

企業社會責任

CORPORATE SOCIAL RESPONSIBILITY

作為中國領先的消費品企業，我們致力把企業社會責任及可持續發展原則融合於業務運作當中，並充分利用本集團的業務網絡及豐富資源，為社會經濟、社區及環境作出貢獻。

我們關愛社區，幫助有需要社群；我們愛護環境，珍惜天然資源；我們重視服務品質及創新能力，並以此建立及維繫客戶的信任。我們的員工與本集團均向著「與您攜手，改變生活」的共同目標邁進，矢志為我們的社區創造更美好的未來，同時為股東帶來更佳回報。

關愛社區

本集團致力回饋我們業務所在的社區，旗下業務均積極推動慈善公益事務，且在中國各地全力支持地方政府的相關活動，以幫助有需要社群。透過善用本集團的業務優勢，加上員工及顧客的踴躍參與，我們得以走在前列，共同創造更美好的社會。

公益事務

於二零一二年，本集團旗下各業務分部進行了多項社區服務，包括探訪長者及為兒童舉辦活動，以及關懷弱勢社群。本集團的超市「華潤萬家 CR Vanguard」，去年除了號召消費者向「希望小學」捐贈冬衣外，還透過與電視台及醫院合辦多項社區活動，呼籲民眾關愛父母，以及留意長者的健康問題。超市業務的華東區員工亦每月定期探訪獨居老人，細心聆聽他們在生活上的需要；至於香港「華潤堂 CR Care」的中醫師，亦長期為65歲以上的長者半價診症。

As a leading consumer goods company in China, we endeavor to embrace the principles of corporate social responsibility and sustainable development into our business operations and to take full advantage of the Group's business network and abundant resources to make contributions to the economy, community and environment.

We extend our concern for the community and help the underprivileged; we protect the environment and treasure the world's natural resources; we place strong emphasis on innovation and the quality of our service in order to establish and maintain the trust of our customers. Our staff and the Group endeavor to live up to our motto of "Better Life Together" with a view to creating a better future for the community while delivering better returns to our shareholders.

Community Care

The Group is committed to giving back to the community in which it operates. To help those in need, all of the Group's business segments actively initiate different charitable activities and support the relevant events organized by local governments in China. Capitalizing on the competitive strengths of the Group, and with an outpouring of volunteerism among our staff and customers, the Group is at the forefront of creating a better society.

Community Services

In 2012, different segments of the Group launched an array of community activities including visits to homes of the elderly, organizing children's activities and hosting charity events for the underprivileged. Besides encouraging customers to donate winter clothing to the "Hope Primary School" last year, our "華潤萬家 CR Vanguard" supermarket chain also joined hands with TV stations and hospitals to organize community activities to encourage the general public to love their parents and to pay attention to health problems among the elderly. Staff of our supermarket operation in the east China region took the initiative to organize monthly visits to the homes of the elderly to show their care to senior citizens, while "華潤堂 CR Care" continued its long-standing practice of offering 50% discounts on its Chinese medical services to patrons aged over 65.



本集團積極參與各地的扶貧工作，其中「華潤萬家 CR Vanguard」香港超市舉辦了慈善籌款活動，顧客購買任何商品，均會把部分款項捐至「宣明中國之友」，以推進內地扶貧項目。華東區超市則舉辦了「飲料瓶換水」的活動，以回收膠樽的款項為貴州兒童建設水窯。

The Group actively participated in poverty alleviation activities in different regions of the country. The Group's "華潤萬家 CR Vanguard" stores in Hong Kong launched charity sales in which a portion of merchandise sales were donated to "World Vision China Partners" to fund their poverty alleviation projects in China. Our supermarket operation in the east China region organized the "Bottles in Exchange for Water" event in which all money raised from the recycling of plastic bottles was donated to support the construction of wells for children in parts of Guizhou Province where water is scarce.

