

集團堅信「取諸社會，用諸社會」，故相當重視從不同層面履行企業社會責任。集團從客戶、員工、股東和投資者以及社會四大範疇著手，致力構建完善的企業社會責任體系，提升企業發展的可持續性。

憑藉集團多年來對於企業社會責任理念的堅持與實踐，海通國際由2004年起，連續10年榮獲香港社會服務聯會頒發「商界展關懷」殊榮。

客戶

集團多年來不但與本地龐大的客戶群建立了互信的關係，更與時並進，時刻審視市場及客戶需要，研發及推出創新和多元化的金融產品，積極開拓環球投資市場機會及接觸各地的客戶，並致力為全球及本地機構客戶及個人投資者提供全面優質的服務。集團針對零售、企業及機構客戶的不同需要，設有不同的專責銷售及客戶服務團隊，為客戶量身打造稱心的服務方案。集團的卓越團隊既具備專業知識及豐富行業經驗，同時擅於聆聽客戶需要，並配合最新資訊科技，為客戶提供最貼心的服務，贏得客戶充分信賴。

此外，集團每月會為客戶提供全方位投資資訊，更會每天提供研究部的分析報告予客戶，協助客戶把握每一個投資先機。而每當集團推出新服務時，集團亦會透過不同渠道通知客戶，以確保客戶可享用最新、最優質的服務。

集團深明客戶對投資風險的關注，因此透過嚴謹的風險管理和內部監控程序，以及為員工提供持續專業培訓，確保客戶在作出決定前能夠清楚認識有關投資的特性和相關風險。而為了解客戶的體驗及收集意見改善服務質素，集團會每季進行滿意度及意見調查，此外亦會因應業務發展及新推出的服務進行意見調查，並計劃推出新客戶網上意見調查以廣納新客戶的意見。

The Group embraces the idea to contribute to the society, and therefore it endeavours to undertake corporate social responsibilities in various aspects. The Group is dedicated to enhancing its corporate social responsibility system and ensuring a sustainable corporate development by devoting in four major aspects, namely its customers, employees, shareholders and investors as well as the community.

As a token of appreciation for the Group's persistence in implementing the corporate social responsibility, since 2004, Haitong International has been recognised as the "Caring Company" by The Hong Kong Council of Social Service for 10 consecutive years.

Customers

Over the years, the Group not only established trusted relationships with its broad base of local clients, but also acted timely in researching and launching innovative and diversified financial products with respect to the markets' and customers' needs, as well as proactively opened up opportunities in global investment market and expanded exposures with customers in different regions, striving to offer all-round and quality services to global and local institutional and individual investors. The Group has different sales and relationship management teams targeting the various needs of retail, corporate and institutional customers in formulating tailored service solutions. Acquiring professional knowledge and extensive industry experience and supported by the latest information technology, the Group's outstanding expert teams are offering genuine services by listening to customers' need which helps gain trust from customers.

In addition, the Group is providing monthly comprehensive investment information and daily research reports to customers, aiding them to capture every single investment opportunity. The Group is also using different promotional channels to inform customers on new product launches and keep them updated about the new and best-in-class services.

Understanding customers' concern towards investment risks, the Group implements stringent risk management and internal monitoring procedures and provides continuous professional training to staff to ensure that all customers are well informed about the investment's features and related risks prior to making decisions. To better understand customer's experiences and collect opinions in improving its service quality, the Group conducts quarterly surveys on satisfaction and client's comments. Moreover, customer surveys will be conducted with respect to the business development and launch of new services, and the Group has plans to launch new customer online surveys to gather comments from new customers.



集團的經紀團隊既具備專業知識及豐富行業經驗，亦時刻聆聽客戶需要。

The Group's brokerage team with professional knowledge and industry experience always addresses to customers' need.

員工

集團一向關注員工的身心健康，鼓勵同事在工作與生活之間取得平衡。「海通國際職員協會」定期為員工及其家屬舉辦有益身心的康樂活動，包括員工聯歡海鮮晚宴、歌唱比賽、桌球比賽及不同的興趣班等，在工餘時間為員工紓緩工作壓力並提供自我發展的機會。

為進一步兌現善待員工的承諾，管理層繼續透過其撥款設立的「員工關懷基金」，協助員工應對突發事故，例如嚴重疾病或意外，對於面臨重大經濟或生活困難的員工，也可通過該基金，提供緊急援助，讓員工及其家人無後顧之憂，能從容面對逆境。



集團舉辦員工海鮮晚宴，並設遊戲提升現場氣氛。

The Group held the seafood dinner for staff with games to boost up atmosphere.

Employees

The Group always cares about the mental and physical well-being of its employees and encourages them to achieve work-life balance. "Haitong International Staff Club" regularly organised recreational activities for its staff and their family members, including seafood dinner, singing contest, snooker competition and a number of leisure hobby classes for the purposes of stress relief and self-development of staff after office hours.

To fulfil the promise of caring its staff, the management continued to help its staff to cope with unexpected situations such as fatal diseases or serious accidents through the dedicated "Staff Care Fund". The fund will also offer urgent support to the staff suffering from serious financial or livelihood difficulties to help them and their immediate family members weather adversity.

