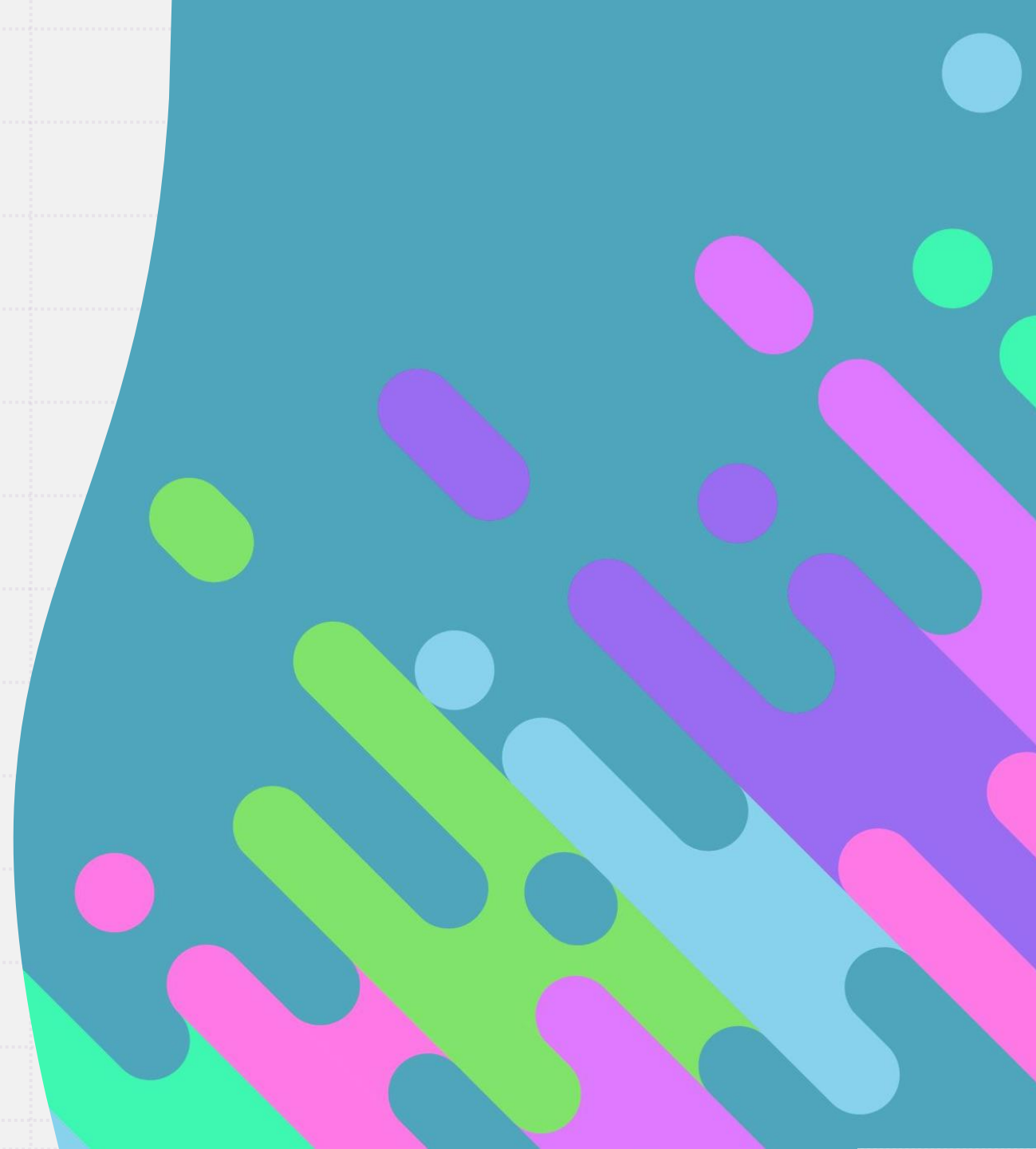
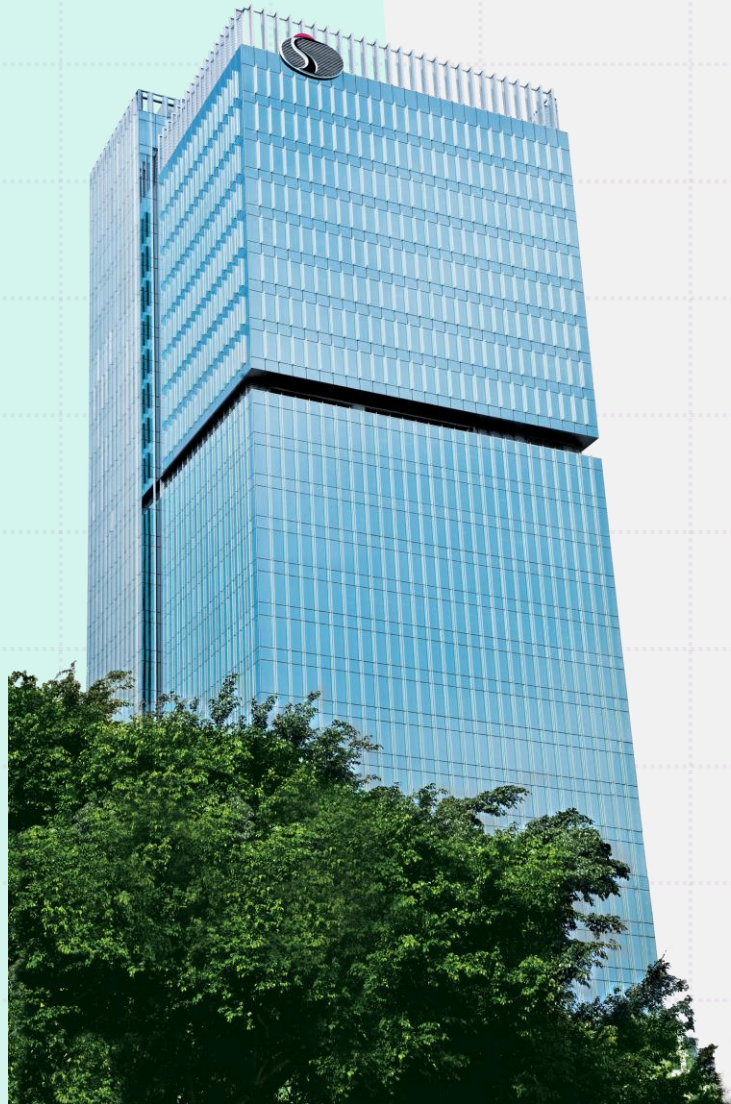


