



CORPORATE SOCIAL RESPONSIBILITY





The Heart & Stroke Foundation's Big Bike Event



Great Eagle Playright Family Play Project



Great Eagle x WGO – Less Waste Let's Do It Project²

CORPORATE SOCIAL RESPONSIBILITY

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

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

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

- Employment and Labour Practices
- Environmental
- Operating Practices
- Community

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

Our committed efforts in CSR are reflected in being selected as a constituent member of Hang Seng Corporate Sustainability Benchmark Index for six consecutive years. Once again, the ESG performance rating company for the selection, Hong Kong Quality Assurance Agency, has granted us "AA" rating. Only twenty-one listed companies in Hong Kong achieved this rating in 2016. Other than this notable achievement, for the first time, Channel NewsAsia Sustainability Ranking recognised us as one of the 100 most sustainable corporations in Asia and ranked us 45 out of 100. The ranking has further affirmed our efforts and credibility in implementing CSR. Our subsidiaries also received numerous prestigious CSR related awards and recognition as listed in the following sections of this report.

Our Hotel Division, Langham Hospitality Group, has issued their sustainability report, "Global Citizen, Better Tomorrow", which reviews their current systems and performance, and sets out their environmental and social objectives for the coming years.



CSR MANAGEMENT

Management Framework

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

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

CORPORATE SOCIAL RESPONSIBILITY

Stakeholder Engagement and Risk Assessment

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

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

In Community Involvement:

- we partner with non-profit organisations to launch impactful projects according to our three major sponsorship themes, namely Art, Children Education and Environmental Protection (please refer to section "Community"); and
- we encourage our colleagues to actively participate in the projects by attending the project events or joining related volunteering.

In Communication:

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

CSR Culture

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

- we convey CSR in a friendly and funny way by branding our CSR approach as "CSR Action", which consists of seven "Great Action" icons to represent our CSR commitments in human rights, labour practices, the environment and so forth;
- based on the "Great Action", a CSR awareness workshop has been developed. It educates colleagues about the Group's CSR vision and approach through interesting lecture and interactive games;
- our Hotel Division has established a CSR programme called "CONNECT", which aims to highlight the importance between the corporate initiatives, the environment and society to colleagues. Colleagues are encouraged to act responsibly every day and contribute to the sustainable development of the neighbourhoods where they operate; and
- the four priorities of "CONNECT" are: Governance, Environment, Community and Colleagues, which prioritise the CSR efforts we take and the resources we invest in so as to amplify the impact of our collective actions.



"CSR Action" & "CONNECT" Icons

CORPORATE SOCIAL RESPONSIBILITY

EMPLOYMENT AND LABOUR PRACTICES

Employment

The Group is committed to providing lawful and proper employment that signifies human development. As such, we established the Employee Handbook which sets out our policies relating to recruitment, promotion, working hours, rest periods as well as other benefits and welfare in line with employment laws and regulations. We are also committed to providing a fair working space by adhering to all anti-discrimination laws and encouraging a diverse workforce. Our Equal Opportunity Policy ensures that no job applicant or employee receives less favourable treatment or is disadvantaged by sex, pregnancy, disability, marital status or family status when applying for a position with the Group or during employment.

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

Total Workforce by Age Group & Gender

Business	Under 20 years old	20 & under 30 years old	30 & under 40 years old	40 & under 50 years old	50 & over years old	Male	Female
Hotel	1%	30%	27%	19%	23%	51%	49%
Property & Others ¹	0%	18%	28%	23%	31%	59%	41%

Total Workforce by Geographical Region

Business	Hong Kong	China	North America	Europe	Oceania
Hotel	29%	9%	36%	7%	19%
Property & Others ¹	84%	13%	3%	0%	0%

Total Workforce by Employment Type & Employment Contract

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

Note:

1. Property & Others include businesses such as property development, property management and trading

CORPORATE SOCIAL RESPONSIBILITY

Health and Safety

In addition to creating a fair workspace, we strive to provide a safe working environment and protect colleagues from occupational hazards. All risks to colleagues' health and safety at work are properly controlled whilst relevant laws and regulations are fully complied.

