japan-Singapore bonds

Pico Japan participated in a Japan visit by a delegation of Singapore companies organised by the Embassy of Singapore. The delegation visited Nagano Prefecture in Japan along with representatives from CRUST Group, Ya Kun Kaya Toast, M-DAQ and Sakura Giken to discuss a range of topics including sustainability and tourism, promoting digital cooperation, boosting venture opportunities between Singapore and Japan and expanding business partnerships.

Employment Performance Summary

	2023	2022
Employee profiles		
Total number of employees	2,563	2,390
By gender		
Female	1,204	1,066
Male	1,359	1,324
By age group		
Under 40	1,540	1,567
40 and above	1,023	823
By employment type		
Permanent	2,298	2,167
Other	265	223
By geographical region		
Hong Kong	236	229
Mainland China	902	928
Singapore	537	424
United Arab Emirates	253	243
Other	635	566
Employee turnover rate	12%	16%
By gender		
Female	14%	19%
Male	9%	13%
By age group		
Under 40	16%	18%
40 and above	6%	11%
By geographical region		
Hong Kong	14%	21%
Mainland China	12%	13%
Singapore	9%	19%
United Arab Emirates	15%	22%
Other	10%	15%

Training and Development Performance Summary

	2023	2022
Percentage of employees trained	100%	100%
By gender		
Female	100%	100%
Male	100%	100%
By employee category		
Senior management	100%	100%
Middle management	100%	100%
General	100%	100%
Average training hours per employee	6 hours	7 hours
By gender		
Female	6 hours	7 hours
Male	7 hours	7 hours
By employee category		
Senior management	4 hours	6 hours
Middle management	6 hours	9 hours
General	6 hours	7 hours



COMMUNITIES

Disclosures in this section support SDG 1: End poverty in all its forms everywhere; SDG 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture; SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; SDG 9: Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation; and SDG 10: Reduce inequality within and among countries.

We believe in giving back to the communities in which we operate. Our 'PGCiA' initiative involves staff in a wide variety of community-focused activities, from charity work and sponsorship, to donating time, money and effort to disaster relief and health and education initiatives.

Engaging with Communities

As well as donating to numerous charitable organisations throughout the reporting period, Pico staff in local offices around the world also participated in a wide variety of Corporate Social Responsibility ('CSR') activities, giving back in their own regionally-appropriate ways. These activities included child and youth development, care for the elderly, and servicing the needs of local communities.

Child and youth development

Young people are the future and should be given every opportunity to live healthy, happy, productive lives. During the reporting period, our local offices continued to support child and youth development.

Activity	Engaging Organisation	Location
Lent a hand to help young students explore their future careers as part of the Tung Wah Group of Hospitals' Children Development Fund project. Under the guidance of Pico staff, the children were inspired to create a plan and take action toward their goals, giving them a unique opportunity to learn about creative career development.	Tung Wah Group of Hospitals Yu Mak Yuen Integrated Services Centre	Hong Kong

Servicing local needs

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

Activity	Engaging Organisation	Location
Volunteered to improve the sanctuary home for more than 200 stray, abandoned and disabled dogs undergoing rehabilitation for eventual adoption. Team member improved the sanctuary's brick paths, engaged with the dogs to habituate them to human interaction, and donated food and funds.	PACK Sanctuary Taiwan	Taiwan
Organised a charitable workshop to bring elderly members of the community into the spirit of the Mid-Autumn Festival. Staff members assisted participants in crafting festive ornaments while entertain them with riddles. Each participant received a special 'well-being' gift, prepared by volunteers using materials collected from Pico's community recycling initiatives.	Hong Kong Children and Youth Services and The Salvation Army	Hong Kong
Participated in Skip Lunch Day to raise funds for 'Services for Street Sleepers, Residents in Cage Homes and Cubicles'.	The Community Chest of Hong Kong	
Joined 'Love Teeth Day' fundraising to help people in need obtain access to oral health services.	The Community Chest of Hong Kong, The Hong Kong Dental Association, Oral Health Education Division of the Department of Health	



Joining Clients to Support Communities

Many of our clients' activations have strong community care components. As their partner, we are often able to help organise, facilitate and participate in such projects.