此外，本集團繼續積極參與母公司的「華潤希望小鎮」項目，其中食品業務旗艦華潤五豐有限公司（「華潤五豐」）亦充分結合自身業務特點，發揮企業多方面優勢，為各個「華潤希望小鎮」進行產業幫扶工作，有計劃地推動當地向可持續生態農業方向發展，為消費者提供「安全、營養、新鮮、豐富」的鮮食品，同時提高當地農民收入和生活品質。回顧年內，「華潤五豐」在廣西省百色華潤希望小鎮啟動了萬畝聖女果種植項目及百萬羽林下雞養殖項目、在河北省西柏坡華潤希望小鎮啟動50萬羽蛋雞養殖項目，並在海南省萬寧華潤希望小鎮啟動了「華潤五豐東山羊」養殖項目。此外，「華潤五豐」亦與湖南省韶山市政府簽訂了戰略合作框架協議，並建設了華潤五豐韶山現代農業產業基地。

Furthermore, the Group continued to actively participate in the "China Resources Hope Town" project, an initiative organized by our parent company, in which our flagship food subsidiary China Resources Ng Fung Limited ("CR Ng Fung") capitalized on its business advantages to assist in the development of the agricultural industry in "China Resources Hope Towns". Throughout the project, "CR Ng Fung" implemented various ecological farming measures and provided consumers "safe, nutritious, fresh and abundant" food with the aim of improving the income levels and living standards of local villagers. During the year under review, initiatives implemented by "CR Ng Fung" included the launch of a 10,000 acre cherry tomato plantation and a 1 million chicken farm in Baise, Guangxi Province; a farm with 500,000 breeding hens in Xibaipo, Hebei Province; and a Dongshan goat farm in Wanning, Hainan Province. Moreover, "CR Ng Fung" has signed a strategic cooperation agreement with the municipal government of Shaoshan, Hunan Province to establish a modern agricultural plantation project in the city.



二零一二年三月，「華潤五豐」在廣西省百色華潤希望小鎮的萬畝聖女果種植項目正式啟動。
In March 2012, "CR Ng Fung"'s 10,000 acre cherry tomato plantation project was officially launched in the "China Resources Hope Town" in Baise, Guangxi, China.

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而「華潤萬家 CR Vanguard」則透過其覆蓋全國的龐大零售網絡，擴大廣西百色、河北西柏坡、福建古田及海南萬寧等「希望小鎮」產品的銷售途徑，增加當地居民的收入。

此外，本集團的社區服務備受外界推崇，其超市業務連續超過五年榮獲香港社會服務聯會頒授「商界展關懷」標誌、「華潤堂 CR Care」連續四年獲得該標誌、而「太平洋咖啡 Pacific Coffee」則連續兩年獲得該項榮譽。

教育

兒童及青少年是未來社會的主人翁，亦是我們關懷社區活動的焦點對象。例如本集團的「怡寶 C'estbon」飲品業務，自二零零七年開始發起了「怡寶百所圖書館計劃」，旨在為教育資源匱乏的鄉村捐建圖書館，以培養學童對閱讀的興趣，提升他們未來在社會的競爭力。截至二零一二年底，「怡寶 C'estbon」共捐建了73間鄉村圖書館。該計劃並以「1本書+1瓶水=100所圖書館」的愛心公式，用一瓶「怡寶 C'estbon」水和城市的兒童交換一本書，與山區兒童分享閱讀的樂趣。

Meanwhile, “華潤萬家 CR Vanguard” capitalized on its extensive retail network throughout the country to expand the sales channel of the agricultural products produced by the “Hope Towns” in Baise in Guangxi Province, Xibaipo in Hebei Province, Gutian in Fujian Province and Wanning in Hainan Province in order to boost the income levels of local villagers.

Our community work has earned us wide recognition in all sectors of society. The Group’s supermarket chain was presented the “Caring Company” logo by the Hong Kong Council of Social Service for over five consecutive years, while our “華潤堂 CR Care” and “太平洋咖啡 Pacific Coffee” shops have each been named a “Caring Company” by the same organization for four and two consecutive years, respectively.