Our Hotel Division has implemented the following health and safety measures:

- has established an Occupational Health and Safety Policy which stipulates that all hotels must maintain their health and safety systems with policies, committees, training, emergency preparedness and incident reporting;
- implements and monitors the health and safety systems by senior management, human resources directors and security departments of hotels;
- monitors the effectiveness of the system in conjunction with the Key Performance Indicators (KPI) system such that the improvement teams could analyse the data, find the root causes of problems, implement improvement action plans and follow up the results; and
- organises Workplace Health and Safety Week every year, as one of the Global CONNECT events. The theme of the event in 2016 was Colleague Wellness, which aimed to enhance colleagues' awareness of their wellbeing and support them in developing a healthy lifestyle. Health promotion programmes included cancer screening prevention, healthy food menus in the cafeterias, stress management seminar, yoga class and so forth.



Fire Warden Training



Yoga Class

Our Property Management Division manages the health and safety risks to colleagues, tenants and shoppers through the establishment of an occupational health and safety management system, which was set up in accordance with the OHSAS 18001 standard. Through the management system, the Division:

- identifies health and safety hazards which are in turn managed by operating procedures and safety devices (e.g. installing access platform inside AHU Room in order to eliminate hazards of falling from height);

CORPORATE SOCIAL RESPONSIBILITY

- establishes Safety Committees to implement action plans and review effectiveness of the management system in order to achieve zero accident;
- uses checklists to monitor high risk activities such as working in confined space, installing electrical systems and manual handling;
- establishes a good safety culture by setting slogan, and designing promotional sticker, banner and emblem badge; and
- provides ongoing training courses such as in-house training, field demonstration and tool-box talk to frontline staff.



Safety Emblem Badge



Field Demonstration of Using Aerial Working Platform

Work Related Fatalities & Lost Working Days Due To Injuries

Business	Total workforce hours (in thousands)	Number of fatalities	Lost working days due to injuries
Hotel	10,591	0	5,854
Property & Others ¹	2,057	0	314

Note:

1. Property & Others include businesses such as property development, property management and trading

Development and Training

Provision of opportunities for training and development has become an important component to attract and retain staff. Besides offering a competitive compensation and benefits package, we provide corporate and vocational trainings to colleagues according to the Training and Development Policy. Core training such as “The 7 Habits of Highly Effective People” and “Business Innovation” are held regularly for colleagues to attend. Training to explain new legal requirements is also arranged to communicate related business impacts to colleagues. For example, we have conducted a seminar about the implications of the Competition Ordinance for Hong Kong businesses.

Our Hotel Division also aims to create an environment for colleagues to achieve their career aspiration and at the same time, nurture a team of competent and motivated colleagues. To this end:

- the Division has developed a learning and development pathway which is made up of the First60 Certification programme, Langham Curriculum Certification (LCC), and Advanced Programme for Executives (APEX). These programmes enable the colleagues to gain new skills and experiences which will help in their current and future jobs; and
- the Division conducted Crisis Media Training Workshop for Senior Management globally in 2016. Senior management of Corporate Office and hotels attended this workshop to attain the latest updates on how to communicate and manage the media during a crisis.

CORPORATE SOCIAL RESPONSIBILITY

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

Percentage of Employees Receiving Regular Performance and Career Development Reviews

Business	Employee receiving performance reviews
Hotel ¹	95%
Property & Others ^{2,3}	95%

Note:

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

Work-life Balance

We recognise that productive employees are those who maintain a healthy work-life balance. To promote the importance of this, throughout the year, we organised various interest classes and recreational events for colleagues to participate such as Ukulele Class, Great Eagle Choir, Christmas Party and Group Basketball Competition.