Area of Action	Project with Pico Involvement
Physical health	Bahrain Sports Day at the Bahrain International Circuit aimed to entice public participation in sports and promoted a culture of sport and physical health. Co-organised by Britus Education, GFH Financial Group, Infracorp and Khaleeji Commercial Bank, the event was activated by Pico Bahrain.

Joining Clients to Support Economic Development and Foster Innovation

Many of our activations include strong elements of support for economic development and human well-being, with a focus on affordable and equitable access. As our clients' partner, we can often help to organise, facilitate and participate in such projects.

Goal	Project with Pico Involvement
Economic growth	The APEC Business Advisory Council and APEC CEO Summit was the most influential meeting of business and government leaders in the Asia Pacific, providing opportunities for business executives to engage in dialogue with APEC leaders on the most pressing issues of the day. Pico Thailand took part in the summit activation with design and event management services.
	The Global Digital Trade Expo aimed to bring trading partners together to exchange know-how and improve the digital trade system. As official service provider, Pico Shanghai contributed its expertise by managing 80,000 sq. m. of exhibition area.
	Singapore hosted the inaugural ICC Future Trade Forum managed by MP Singapore. The event offered participants strategic insights on the evolving trade landscape and served as a platform for business leaders, policymakers, technologists and others who are reshaping global trade towards a digital, sustainable and inclusive future.
	The China International Machine Tool Show is an important platform for the display, exchange and trade of advanced global manufacturing technology. As official service provider, Pico Beijing activated the exhibition's opening ceremony as well as the presences of some 10 brands.
	The H3C NAVIGATE International Business Summit in Bali brought together industry experts, business leaders, customers and ecosystem partners from several countries to discuss global digital transformation. Pico Shenzhen assisted in the planning and execution of the summit.
	The Trade Desk MarTech Overseas Marketing Trends Forum bring industry's heavy hitters and up-and-comers together to analyse new directions for brands to go international. Pico Taiwan was there to bring the event to life with its activation services.

Goal	Project with Pico Involvement
Technology and innovation	<p>Hosted by Google in collaboration with the Ministry of Science and ICT of Korea, Google AI Week aimed to foster growth and internationalisation of Korea’s thriving AI sector by offering a variety of informative sessions for participants from diverse backgrounds. Pico Korea played a pivotal role in the event’s planning and execution.</p>
	<p>Technology, communication and commerce converged in Barcelona for the annual Mobile World Congress. One of the largest and most influential events for connectivity ecosystems, it drew together industry giants and innovators to showcase their latest products and ideas. The booths of HONOR, ITS Japan, TECNO and OPPO, activated by Pico made a deep impact at the show.</p>
	<p>‘Meet AIoT, Touch the Future’ was Hikvision’s theme for its Shaping Intelligence Summit in Bali. The event saw Hikvision partners from around the world gather for a look into the future of AIoT. Pico Beijing facilitated the event with comprehensive one-stop activation services.</p>
	<p>The 2nd TRUE Building Technology Summit was held at the National Exhibition and Convention Center (‘NECC’) Shanghai. Themed ‘Make iBuilding Come True’, the event was activated by Pico Shenzhen, whose overall planning, design and live broadcast execution services help give attendees a personal insight to the latest trends in industrial development, standards, ecology and technology.</p>
	<p>Pico Group’s collaboration with start-up accelerator/venture studio Founders Factory aims to cultivate tech start-ups in areas such as web3, Martech and event activation. Ultimately, its goal is to create a vibrant brand activation ecosystem for start-ups and innovations with the potential to move the industry forward. The collaboration reached its first milestone with the launch of Playground. This token-powered web3 platform introduces people into membership communities across categories such as art and NFTs. Creators and brands can leverage Playground’s proprietary platform to build, grow and monetise communities.</p>
Cybersecurity	<p>Organised by the Police Force Cyber Security and Technology Crime Bureau, the Cyber Defenders’ Carnival aimed to enhance awareness of cybersecurity and the risks and liabilities associated with the internet and social media. Pico Hong Kong was appointed for event management, design, production and operation.</p> 

International Excellence

The majority of our offices and client activations have received professional accreditations and honours for quality, environmental management and more.