股東及投資者

集團承諾為股東和投資者爭取最大利益，因此投放資源，不遺餘力協助股東及投資者深入瞭解投資市場形勢及各類金融產品。集團採取了「多市場、多渠道及多層次」的主動式投資者教育策略，邀請集團內外的投資專家和各地專業團隊攜手，定期舉辦投資研討會、講座和論壇，藉此提高股東及投資者對投資的認知水平。

集團於期內參與大型金融機構舉辦的投資者會議，並透過非交易路演及一對一會議與來自全球逾三十家機構的投資者及分析員建立緊密聯繫，通過良好的溝通協助投資者瞭解集團營運及發展情況，並就投資者的反饋意見進行分析及跟進。集團亦通過每年舉行的股東大會，加強股東與公司管理層的直接溝通，同時在每年中期業績及全年業績會舉行新聞發佈會及分析員會議。



集團管理層出席業績發佈活動向傳媒講解業務表現
The senior management of the Group attended financial results announcement events to explain the business performance to the press.

(圖片由南華早報提供)

(Photo provided by South China Morning Post)

Shareholders and Investors

The Group is committed to maximising the returns of its shareholders and investors, and is hence devoting great efforts in assisting its shareholders and investors in understanding investment market trends and different types of financial products. The Group takes a proactive “multi-market, multi-channel and multi-level” approach in educating its investors. The Group has been teaming up with investment experts within the Group and from the industry as well as teams from different countries to organise regular investment seminars, workshops and discussion forums to enrich the investment knowledge of shareholders and investors.

During the period, the Group took part in investor conferences organised by large scale financial institutions and maintained close connections with over 30 institutional investors and analysts around the globe through non-deal roadshows and one-on-one meetings. The two-way communication helped investors deepen their understanding to the Group’s operations and business development and helped the Group analyse and follow up on the feedbacks from investors. The Group also facilitated direct dialogues between the management and shareholders by organising the annual general meeting, as well as press conferences and analyst meetings for its interim and annual results announcement.



集團舉辦投資講座以增進零售投資者的金融知識。
The Group organised investment seminars to educate the retail investors on the financial knowledge.

社會

慈善及社區服務

集團非常關注社會上需要幫助的群體，因此經評估後，選擇了與多個和集團具相近服務社群理念的非政府組織合作，以不同方式支持這些機構所舉辦的活動，包括自2006年起連續9年捐款贊助伸手助人協會的曲奇義賣行動、贊助香港公益金「聖誕寄語為公益2013」活動、組隊參與「小母牛競步善行2013」及「港青中國事工計劃－第八屆赤腳勤學慈善行」步行籌款等。

集團亦鼓勵員工多參與義務工作服務社群。2013年，集團透過「海通國際愛心大使」義工小組組織多項慈善活動，包括多項社會服務及籌款活動，得到集團員工積極參與，惠及多個慈善團體，包括香港公益金、樂施會、奧比斯香港辦事處、香港青少年服務處、基督教勵行會、香港基督教青年會等。

The Community

Charity and Community Services

The Group concerns about the minorities in the community. Having gone through a process of evaluation, the Group has collaborated with a range of selected non-government organisations (“NGOs”) sharing similar beliefs with the Group’s community service initiatives and supported the activities organised by these NGOs in different forms, including the sponsorship to The Helping Hand’s Cookie Campaign for 9 consecutive years since 2006, sponsoring the “Christmas Greetings for the Chest 2013” by The Community Chest of Hong Kong, forming corporate teams to participate in the “Heifer’s Races to Feed 2013” and “YMCA of Hong Kong China Service Projects: Bare Foot Walkathon 2013”, etc.

The Group is also encouraging its staff to contribute to the society through volunteering work. In 2013, the Group held a variety of charity events including social services and fundraisings via its volunteering team, Haitong International Caring Ambassadors. These events were well supported by the fellow colleagues and benefited a number of charitable organisations, namely The Community Chest of Hong Kong, Oxfam Hong Kong, ORBIS Hong Kong, the Hong Kong Children & Youth Services, Christian Action, and the YMCA of Hong Kong, etc.



集團同事組隊參與「小母牛競步善行 2013」的企業組比賽。

Members of the Group formed teams to join the corporate category competition of the "Heifer's Races to Feed 2013".



同事及其家人身體力行支持香港中華基督教青年會主辦的慈善籌款活動。
The staff and their family members supported the fundraising event hosted by the YMCA of Hong Kong.



海通國際愛心大使親自製作鳳梨酥到老人院探訪。
Haitong International Caring Ambassadors visited the elderly home with handmade pineapple cakes.



集團與基督教勵行會合辦「高爾夫同樂日」，由義工帶領低收入家庭的兒童學習打高爾夫球。
The Group organised the Golf Day jointly with Christian Action, and the volunteers were guiding the children from the deprived families to learn golf.