Ukulele Class



Group Basketball Competition

Recognition

In recognition of our efforts in people strategies and practices, we were granted the following prestigious awards in 2016:

- Cordis, Hong Kong:
 - o The HR Excellence Awards 2015/2016 (Excellent Business Partner Award) by Hong Kong Institute of Human Resources Management (HKIHRM)
- The Langham, Hong Kong:
 - o The HR Excellence Awards 2015/2016 (Excellent Change Management Award) by Hong Kong Institute of Human Resource Management (HKIHRM)

CORPORATE SOCIAL RESPONSIBILITY

- Chelsea Hotel, Toronto:
 - The Spirit Awards – Lifetime Achievement Award by The Greater Toronto Hotel Association
- The Award for Excellence in Training and Development 2016 (Skills Training Category) by Hong Kong Management Association:
 - Cordis, Hong Kong: Gold Award
 - Langham Place: Excellence Award



Hong Kong Management Association Award



HKIHRM Award – Excellent Business Partner



The Greater Toronto Hotel Association Award

ENVIRONMENTAL

Environmental Policy and Impact Assessment

Minimising the significant impacts of our operations on the environment is a key component of our Group CSR Policy. We regularly conduct environmental impact assessment which evaluates our environmental aspects together with the relevant laws and regulations that would have a material implication or impact on our business operations. Through the assessment, we have determined energy consumption, carbon emission and water consumption as our significant aspects which require managing actions. Managing actions include establishing an environmental policy and management system at each division, enabling us to communicate our environmental commitment to colleagues and determine environmental measures to mitigate our adverse impacts as well as ensure our full compliance with the relevant laws and regulations.

Green Champion Working Group

To cultivate a green culture within the Group, we have established the Green Champion Working Group. The working group is formed by nominated Green Champions from business units/departments to share and learn green practices from each other and in turn spread the best green practices in the Group. In 2016, several green awareness campaigns were launched by the working group:

- Great Eagle Eco-towel: in order to reduce paper towel consumption at our pantries, we designed an eco-towel to replace them. Each colleague was handed an eco-towel and encouraged to use it for drying lunch box, mug and so forth.

CORPORATE SOCIAL RESPONSIBILITY

Since the launch of the campaign, consumption of paper towel has been greatly reduced and no more waste paper towel pile has been observed in garbage bins;

- Exchange Corner: in support of our sponsored project to World Green Organisation's "Great Eagle x WGO – Less Waste, Let's Do It Project²" (please refer to section "Community"), we held the Exchange Corner activity at our offices. The campaign aimed to promote the concept of "reuse" by asking our colleagues to donate items they no longer needed and exchanged them with other colleagues; and
- Green Monday Luncheons: to mitigate the climate change effect, we encouraged colleagues to go meatless on Mondays by organising Green Monday luncheons at our offices. The participating colleagues not only could savour healthy green food, they also had a happy chit-chat time with each other.



Great Eagle Eco-towel

Environmental Measures

Our Hotel Division endeavours to be one of the role models amongst hospitality operators in raising green awareness and reducing environmental impact. The Division has been partnering with EarthCheck which is the leading international sustainability benchmarking and certification service for the travel and tourism industry. In 2016, The Langham, Auckland became the first hotel in the Australasia to achieve EarthCheck Platinum certification, which is also the first in the Division. Seven hotels also retained their Gold Certified status whilst one hotel attained Silver Certified status and four hotels were Bronze Benchmarked.



EarthCheck Platinum Certification

Nurturing a green corporate culture is vital in moving environmental protection forward. As such, the Division launched a global environmental event named as "Loving Earth Month". Activities of the event included:

- holding the "lights out" campaign at the hotels in support of Earth Hour;
- offering meatless dishes at restaurants and colleague cafeterias on Monday to promote healthy green diet; and

CORPORATE SOCIAL RESPONSIBILITY

- launching “10,000 Steps Challenge” campaign which encouraged colleagues to walk more and use less transportation.