Education

Children and the youth are the future, and they are also the focus of our community care activities. For instance, our “怡寶 C'estbon” beverage division initiated the “C'estbon 100 Libraries Program” in 2007 to build libraries in rural areas which lack educational resources with the aim of enhancing the local children’s interest in reading and improving their competitiveness for their future. As at the end of 2012, “怡寶 C'estbon” has established 73 libraries in rural areas in China. To share the joy of reading with children in remote villages, the program also promoted the “1 book + 1 bottle of water = 100 libraries” caring formula to encourage children in cities to donate books. According to the caring formula, children can redeem a bottle of “怡寶 C'estbon” water for each book they donate.



截至二零一二年底，「怡寶百所圖書館計劃」已在中國捐建了73間鄉村圖書館。
As at the end of 2012, the “C'estbon 100 Libraries Program” has established 73 libraries in rural areas in China.

此外，本集團的啤酒業務對推動教育事業亦不遺餘力，持續舉行多年的旗艦活動「雪花啤酒勇闖天涯」，在去年於江蘇區域開展的「愛心之旅」，走遍南京、常州、江陰、蘇州及南通5個城市的農民工子弟小學，並呼籲當地消費者向家庭有困難的小學生捐贈書包及金錢等，希望可以改善他們的學習環境。而香港的「太平洋咖啡 Pacific Coffee」亦透過義賣記事本及月曆等，為「苗圃行動」籌募善款，以支持中國貧困地區的教育發展。

文化保育

對於文化保育工作，本集團一直不遺餘力。啤酒業務去年再度與清華大學建築學院合作，展開「普及與傳承—中國古建築系列活動」第二個五年計劃。該活動旨在推動大眾關注中國古建築現狀和中國傳統文化、弘揚古建築知識，計劃每年在全國舉辦超過20場文化講座，並免費向各地的圖書館、大學及媒體等贈送20多萬冊《中國古都五書》。

In addition, the Group's beer division spares no effort in its support for educational services and has been organizing its flagship "Great Expedition with SNOW" campaign for many years. It launched the "Caring Tour" in Jiangsu Province in 2012, a tour in which participants visited primary schools for the children of migrant workers in Nanjing, Changzhou, Jiangyin, Suzhou and Nantong. Consumers in these five cities were encouraged to donate schoolbags and money with the aim of improving the learning environments of underprivileged primary school students. "Pacific Coffee Pacific Coffee" shops in Hong Kong also organized a charity bazaar in which notebooks and calendars were sold to raise funds for "Sowers Action" to support its education programs in impoverished areas of China.

Cultural Conservation

The Group is committed to cultural conservation. Last year, our beer division once again partnered with The School of Architecture of Tsinghua University to organize the second five-year "Popularization and inheritance – China's Ancient Buildings Series" program. The program was established to raise public awareness about the current status of ancient buildings in China and traditional Chinese culture, as well as to spread the knowledge on ancient buildings. To this end, more than 20 cultural seminars will be held throughout the country each year, and more than 200,000 sets of the "Five books on China's Ancient Capitals" will be donated to libraries, universities and media organizations.



啤酒業務管理層與「雪花純生中國古建築攝影大賽」評委、嘉賓及獲獎者代表合影留念。
The management of our beer division took photos with the judges, guests and winners of the "SNOW Draft Beer – Photo Competition on Chinese Ancient Buildings".

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啤酒業務亦自二零零九年起舉辦「雪花純生中國古建築攝影大賽」，去年再次獲得公眾熱烈支持，合共收集到逾17萬幅精彩作品。於去年比賽期間，啤酒業務在全國舉辦了數十場外拍活動，並通過專家每日點評、攝影講座等方式，讓參賽者親身體驗中國古建築的韻味及中國文化的魅力。連同歷時三年拍攝、在中央電視台播放的大型紀錄片《中國古建築》，整體項目獲得一致好評，成功帶動民眾對中國古建築保育的關注。

The Group's beer division has also been organizing the "SNOW Draft Beer – Photo Competition on Chinese Ancient Buildings" since 2009, and the competition last year received overwhelming support again with more than 170,000 fascinating photos submitted for competition. During last year's competition, our beer division conducted dozens of outdoor photo taking activities that consisted of daily reviews from veteran professionals and photography seminars, enabling participants to experience the subtlety of Chinese ancient buildings and the charm of Chinese culture. Coupled with the leading documentary program "Ancient Chinese Buildings" on CCTV, which required 3 years of production, the overall project received wide recognition and has been successful in raising public concern about the conservation of China's ancient buildings.

