

# 企業社會責任

## Corporate Social Responsibility Report

### 持之以恆演繹中華飲食文化

康師傅深情投入研究中華飲食文化的色、香、味，持之以恆將傳統美味現代化，讓所有人享受美味。

#### 以菜入味 - 方便麵事業

透過現代生產工藝，康師傅將中華民族源遠流長的飲食傳統與博大精深的飲食文化，透過「以菜入味」的策略，將大江南北的烹飪技巧融入方便麵，巧妙地轉化為廣受市場歡迎的各式產品。

除了在全國範圍鋪開的紅燒牛肉麵、香辣牛肉麵、香菇燉雞麵、海鮮魚板麵、酸菜牛肉麵以及酸辣牛肉麵外，康師傅還按照不同區域的特色飲食習慣，規劃出「東北燉」、「醬香傳奇」、「江南美食」、「油潑辣子」、「酸香世家」、「老火靚湯」、「亞洲精選」等區域或特色品牌，創造出口味超過200款的方便麵「滿漢全席」。

#### 暢快享受 - 飲品事業

承襲發揚中華飲食文化的使命，康師傅從食跨入飲，憑藉對飲茶文化的理解，揭開企業發展過程的另一個篇章。

康師傅的茶產品多元且豐富，涵蓋清涼有勁的冰紅茶、具有養生概念的綠茶、文化底蘊濃厚的烏龍茶以及鐵觀音，還有象徵年輕時代濃情蜜意的茉莉花茶系列。「傳世新飲」系列則是康師傅在茶飲料獲得消費者肯定後，從中華飲食文化這塊沃土上，推出的新嘗試。不論是源自宮廷秘方的酸梅湯還是酸棗汁、或是符合入秋養生習性的冰糖雪梨，也屢屢獲得市場好評。

### CONSISTENT INTERPRETATION OF CHINESE CULINARY CULTURE

Let everyone tasting delicious dishes is Master Kong's belief. We studied the traditional Chinese culinary culture in-depth in different aspects: color, smell and taste to modernize the traditional taste.

#### Tasty dishes – Instant noodles

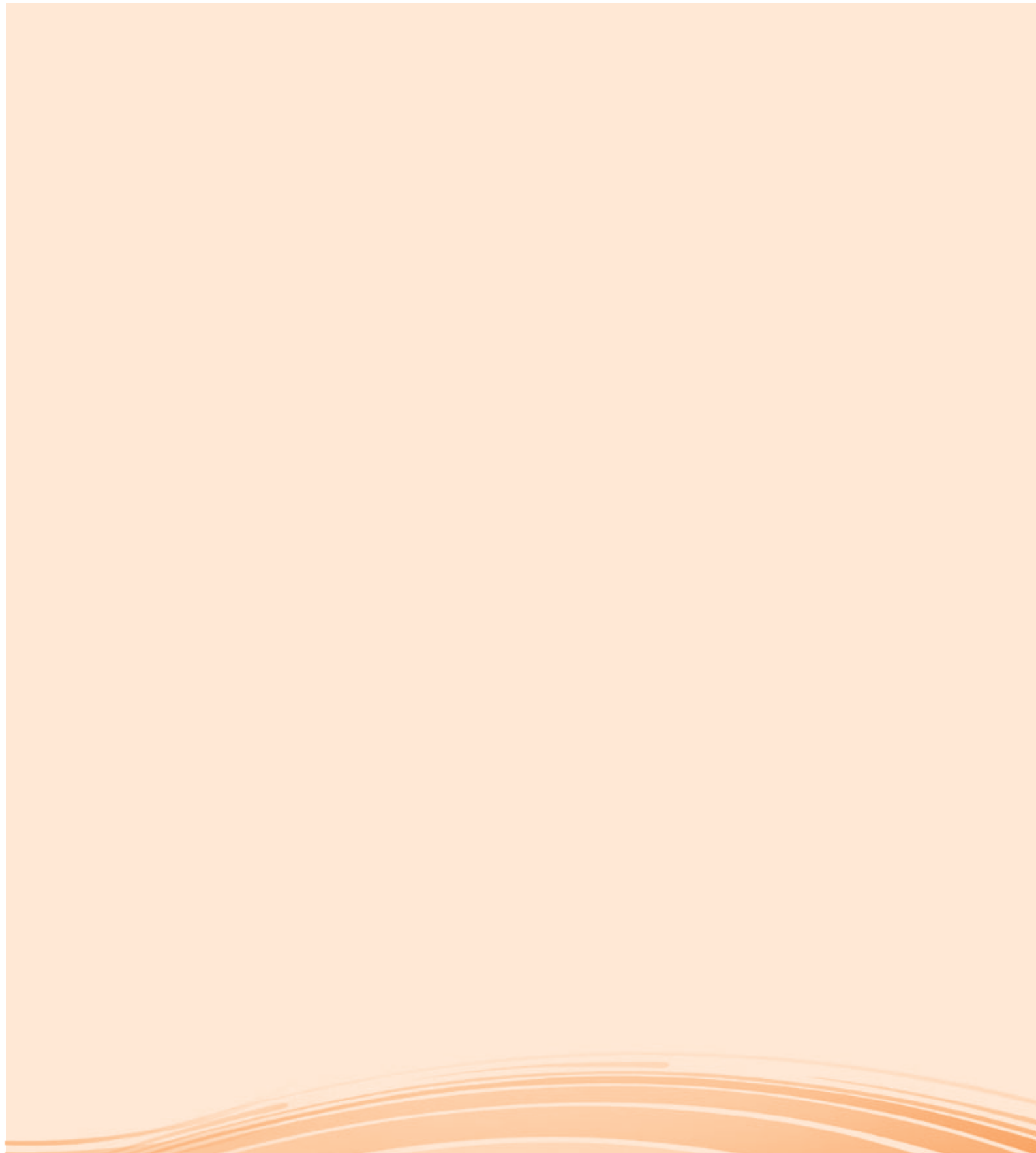
Through modern production technique, Master Kong uses “Tasty dishes” strategy to absorb the Chinese extensive culinary tradition and profound culinary culture, which integrates different Chinese cooking skill into instant noodles and subtly transforms into various products that well-received by the market.