Earth Hour

Other than the “Loving Earth Month”, the Division also took other green practices actions in 2016:

- the Division has been a keen supporter in the sustainable seafood movement. To further enhance the commitment in this initiative, a sustainable seafood supplier forum was organised in Hong Kong for colleagues and major seafood suppliers to learn more about the initiative. Speakers from World Wildlife Fund, Marine Stewardship Council and industry leaders were invited to share the latest sustainable seafood market trend and business practices in adopting sustainable seafood;
- the major refurbishment of guest rooms and back of house area was completed at The Langham, London. The project aimed at not only enhancing the overall guest experience, but also saving energy and conserving water by installing features such as LED light fittings, energy efficient hot water systems, water saving flushing systems and sanitary fitting appliances at bathrooms; and

- The Langham, Auckland started a pilot project of rooftop beehive installation. The project included a beehive installed on the hotel rooftop which is closely monitored to ensure the location is suitable for bees and the hive remains healthy. The project could support rehabilitation of bees as well as pollination in urban areas. In the long run, the Division targets to sustain the hotel’s honey supply simply by these rooftop bees.



Sustainable Seafood Supplier Forum



Hotel Refurbishment at The Langham, London

CORPORATE SOCIAL RESPONSIBILITY



Beehives on Rooftop of The Langham, Auckland

Our Property Management Division also strives to reduce their environmental footprints as well as improve their environmental performance. As such, the Division has:

- implemented ISO 14001 Environmental Management System Standard at the properties they manage;
- formulated a Green Purchasing Policy for colleagues, tenants, contractors and suppliers as a reference when making green purchasing decisions;
- retrofitted fluorescent luminaries with LED luminaries fitted with motion sensors at staircases, corridors and lavatories;
- installed Variable Speed Drive (VSD) for chilled water pumps and air handling units;
- participated in Earth Hour whilst encouraged retail tenants, office occupiers and shoppers to join the meaningful event;
- installed automatic low flow water faucet for wash basin; and
- drawn underground water for irrigation.

In 2016, the Division implemented a breakthrough measure in utilising renewable energy. Six sets of solar panels, which were installed at the rooftop of Langham Place Retail Tower, could collect and transform solar energy to electricity for supporting daily operations of Langham Place Shopping Mall.



Installation of Solar Panels

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

- introduced a few recycling initiatives to collect paper, glass, used computers and mooncake boxes from tenants;
- collected used books and stationery from tenants for donation to The Salvation Army;
- co-organised "Food Waste Recycling Partnership Scheme" with Environmental Protection Department and Green Council for F&B tenants to participate;
- organised green workshops such as Glass Recycling Workshop and Upcycling Red Pocket Workshop; and

CORPORATE SOCIAL RESPONSIBILITY

- recognised tenants' efforts by presenting souvenirs to the outstanding participants at Green Christmas Celebration.



Glass Recycling Workshop

Note:

- Hotel includes owned hotels only
- Property & Others includes communal area of three owned and/or managed major properties: Great Eagle Centre, Langham Place (Office Tower & Shopping Mall) and Three Garden Road only

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

- the new residential development in Pak Shek Kok, Tai Po, Hong Kong, comprising 600 to 700 luxury residential units, is following the BEAM Plus certification process (Gold), and is being designed to comply with the Sustainable Building Design Guidelines;
- in San Francisco, the Pine Street Condominium follows both Title 24 standards as well as Greenpoint certification and will be completed in mid-2017. Furthermore, the future developments in San Francisco are also being designed to achieve LEED Accreditation – the Howard Condominium/Hotel (Platinum), and the Market Street Hotel (Gold at a minimum); and
- in Washington DC, The Eaton Hotel is being renovated to achieve LEED Accreditation (Gold) and will be a key asset to demonstrate the new Eaton Brand which has strong links to sustainable property development, operation and lifestyle.