環境保護

本集團視環境保護為企業文化及決策過程中不可或缺的一環。我們採取所有合理和可行的措施，務求把業務營運對環境的影響減至最少，並訂下嚴謹的目標，在旗下各個業務單位減少耗用能源、用水及用紙。此外，本集團亦積極宣揚環保意識，致力推廣綠色生活。

Environmental Protection

The Group considers environmental protection to be an integral element of its corporate culture and decision-making process. We take all accountable and practicable measures to minimize the impacts that our business operations may have on the environment. Rigorous targets were set for all of our business units in order to reduce the consumption of energy, water and paper. In addition, the Group also actively advocates environmental consciousness with the commitment to promoting the concept of green living.



「華潤萬家 CR Vanguard」連續多年參加保護江蘇太湖水、投放花白鱸魚苗活動。
"華潤萬家 CR Vanguard" has endeavored to donate algae-eating fishes to help clean up the Taihu Lake in Jiangsu for many years.

節能減廢

於二零一二年，本集團的「華潤萬家 CR Vanguard」店舖繼續在開新店或改造舊店時，積極引入環保設施，包括透過採用環保照明及節能的冷氣系統減低耗電，並為部份店舖安裝隔音設備，以減低噪音污染。啤酒業務則已經制定比國家標準更為嚴格的內控標準，以完善節能減排程序的管控，並於年內繼續推廣應用節能減排新技術，實施了60多項節能減排項目，投入環保專項資金超過人民幣3,500萬元。目前，啤酒業務的節能減排水平在國內同業中處領先地位。

食品業務於年內繼續對各地的生產設備進行技術改造及升級，例如四川業務提升了太陽能設備等設施，令生產能耗比上年減少20%；江西業務現有廠房將鍋爐燃料由煤全部改成生物燃料，減少污水和廢氣的排放等等。此外，飲品業務亦建立了EHS管理體系，持續加強節能生產的管理，於二零一二年獲中國產品質量協會評為全國首批「綠色低碳承諾企業」，以及被中國飲料工業協會評為「中國飲料行業節能優秀企業」。

環保推廣活動

本集團深明企業對環保宣傳可發揮的作用，故一直鼓勵員工及客戶珍惜資源、減少廢物及污染。「華潤萬家 CR Vanguard」及旗下品牌已連續第四年參加世界自然基金會的「地球一小時」環保活動，期間關閉店內部分光源，向顧客傳遞節約能源的理念。超市業務亦積極響應「世界地球日」，在部份地區分店舉行「無膠袋日」，全天暫停銷售塑膠袋，顧客可憑超市發票免費獲

Energy Conservation and Waste Reduction

In 2012, the Group installed various eco-friendly facilities as it opened new “華潤萬家 CR Vanguard” stores or renovated existing ones. Such facilities included environmentally-friendly light bulbs and energy-saving cooling systems to reduce electricity consumption, as well as installing soundproof devices to reduce sound pollution. The Group’s beer division has formulated internal control standards which are much stricter than those set by the government in order to optimize its procedures for energy savings and waste reduction. The division continued to introduce new technologies and invested over RMB35 million to implement more than 60 relevant projects in energy conservation and waste reduction during the year. At present, the Group’s beer division enjoys a leading reputation among its domestic peers in terms of achievements in energy savings and waste reduction.