環境保護

集團於2013年舉辦及支持了一系列環保活動，包括舉辦「員工特賣日」，捐出辦公室舊傢具作員工義賣，並將籌得款項全數捐給「香港公益金」。此外，集團亦舉辦「舊袋回收及轉贈活動」，將收集到的舊袋轉贈「香港地球之友」，一方面鼓勵同事珍惜資源、支持環保，另一方面惠澤社群。而由2013年起，集團的年報及其他印刷品亦開始選用環保紙印刷，冀從各種細節中體現環保精神。

Environmental Protection

In 2013, the Group hosted and supported a series of environmental protection initiatives, including the "Staff Sales Day" for staff to purchase the used office furniture, with all funds raised donated to The Community Chest of Hong Kong. The Group also arranged the "Recycling of Used Handbags" activity and donated all collected handbags to Friends of the Earth. These activities on one hand encouraged its colleagues to treasure resources in support of environmental protection, and on the other hand offered benefits to the community. To embody the green spirit from small details, starting from 2013, the Group has begun to choose the environment-friendly papers for printing annual report and other collaterals.

集團致力推行綠色辦公室，並獲由環境保護運動委員會及環境保護署主辦的「香港環保卓越計劃」頒發「卓越級別」減廢標誌，肯定集團在減廢方面的努力及對環保的關注。

關注青少年發展及教育

為提供培訓和交流的機會予滬港雙方的金融人才，集團去年繼續參與了由上海市金融服務辦公室和香港特別行政區政府財經事務及庫務局牽頭組織的「滬港金融專業大學生交流及考察計劃」，安排4位來自上海主修金融的大學生進行為期4週的培訓實習，透過工作讓其認識香港金融市場的運作。

集團時刻體現對社會的關懷，特別關注兒童及青少年的心智健康發展。集團於年內捐款予慈善團體兩地一心，為廣西兩所位於偏遠地區的小學建立圖書閣，並送上文具套裝及書包，讓850位小學生能夠開啟閱讀的大門，探索知識的寶庫，苦讀成才。

為瞭解當地的實際情況及考察捐款的成效，集團更贊助同事參與由兩地一心主辦的「廣西聖誕送暖之旅」，讓公司上上下下均有機會身體力行，實踐社會責任，並度過一個別具難忘意義的聖誕假期。

With regard to creation of a green office, the Group was also awarded the “Class of Excellence” Wastewi\$e Label of the “Hong Kong Awards for Environmental Excellence” organised by the Environmental Campaign Committee and the Environmental Protection Department. This label is a further proof of the Group’s commitment to waste reduction and concern for the environment.

Care to Youth Development and Education

To provide training and exchange opportunities for Hong Kong and Shanghai financial talents, the Group continued to participate in the “Scheme for Cross-border Study Tour for Post-Secondary Financial Talents” led by the Shanghai Municipal Financial Service Office and the Financial Services and the Treasury Bureau of the government of HKSAR. The Group arranged 4 university exchange students majoring in finance from Shanghai to engage in a training internship for 4 weeks for the purpose of providing them with the opportunities to understand the operation of the Hong Kong financial market.

The Group cares about the society and in particular the mental and physical development of children and the youth. During the year, the Group donated to U-Hearts for the building of libraries in 2 schools located in the remote areas in Guangxi Province and presented stationery sets and schoolbags to a total of 850 primary students, opening up the access to the world of knowledge for them.

To understand more about the actual conditions and to examine the effectiveness of the donations, the Group sponsored colleagues to join the U-Hearts’ “Guangxi Christmas Volunteer Trip”, offering opportunities to its staff at different levels to undertake the social responsibilities and enjoy a meaningful Christmas holiday.



集團捐款為廣西兩所位於偏遠地區的小學建立圖書館。
The Group donated for setting up libraries in two schools located in the remote area of Guangxi Province.



集團贊助同事參與由兩地一心主辦的義工之旅，探訪當地家庭。
The Group sponsored its staff to join the volunteer trip organised by U-Hearts and to visit the local families.

推動業界發展

集團董事會及高級管理層成員均擁有豐富的金融行業資歷，他們關注中港兩地金融市場及政策法規的發展，亦樂於與業界分享專業經驗，一直積極參與本地和海外多個專業協會、監管組織及學術團體的事務，並經常應邀為中港不同的公營機構、專業團體、商會、金融機構及傳媒舉辦的研討會及論壇擔任講者。涉及的講題涵蓋行業趨勢、環球投資策略、企業融資、財富管理及企業管治等，期望在倡導行業規範與推動金融產品發展等方面作出貢獻。



高級管理層積極參與業界的研討會，推動金融行業發展。

The senior management is actively engaged in industry forum to foster the development of the financial industry.

Contribution to Industry Development

Each and every of the Board members and the senior management of the Group acquires immense financial industry experience and is devoting a great deal of concern towards the development of financial market, policies and regulations in Hong Kong and the Mainland. They are dedicated to sharing their professional insights to the industry, and are hence actively engaged in activities held by the local and overseas industry, regulatory and academic bodies. They are also frequently invited by various public organisations, professional bodies, trade associations, financial institutions and the media to give speeches in seminars and forums across Hong Kong and China. A diverse range of topics has been covered, including industry trends, global investment strategies, corporate finance, wealth management and corporate governance, etc., aiming to contribute to the industry standard formation and to foster the development of financial products.