Looking forward our property developments in the future will continue to seek out new standards, methods and materials to minimise negative impacts and enhance our positive contributions to environmental control and sustaining quality of life.

Energy Consumption (GJ)

Business	Direct energy consumption	Indirect energy consumption
Hotel ¹	248,660	469,687
Property & Others ²	123	193,372

Carbon Emissions (tonnes CO₂-eq)

Business	Direct carbon emission	Indirect carbon emission
Hotel ¹	14,074	58,073
Property & Others ²	9	42,673

Water Consumption (m³)

Business	
Hotel ¹	1,489,855
Property & Others ²	365,000

CORPORATE SOCIAL RESPONSIBILITY

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

- Electricity Saving: setting timer control to turn off copiers, escalators and lightings at common area;
 - Green Procurement: sourcing green products such as air purifiers for restrooms, LED light tubes and stationery made of recycled materials;
 - Paper Reduction: placing waste paper collecting bags at printer rooms for paper recycling;
 - Old Furniture Reuse: relocating old furniture for new offices to use; and
 - Wood & Tree Conservation Scheme: participating in Hong Kong Environmental Production Association’s scheme by recycling Peach Blossom and Chinese New Year plants.
- Green Leader by TripAdvisor:
 - o The Langham Auckland: Silver Level
 - o The Langham, Melbourne: Silver Level
 - o The Langham, Boston: Bronze Level
 - Hong Kong Green Council’s 2016 Green Management Awards (Large Corporation) – Service Provider:
 - o Great Eagle Centre: Platinum
 - o Langham Place: Gold
 - Hong Kong Green Organisation Certificate by Environmental Campaign Committee:
 - o Great Eagle Centre
 - o Three Garden Road

Recognition and Signatories

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

- The Langham Auckland:
 - o Environmental Initiative of the Year Award by New Zealand Hotel Industry Conference
 - o The New Zealand Tourism Award Finalist (Environmental Tourism Award) by Tourism Industry Aotearoa
 - o Qualmark Enviro Awards – Gold by Qualmark New Zealand Limited
- Cordis, Hong Kong:
 - o 2016 Winner of Eco Friendly Hotel by Haute Grandeur Global Hotel Awards

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



Photo credit: Tourism Industry Aotearoa

The New Zealand Tourism Award

CORPORATE SOCIAL RESPONSIBILITY



Hong Kong Green Council Awards

The Group also supports many of the government's green initiatives. We are the signatories to:

- Energy Saving Charter
- Charter on External Lighting
- Carbon Footprint Repository



Charter on External Lighting

OPERATING PRACTICES

Anti-corruption and Supply Chain Management

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

- all employees are given a Code of Conduct which they are required to adhere to. The Code explicitly prohibits employees from soliciting, accepting, or offering bribes or any other form of advantage. The Code also outlines the Group's expectations on colleagues with regard to conflicts of interest as well as whistle-blowing procedure;
- The Group recognises that through leadership and monitoring along the supply chain, we can promote adoption and support of fair operating practices as well as CSR. To guide these aspects in our supply chain more systematically, the Supplier Code of Conduct has been formulated and communicated through our tendering documents. As we reckon that child and forced labour likely occur in developing countries where our suppliers are based, we have stipulated prevention of such practices in the Code; and
- to ensure further suppliers' commitment to adopt CSR, the Group started to enhance the process by using a checklist in 2016. The checklist is transformed from the requirements as stated in the Supplier Code of Conduct to a Q&A format and has been sent to the suppliers along with tendering documents. The suppliers are required to fill in the checklist every three years, keeping us informed about their CSR performance status.

Superior Quality Services

As our business nature does not involve any manufacturing process, product responsibility issues are not directly related to us. However, we are committed to offering superior quality services to our customers by satisfying their expectations and needs – whether they are guests at our hotels or tenant/shoppers at properties under our management.