The Group’s food division continued to carry out the technological transformation and enhancement of its production equipment during the year. For instance, the Sichuan unit upgraded its solar energy system and related facilities, which reduced energy consumption during the production process by 20% when compared to the previous year. The Jiangxi unit replaced its coal-burning boilers with biofuel boilers, which helped to reduce sewage and exhaust gas emissions. In addition, the beverage division established an EHS management system and continued to enhance its management of energy savings during the production process. These initiatives earned us a number of recognitions in 2012. Our beverage division was among the first companies to be named a “Corporation Committed to Green Concepts and Low Carbon” by the China Product Quality Association, as well as “Outstanding Enterprise for Energy Saving in China’s Beverage Industry” by the China Beverage Industry Association.

Environmental Protection Campaigns

The Group understands what an enterprise can initiate to advocate environment consciousness, and therefore encourages staff and customers to treasure our resources and to reduce waste and pollution. “華潤萬家 CR Vanguard” and its subsidiary brands have participated in the WWF’s “Earth Hour” campaign for the fourth consecutive year, an event in which the shops turned off part of their lighting to promote energy savings to their customers. The supermarket division also participated in “Earth Day” by not



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贈環保購物袋。此外，「華潤萬家 CR Vanguard」多個地區的分店相繼於中秋節前後舉行月餅盒回收活動，而「太平洋咖啡 Pacific Coffee」亦於店內張貼海報，向顧客宣傳咖啡渣的各項功能及鼓勵循環再用。

providing plastic bags to customers at some of its stores, instead offering customers to redeem free eco-friendly bags with their purchase receipts. Furthermore, some “華潤萬家 CR Vanguard” stores carried out mooncake box recycling campaigns during the mid-Autumn Festival, while “太平洋咖啡 Pacific Coffee” shops put up posters to educate customers on the different functions of coffee grounds in a bid to encourage recycling.

人力資源

我們重視每位員工，肯定每個工作崗位的價值和貢獻，故此我們致力為員工提供良好的工作環境，並鼓勵持續學習、支持個人事業發展。本集團各項業務均按照其不同的經營環境，制定內部職業安全指引和政策。

Human Resources

We attach great importance to each member of our staff and recognize the value and contribution of each and every one of them. Therefore, we are committed to providing a good working environment, encouraging continuous learning and supporting personal career development. Each division of our Group has set their own internal occupational safety guidelines and policies specific to their operating environments.

我們致力提倡持續進修和人才發展的文化，各業務為不同職級的員工提供培訓機會，包括舉辦多個培訓班、參觀和研討會，內容涵蓋管理、銷售、職業安全、技術提升及人際關係等。例如零售業務成立了一間培訓學院，自二零一零年起專責為員工提供有系統的培訓。於回顧年度內，零售業務舉辦訓練課程的總培訓時間超過2,000,000人時。除了集團總部和各個業務單位舉辦不同的培訓課程和工作坊外，我

We are devoted to promoting a culture of continuing education and talent development. All of our divisions provide opportunities of training for staff of different levels, with programs that include training courses, visits and seminars covering management, sales and marketing, occupational safety, as well as technical and interpersonal skills. For example, the retail division has established a training institute to organize systematic training sessions for its staff since 2010. During the year under review, a total of more than 2,000,000 man-hours of trainings were organized by the



本集團總部於去年8月為員工舉辦了一次團隊訓練及溝通技巧培訓。
The Group's head office has organized a team building exercise and communication skills training for its staff in August 2012.

們亦積極參與母公司的培訓學院－華潤大學的培訓課程。該學院的成立，旨在加強中高層管理人員的管理和領導能力，並提升專業人員的競爭力。

為了增加員工歸屬感，我們致力保障員工權利及福利。例如本集團的零售業務定期為員工進行健康檢查，去年接受檢查的員工合共超過68,000人；年內，啤酒業務和零售業務均舉辦了「總經理接待日」，以促進管理層與員工之間的互動溝通。各業務亦定期舉辦興趣班、運動比賽等活動，鼓勵工作生活平衡，並透過一些互助基金會，幫助有困難或患病員工。