Case Study: Kerry Properties Limtied

Step Challenge





Our Sustainability Vision

1. “In building for a sustainable future, Kerry Properties continues to strive for best-in-class sustainability standards for our assets and throughout our communities.
2. We adopt a holistic approach to embed sustainability throughout the life cycle of our properties. From planning, procurement, construction, operations to maintenance, we consider the environmental and social impact of our developments.
3. For the communities in which we live, work, and play, we are dedicated to creating "people-first places" that foster good health and well-being. Our sustainability vision 2030 aligns with the United Nations Sustainable Development Goals (UNSDGs), and we collaborate hand-in-hand with our stakeholders to nurture and bring communities together.”

Step Challenge

- ❖ A renowned group-wide charity event, the Step Challenge, is held every year at Kerry Properties. Our colleagues across Hong Kong and the Mainland participate **individually and in teams**, aiming to rack up a daily step count

Step Challenge 2023 Promotional Materials



Scan the QR code or click [HERE](#) to view 2023 materials

Event duration	6 weeks
Targeted participants	Full-time employees in Hong Kong and the Mainland
Donation Mechanism	Donate HK\$20 per 10,000 steps to NGOs or eligible beneficiaries
Promotional Materials / Activities	<ul style="list-style-type: none"> • Posters to call for registration / forming teams / voting / grand prize / results announcement • Promotional video(s) • Activities during the event
Event Objectives	Raise participants' awareness of Ocean Protection and Biodiversity Conservation
Award categories	<ol style="list-style-type: none"> 1. Stage award – E.g., Individual Challenge Award (unlimited awardees) / Innovation Team Name Award (1 winning team) 2. Grand award – Individual & Team (or new award categories)
Post-event donation(s)	Any type of donation events related to the event objectives that involve employee and stakeholder participation are welcome. Past donation events can be found on the next slide.



Our Achievement

- ❖ For every 10,000 steps achieved, a total of **HK\$1.6 million** was raised to benefit charitable organisations dedicated to ocean conservation and coastal cleanups.
- ❖ A total of **700 million steps achieved** can be converted into:
 - 11 complete cycles around the Earth
 - Round trip from Hong Kong to Pacific Ocean for 37 times

Focus on Employees' Wellness and Environment Conservation Awareness

- Successfully changed colleagues' **mindsets on active lifestyle** and environmental protection
- Inspired them to seamlessly integrate walking into their daily routines, hence prepared them for the iconic **HONG KONG STREETATHON**.

Ocean Conservation Impact and Community Engagement in 2023



- **Coastal cleaning events** were held in collaboration with NGOs in Hong Kong, and clean ups events at trail or coastal in the Mainland.



- Partnered with Everwave to **collect 18,400kg of waterway waste** in Cambodia.
- Collaborating with the Narwhal Ocean Research Centre, targeted to recover **around 2,400 kg of abandoned fishing gear** in the Mainland.



- **200 corals** will be planted in the coastal area of Shenzhen Dapeng Bay to contribute to **coral reef restoration**



- A 12-day "**Ocean Art Exhibition**" will be held at Jing An Kerry Centre in Shanghai, to raise public awareness of ocean conservation in collaboration with the Narwhal Ocean Research Centre.



- Partnered with the UN Institute for Training and Research – CIFAL, we offered a **6-day summer camp focused on carbon neutrality** for 30 students, in addition to online classes themed on ocean conservation.