CORPORATE SOCIAL RESPONSIBILITY

The Hotel Division is committed to continuously improving and delivering excellent services to increase guest loyalty. Here are their measures to achieve the commitment:

- “Quality League”, a Total Quality Management system, is one of the Division’s core management strategies to drive the best performance in the business. This team-oriented system is based on the renowned Malcolm Baldrige Performance Excellence Framework from the United States. It focuses on engaging every colleague towards the same goal from a systematic perspective on continuous improvement;
- the Division has utilised a robust voice-of-the-customers (VOC) system to collect guests’ feedback in order to tailor services to enhance guest experience and eventually raise guest loyalty. VOC system includes multiple channels such as online surveys and social media. Data collected from all VOC channels are integrated into one single platform to facilitate the analysis on guests’ preferences. Based on the results, service delivery and business strategy could be further enhanced;
- Net Promoter Score (NPS) and Defect Free Index (DFI) derived from online survey are the two key performance indicators for measuring guest loyalty to our hotels. NPS is used to assess the guests’ willingness to recommend our hotels to their colleagues and friends. DFI helps the Division to encourage a zero defect culture within the hotels; and
- to ensure the consistency of service delivery and provide every guest with the most professional services and a delightful experience, independent professionals in mystery shopping are invited to conduct a quality assessment at the hotels every year. Through the assessment, professional opinion is provided to the Division to ensure the services and facilities comply with the brand and operational standards, as well as the latest international quality standards.



Raising Guest Loyalty

Our Property Management Division continued to implement ISO 9001 Quality Management System which ensures their services meet the needs of customers and enhance customer satisfaction. Requirements of the system include:

- establishing a Customer Feedback System to collect appreciations, complaints and general enquiries from customers;
- regularly sending questionnaires to tenants to obtain their feedback; and
- timely giving feedback to customers and determining improvement actions.

Other than implementing the quality management system, in 2016, the Division put in place other measures at Langham Place to strengthen the customer services:

- upgraded electrical vehicle (EV) charging station, including installing semi-quick charging devices and adding two charging stations. These three stations would be able to cope with the uprising trend of shoppers driving EV;
- added one more nursery room at level 11 of the shopping mall so as to satisfy family customers’ needs; and

CORPORATE SOCIAL RESPONSIBILITY

- developed and implemented a Customer Relationship Management System (CRM) which facilitates colleagues to be more effective and efficient to follow up customers' requests.



Upgrade of EV Charging Station

Recognition

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

- 2016 World's Best Awards by Travel + Leisure Magazine:
 - Langham Hotels & Resorts: No.12 out of 15 on the list of World's Best Hotel Brands
 - The Langham, Chicago: No.8 out of 15 on the list of Best City Hotels in the United States and No.1 out of 10 on the list of Best Hotels in Chicago
 - The Langham, Hong Kong: No.4 out of 10 on the list of Best Hotels in Hong Kong
 - The Langham, Melbourne: No.1 out of 5 on the list of Best City Hotels in Australia and New Zealand
 - The Langham, Sydney: No.4 out of 5 on the list of Best City Hotels in Australia and New Zealand
- 2016 Readers' Choice Awards by Condé Nast Traveler:
 - The Langham, Melbourne: No.2 hotel in Australia/Pacific
 - The Langham, London: No.3 in London
 - The Langham, Chicago: No.4 in Chicago
 - The Langham Huntington, Pasadena: No.6 in Los Angeles
 - The Langham, Boston: No.7 in Boston
 - Langham Place, New York, Fifth Avenue: No.7 in New York
- The 2017 Michelin Guide, Hong Kong and Macau:
 - T'ang Court at The Langham, Hong Kong: Three Michelin Stars Rating
 - Ming Court at Cordis, Hong Kong: Two Michelin Stars Rating
 - Yat Tung Heen at Eaton, Hong Kong: One Michelin Star Rating