本集團對員工的重視亦受到員工的欣賞和認同，華潤蘇果榮獲中國連鎖經營協會的「員工最喜愛的公司」。

食品安全及產品質素

作為全國領先的零售、啤酒、食品及飲品企業，本集團確立「質量第一、消費者至上」的公司文化，要求各個業務單位恪守嚴謹的質量指標，竭盡所能提供更優質的服務和產品，務求讓客戶安心享用。

其中，啤酒業務要求全體員工簽訂安全生產目標責任書，落實安全生產責任，屬下多間工廠取得ISO9001質量體系認證和食物安全重點控制系統(HACCP)認證，並獲ISO22000和ISO14001國際環境體系認證等；飲品業務亦根據ISO9001質量體系、安全計劃管理(SPM)體系的標準對供應商進行考察與評估。

retail division. Apart from our headquarters and business divisions organizing various training sessions and workshops, we also actively participate in training courses organized by China Resources University, our parent company's training institute. It was established to develop the management skills and leadership of senior and middle management as well as to enhance the competitiveness of the professional experts.

In order to enhance the sense of belonging of our staff, we are committed to protecting the rights and welfare of our staff. For instance, the Group's retail division organizes health checks for staff on a regular basis with more than 68,000 staff receiving health checks last year. During the year, the beer division and retail division held "General Manager Days" to enhance interactive communication between the management and the staff. In addition, all business divisions organize leisure courses and sports competitions, etc. regularly to encourage a work-life balance and help needy or sick employees through supporting funds.

The Group's concern for its staff is well appreciated and recognized by its staff. China Resources Suguo was named the "Most Favorable Company for Staff" by the China Chain Store & Franchise Association.

Food Safety and Product Quality

As a leading company in China's retail, beer, food and beverage industries, the Group is committed to the corporate culture of "putting quality and consumers first" and requires all business units to meet the relevant quality indicators and to provide better products and services to ensure consumer satisfaction.

The beer division requires all staff to sign an agreement to bear responsibility for safety production. This enabled many factories of the division to achieve ISO9001 quality system certification, Hazard Analysis and Critical Control Point system (HACCP) certification, ISO22000 and ISO14001 environmental management system certification. The beverage division also inspects and evaluates suppliers in accordance with ISO9001 standards and the Safety Programme Manager (SPM) systems.



企業社會責任 CORPORATE SOCIAL RESPONSIBILITY

至於本集團作為全國領先優質安全食品供應商的「華潤五豐」，旗下多個養殖、屠宰和食品加工業務，按照其生產特點，均依照如HACCP、ISO9001、ISO22000及良好農業規範(GAP)等管控體系進行生產，並獲得認證。於回顧期內，所有抽驗的產品均達到100%的合格率。

另外，憑藉全國最大的超市網絡，本集團的零售業務積極對顧客進行食品安全教育，「華潤萬家 CR Vanguard」於去年三月舉辦了第四屆食品安全月，包括參觀農超對接基地及操作間等一系列活動，向大眾宣傳食品安全的重要性。

供應鏈管理

本集團一向嚴謹篩選合資格的供應商，以確保整個生產過程合乎我們指定的標準及規格。我們不但要求新供應商提交相關文件進行審查，同時亦對供應商的背景進行調查，以評估其可靠性。我們定期進行考察及評核，以確保供應商符合標準，並終止與不合格供應商的合作。

As for "CR Ng Fung", the leading quality and safe food supplier in China, the production process of numerous breeding, slaughtering and food processing businesses are controlled under the HACCP, ISO9001, ISO22000 and Good Agricultural Practices (GAP) standards and have obtained related certifications. During the period under review, the division achieved a passing rate of 100% in all trial tests conducted on its products.

In addition, leveraging the largest and most extensive supermarket network in the country, the Group's retail division actively promotes food safety to its customers. "華潤萬家 CR Vanguard" launched its fourth national safety campaign in March 2012 and organized visits to its direct agricultural product trading bases and operation plants in order to promote the importance of food safety to the general public.