In addition to Braised Beef Noodle, Spicy Beef Noodle, Mushroom and Braised Chicken Noodle, Seafood and Fish Pan Noodle, Pickled Mustard Beef Noodle and Sour and Spicy Beef Noodle launched nationwide, Master Kong also designs regional or characterized brands such as “Northeastern Braised”, “Scented Sauce Tradition”, “JiangNan Delicious Food”, “Chili Oil”, “Sour Smell Family”, “Daily Soup” and “Asian Hot Picks” according to various distinguished food styles of different regions, which creates over 200 tastes of instant noodles “Manchu Han Imperial Feast”.

#### Thrilling enjoy – Beverage

Inherited the mission to further develop Chinese culinary culture, Master Kong steps into beverage from food and unveils another chapter of our business development process by virtue of understanding of tea culture.

Master Kong's tea products are diverse and rich, which covers cool iced black tea, healthy green tea, heritably oolong tea and Ti Kian Yin, as well as Jasmine tea series symbolized great tenderness of youth. “New Taste for Traditional Drink” series is a new attempt launched by Master Kong based on the fertile soil of Chinese culinary culture after our tea drinks recognized by consumers. Regardless of sour plum soup or jujube juice originated from the imperial secret recipe, or crystal sugar pear suitable for healthy habit in cold seasons, our products are often well-received by the market.



1、 完善食品安全風險預防管理機制

合理的廠房佈局和科學的工藝流程設計，確保良好的生產基礎條件；透過對人員衛生 水質安全 蟲鼠害管理 廢棄物處理 化學品管控等各個環節的監控，保證生產過程的食品安全；強化食品防護，規範原物料鉛封、產品追溯、錄像監控裝置等環節的管理；持續對各生產環節進行危害分析，落實關鍵點的動態控制；

2、 建立有效的食品安全追溯系統

完成追溯系統示範工廠建立，實現端到端的產品批次追溯，從原物料入庫到成品入庫過程中，每一原物料及每一生產環節的周轉和加工進行追溯標識和追溯信息的「記錄」。成品 原料流向可即時查詢，追溯作業4小時內完成；啟動批次管理，倉庫收料 發料 層別 盤點作業 批次信息系統化，提升管理水平。

3、 強化供應商溯源管理

系統地建立和規範了原物料包括與食品接觸面相關的備品備件的供應商的開發、供應商的考核獎懲、食品安全指標檢驗管理及供應商年度評鑒作業流程，根據供應商考核的量化分類結果，採取不同的風險控制方法。掌握供應商原物料的來源、供應商對供應鏈管理、建立完整的資訊檔案和信息平台，實現對原物料溯源的有效管理，使管理人員能夠基於事實作出各種決策；

1, Improving food safety risk prevention management system

Master Kong has reasonable plant layout and scientific process design ensuring sound production foundation conditions; ensures food safety throughout the production process by control over various cycles such as staff hygiene/water safety/pest control/waste treatment/chemicals control; manages different cycles such as strengthening food prevention, regulating seal of raw materials, product tracing and video surveillance device; constantly conducts hazard analysis of every product processes and implements dynamic control over key points;

2, Establishing efficient food safety tracing system

Master Kong has completed the establishment of tracing system demonstration factory, which realizing end to end product batches tracing. Tracking marks for turnover and processing of every raw material and every production processes and "record" of tracking information during the process of stocking of raw materials to stocking of finished goods. Flow of finished goods/raw materials can be enquired immediately, and tracing can be finished within 4 hours; launching batches management, systemizing the material receiving/material sending/stratification/stock-taking batches information in the warehouse to enhance management level.