Responsible Business Practices	
2022 ListCo Excellence Award	Pico Group
HKIRA 9th Investor Relations Awards 2023 <ul style="list-style-type: none"> Certificate of Excellence 	Pico Group
Marketing-Interactive's Agency of the Year Awards 2023 in Hong Kong <ul style="list-style-type: none"> Gold: B2B Agency of the Year Gold: Event Agency of the Year 	Pico Group
Vega Digital Awards <ul style="list-style-type: none"> Platinum Winner: Digital Marketing (Campaign) – Mobile Campaign Platinum Winner: Digital Marketing (Campaign) – Marketing Effectiveness Platinum Winner: Digital Marketing (Campaign) – COVID-19-Related 	Pico Singapore
Singapore Good Design (SG Mark) Award 2023 <ul style="list-style-type: none"> Sustainable Design Category 	Pico Singapore
Marketing-Interactive's Marketing Excellence Awards Singapore 2023 <ul style="list-style-type: none"> Excellence in Sponsorship Activation 	Pico Singapore
Chief Marketer's PRO Awards 2022 <ul style="list-style-type: none"> Platinum PRO Awards Gold: Best Use of Gamification, Contests and Sweepstakes Gold: Best Use of An App Gold: Best Integrated Campaign Gold: Best Use of Emerging Technology Silver: Best Use of AI/VR/AR Silver: Best Buzz Campaign Bronze: Best Brand Awareness Campaign Bronze: Best Gaming or Esports Campaign 	Infinity Marketing Team
Event Marketer magazine's The 2023 Ex Awards <ul style="list-style-type: none"> Ex Award Winner: Best Omnichannel Event Campaign Ex Award Winner: Best Esports or Gaming Experience Gold Finalist: Biggest Leap of Faith Award 	Infinity Marketing Team
dotCOMM Awards <ul style="list-style-type: none"> Platinum: Social Media Marketing – Use of Video 	Infinity Marketing Team
Informa's Content Marketing Awards <ul style="list-style-type: none"> Winner: Strategy – Best Use of Technology in Content Marketing 	Infinity Marketing Team
MUSE Creative Awards <ul style="list-style-type: none"> Gold: Strategic Program – Interactive Brand Experience 	Infinity Marketing Team
ThinkLA 2023 Idea Awards <ul style="list-style-type: none"> Best Cause Marketing Campaign 	Infinity Marketing Team

Responsible Business Practices	
What's On Awards Abu Dhabi 2023 <ul style="list-style-type: none"> Highly Commended Concert Award 	Pico EMEA
Arabian Travel Market Best Stand Awards 2023 <ul style="list-style-type: none"> Best Stand Design Best Stand for Doing Business 	Pico EMEA
Eventex Awards 2023 <ul style="list-style-type: none"> Gold: Ceremony Gold: People's Choice Event 	Pico Bahrain
Gold Coast Business Excellence Awards 2022 <ul style="list-style-type: none"> Encouragement Award 	Pico Play
advertising+marketing's Agency of the Year Awards 2023 <ul style="list-style-type: none"> Gold; Local Hero: Event Marketing Agency of the Year Gold; Local Hero: Experiential Marketing Agency of the Year Silver: Consultant of the Year Bronze: B2B Agency of the Year 	Pico Malaysia
IMDA Data Protection Trustmark	Pico Singapore
ISO 9001 Quality Management System Certification	Pico Australia Pico Beijing Pico Dongguan Pico Dubai Pico Guangzhou Pico Hong Kong Pico Malaysia Pico Shanghai Pico Singapore Pico Thailand A.E. Smith Shanghai Jinjiang International Convention and Exhibition Center
Certificate of Enterprise Credit Grade (AAA)	Pico Shanghai
<ul style="list-style-type: none"> Certificate of good faith supplier grade (AAA) Honorary Certificate of Integrity Entrepreneur Honorary Certificate of Integrity Manager Honorary Certificate of Industry Integrity Demonstration (AAA) Certificate of Observing Contract and Keeping Promises (AAA) Certificate of Respecting Quality and Keeping Promises (AAA) Certificate of Credit & Qualification Grade (AAA) Certificate of Credit Grade (AAA) Certificate of Grade Credit Enterprise (AAA) Certificate of Integrity Demonstration Unit (AAA) 	Jinjiang International Convention and Exhibition Center