Supply Chain Management

The Group has been stringent in selecting qualified suppliers to ensure that the whole production process is in line with our standards and specifications. Not only do we require our new suppliers to submit all relevant documents for review, we also run background checks to evaluate their reliability. We conduct regular inspections and evaluations to review the standards of our suppliers and cease cooperation with unqualified suppliers.



「華潤萬家 CR Vanguard」已在全國23個省、250多個市縣建立了115個農產品採購基地。To date, "華潤萬家 CR Vanguard" has established 115 direct trading bases across 23 provinces in China, covering over 250 cities and counties.

為加強供應鏈管理，本集團於二零零九年開始建立超市與農產基地的直接採購平台，旨在為旗下超市提供優質及穩定的產品供應，並且通過有計劃的專業培訓和種植引導，協助農戶持續增加收入。目前，「華潤萬家 CR Vanguard」已在全國23個省、250多個市縣建立了115個具有一定規模的農產品採購基地，佔地總面積約85,000畝，涉及165多個品類，涉及農戶11.5萬戶。中國連鎖經營協會已對「華潤萬家 CR Vanguard」旗下的四家農超對接基地授予首批「百個農超對接示範項目」稱號。

客戶滿意度

本集團一向以顧客價值為導向，不斷提升產品和服務水平。此外，本集團高度重視顧客的購買體驗，建立了完善的產品來源追溯和回收機制，並設置產品服務投訴管道，全方位保障消費者的權益。回顧期內，本集團的優質產品及服務繼續獲得業界廣泛認同，例如「華潤萬家 CR Vanguard」在第一財經舉辦的中國食品健康七星獎評選中，獲「年度七星食品零售連鎖企業」殊榮；「中藝 Chinese Arts & Crafts」每年亦會參加由香港零售管理協會舉辦的「神秘顧客計劃」，自二零零五年起，已連續八年獲選為百貨公司組別的最佳服務零售商；「麒麟 Kirin」品牌系列的「午後奶茶」榮獲中國《快速消費品雜誌》頒發「二零零六至二零一二年經典飲品大獎」；而華潤五豐的冷肉和熟肉製品亦被評為二零一二年度「上海名優食品」，以及在「中國食品健康七星獎」評選中，獲「年度七星食品零售連鎖企業」殊榮。

To strengthen our supply chain management, the Group started to establish direct trading bases between farmers and supermarkets since 2009 in order to provide a stable supply of quality goods for its supermarkets and to enhance the household incomes of farmers by providing professional training and guidance on farming technology. To date, "華潤萬家 CR Vanguard" has established 115 direct trading bases of sizable scale across 23 provinces in China, covering over 250 cities and counties with a total site area of approximately 85,000 mu and about 115,000 farming households who provide over 165 types of agricultural products to our supermarkets. The China Chain Store & Franchise Association has already named four direct agricultural product trading bases of "華潤萬家 CR Vanguard" as the first batch of "100 Model Direct Trading Bases between Farmers and Supermarkets".

Customer Satisfaction

The Group has always been customer oriented and continuously improves its product quality and service standards. The Group puts strong emphasis on the shopping experience of its customers, and therefore established a comprehensive product tracing and recall mechanism and complaint channels to protect consumer rights. During the period under review, the Group's quality goods and services continued to receive wide recognition in the industry. For instance, "華潤萬家 CR Vanguard" won the "Seven Star Awards for Food Retail Chains" in the "Awards for Outstanding Contribution in Food Safety & Public Health" organized by China Business Network; "中藝 Chinese Arts & Crafts" also participated in the annual "Mystery Shoppers Program" organized by the Hong Kong Retail Management Association, and was named the leader in the department stores category for eight consecutive years since 2005; the "Afternoon Tea" products of the "麒麟 Kirin" brand won the "2006-2012 Classic Beverage Award" organized by FMCG Magazine in China; and CR Ng Fung's cold and cooked meat products were given the designation of "Famous and High Quality Foods of Shanghai" and the "Seven Star Awards for Most Trusted Food Brand" in the "Awards for Outstanding Contribution in Food Safety & Public Health" in 2012.