World's Best Hotel Brands Award

CORPORATE SOCIAL RESPONSIBILITY

- The 2017 Michelin Guide, Shanghai:
 - T'ang Court at The Langham, Shanghai, Xintiandi: Three Michelin Stars Rating
- The Langham, Hong Kong:
 - Five-Star Hotel Rating by 2016 Forbes Travel Guide
- The Langham, Chicago:
 - Five-Star Hotel Rating by 2016 Forbes Travel Guide
 - Five-Star Spa Rating by 2016 Forbes Travel Guide
- Langham Place:
 - RICS Awards, Hong Kong 2016 – Winner of Property/Facility Management Team of the Year by The Royal Institution of Chartered Surveyors
 - Hong Kong Star Brands Award 2016 (Enterprise) by Hong Kong Small and Medium Enterprises Association



Michelin 3-Star Rating (Shanghai)



RICS Award



Michelin 3-Star Restaurants (Hong Kong and Macau)

COMMUNITY

Community Involvement Strategy

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

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

CORPORATE SOCIAL RESPONSIBILITY

Community Investment

Based on the themes, we partner with non-profit organisations to design a few deserving projects in these areas. We believe by focusing all of our philanthropic resources – financial, volunteer, and in-kind – on these projects, we can engender greater social impact. The following projects were sponsored by us in 2016:

- Art: to groom the interest of children in classical music within the community, we sponsored Hong Kong Sinfonietta's "Great Eagle Family Series – Igudesman & Joo: Upbeat Concert". Igudesman & Joo, the highly entertaining musical duo, brought new life to classical music in the concert hall by combining theatre, music and comedy; we also co-sponsored (with Lo Ying Shek Chi Wan Foundation) Music Children@Sham Shui Po Project which aimed to transform grassroots children in Sham Shui Po district by helping them to develop their personal abilities and a sense of community. Ensemble-based instrumental classes, orchestra, choir and public performance were organised throughout the year for the children to participate;



Great Eagle Family Series – Igudesman & Joo: Upbeat Concert



Music Children@Sham Shui Po Project

- Children Education: with the success of "Great Eagle Playright Family Play Project" which has helped parents understand how important "free play" is for children development and family relationship, we partnered with Playright again to deepen the work and penetrate to wider audience. Parent training, outreach talks at kindergartens and family play time were organised for parents to learn more about "free play". The project also strengthened play resources for parents by establishing a play website and play booklet which have successfully empowered parents to apply the skills of "free play" in their families; and



Great Eagle Playright Family Play Project

CORPORATE SOCIAL RESPONSIBILITY

- Environmental Protection: as waste issue is more pressing than ever, we partnered with World Green Organisation (“WGO”) again to launch “Great Eagle x WGO – Less Waste Let’s Do It Project²”. The project worked out a unique model that Youth Green Ambassadors were trained with environmental and waste knowledge. After attending the intensive training, they took the lead to organise various interesting community green programmes which intended to spread the waste reduction message to the community. Community green programmes including “Exchange Corner”, “Transforming Waste to Art”, “Upcycling Workshop” and “Green Carnival” have successfully engaged the general public in waste reduction.

Great Eagle x WGO - Less Waste Let’s Do It Project²

Staff volunteering is another vital element of our community involvement strategy. We encourage our colleagues to explore the community and help people in need by joining volunteering services. Our volunteers assisted in setting up and being ambassadors at Playright’s Family Play Time and WGO’s green carnival. Our overseas colleagues volunteered for KIDS, a charity that works with disabled children, to clean their Chelsea Playground. They also raised money for the Heart & Stroke Foundation by joining their Big Bike Event.



Family Play Time



KIDS Chelsea Playground

CORPORATE SOCIAL RESPONSIBILITY

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



Musica del Cuore

Memberships and Recognition

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

- Hong Kong Arts Festival Patron’s Club: Gold Membership
- Friends of Le French May Arts Festival: 2016 Patron Blue

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

- Business Environment Council: Council Member
- Hong Kong Green Building Council: Bronze Patron Member

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