Environment	
2021 Hong Kong Awards for Environmental Excellence • Media and Communication – Bronze Award	Pico Hong Kong
Hong Kong Green Organisation 2020-2023	Pico Hong Kong
Hong Kong Green Organisation Certification Scheme ‘Wastewi\$e Certificate’ • ‘Good’ level	Pico Hong Kong
Hong Kong Green Organisation Certification Scheme ‘Energywi\$e Certificate’ • ‘Excellent’ level	Pico Hong Kong
Green Cross Group Member by Occupational Safety and Health Council	Pico Hong Kong
ISO 14001 Environmental Management Certification	Pico Australia Pico Beijing Pico Dongguan Pico Dubai Pico Malaysia Pico Shanghai Pico Singapore A.E. Smith Shanghai Jinjiang International Convention and Exhibition Center
ISO 20121 Event Sustainability Management Certification	Pico Dubai Pico Taiwan
Employees	
UNICEF, Department of Health and the Food and Health Bureau in Hong Kong • Breastfeeding Friendly Workplace 2023/2024	Pico Hong Kong
The Lok Sin Tong Benevolent Society Kowloon • Hong Kong Corporate Smoke-Free Logo 2021-2022	Pico Hong Kong
Mental Health Workplace Charter • Mental Health Friendly Organisation	Pico Hong Kong
Mandatory Provident Fund Schemes Authority • Good MPF Employer 5 Years+ Award • MPF Support Award	Pico Hong Kong
‘The Happiness-at-work Promotional Scheme’ by the Promoting Happiness Index Foundation and The Chinese Manufacturers’ Association of Hong Kong • Happy Company 5 Years + Label	Pico Hong Kong
Employees Retraining Board • Manpower Developer Award	Pico Hong Kong
ISO 45001 Occupational Health and Safety Management Systems Certification	Pico Australia Pico Beijing Pico Dubai Pico Malaysia Pico Shanghai Pico Singapore A.E. Smith Shanghai
Communities	
Hong Kong Children and Youth Services’ Community Caring Award 2022	Pico Hong Kong

HKEX Environmental, Social and Governance Reporting Guide

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ESG Aspects		Section
A. Environmental		
Aspect A1: Emissions		
General disclosure	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.	Protecting the Environment (page 20)
KPI A1.1	The types of emissions and respective emissions data.	Emissions and Waste Management (page 25) Environmental Performance Summary (page 29)
KPI A1.2	Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tonnes) and, where appropriate, intensity.	Environmental Performance Summary (page 29)
KPI A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity.	Environmental Performance Summary (page 29)
KPI A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity.	Environmental Performance Summary (page 29)
KPI A1.5	Description of emission target(s) set and steps taken to achieve them.	Environmentally-Friendly Solutions (pages 21-24) Emissions and Waste Management (page 25)
KPI A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.	Emissions and Waste Management (page 25)

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KPI A2.2	Water consumption in total and intensity.	Environmental Performance Summary (page 29)
KPI A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	Environmentally-Friendly Solutions (pages 21-24)
KPI A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	Environmentally-Friendly Solutions (pages 21-24) Issue in sourcing of water is not applicable to the Group's business
KPI A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	Not applicable to the Group's business
Aspect A3: The Environment and Natural Resources		
General disclosure	Policies on minimising the issuer's significant impacts on the environment and natural resources.	Protecting the Environment (page 20)
KPI A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	Environmentally-Friendly Solutions (pages 21-24) Joining Clients to Support Environmental Sustainability (pages 26-27) Promoting Environmental Protection in Communities (pages 27-28)
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KPI A4.1	Description of the significant climate-related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them.	Climate Change (page 28)

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KPI B1.2	Employee turnover rate by gender, age group and geographical region.	Employment Performance Summary (page 36)
Aspect B2: Health and Safety		
General disclosure	<p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer</p> <p>relating to providing a safe working environment and protecting employees from occupational hazards.</p>	Employee Health, Safety and Well-Being (pages 33-34)
KPI B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	Occupational Health and Safety Performance Summary (page 34)
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KPI B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	Not applicable to the Group's business
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KPI B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	Ethical Conduct (page 17)
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