3, Strengthening supplier tracing management

Master Kong systematically establishes and regulates raw material, including the development of food contact surfaces spare parts of spare parts suppliers, supplier evaluation and reward and punishment, food safety signal testing management and annual reevaluation of supplier's operation process. We adopt various risk control methods according to the quantification analysis result of supplier evaluation. Possessing sources of raw material of supplier, supplier's management of supply chain, establishing complete information files and information platform, realizing efficient management of raw material tracing, which enables management to make various decisions based on facts;

#### 4、 嚴格控制過程質量安全

系統地建立了從原料進廠到成品放行過程的產成品應用法律法規（標籤、添加劑等）收集更新流程，HACCP分析，CCP和OPRP的建立、關鍵限值的設置、監控及驗證的方法、糾正 糾正措施的落實、不合格品處理作業標準及危機處理作業。嚴格的成品檢驗管理機制，制定嚴於國家標準的檢驗指標，降低安全風險；執行每批成品的出貨檢驗，確保產品品質；落實年度的成品型式檢驗機制，保證產品符合法規要求；

#### 5、 應用先進食品安全檢測方法

實驗室配備有氣相色譜質譜聯用儀，液相色譜儀、離子色譜儀等專業檢測設備，可檢測防腐劑、塑化劑、農藥殘留等食安指標；配備酶標儀檢測麵粉中的真菌毒素，配備Rancimat檢測儀檢測油脂品質；正在開發BioLumix微生物實時熒光光電檢測系統，微生物檢驗時間大幅縮短至24小時。

「民以食為天，食以安為先」，食品安全保證是決定企業未來發展的關鍵變量。構建食品安全與質量保障任重而道遠，康師傅作為快消品行業的領導品牌義不容辭地應肩負起引領行業食品安全與質量保障的使命。康師傅將不斷致力於產品質量與食品安全，為廣大消費者提供安全、美味、健康的食品。

#### 4, Strictly control process quality and safety

Master Kong systematically formulated the process flow for collection and update of applicable laws and regulations from the intake of raw materials to the factory to the despatch of finished goods, such as labeling and additives, HACCP analysis, establishment of CCP and OPRP, set up of key limits, monitoring and verification method, implementation of rectification/rectification measures, disqualified products treatment standard and crisis management. Strict finished product testing management system, establishes testing benchmarks stricter than national standard to reduce the risk of food safety; implements shipping examination for every batches, ensures product quality; implements annual finished product model testing system and guarantees product complied with the regulations;

#### 5, Applying advance food safety testing method

Master Kong's laboratory equips with professional testing equipments such as gas chromatography-mass spectrometry device, liquid chromatography device and ion chromatography device, which can test food safety indicators such as preservative, plasticizer and pesticide residue; equips with microplate reader for testing mycotoxins in flour, equips with Rancimat testing device for testing oil quality; Master Kong is developing BioLumix microorganism real-time fluorescence optical testing system, which microorganism testing time can be dramatically shortened to 24 hours.

"Food is No. 1 need and food safety is the first consideration". Food safety is the key variable of future development of enterprise. Establishing food safety and maintaining food quality is a heavy responsibility and long way to go. Being a leading brand in the fast moving consumer goods industry, Master Kong has no doubt to hold the industry responsibility of food safety and quality guarantee. Master Kong will constantly strive for product quality and food safety, as well as provide consumers with safe, tasty and healthy food.

食品安全一直是康師傅關注的核心內容，結合在節能環保、公益事業、人才培育、兩岸文化交流等方面的努力，更獲得中國食品安全網和食安商城聯合主辦「2014年度「食安杯」最受歡迎十佳食品安全企業」榮譽，並連續六屆在年度食品安全重要會議上倍受稱讚和嘉獎。連續九年榮獲「大學生至愛品牌」榮譽。此外，康師傅入選2014年亞洲品牌500強、上榜《福布斯》發佈的全球最具創新力公司榜單、來自於研究機構Kantar Worldpanel發佈的2014年全球品牌足跡排行榜中康師傅榮登2014中國快消品50強足跡榜榜首、工信部發佈2014年C-BPI榜中康師傅方便面 茶飲料 瓶裝水連續四年獲得第一品牌稱號、德國品牌協會於2014年3月頒發的「最佳產品品牌獎」及「最佳食品與飲料品牌獎。」

### 一切為夥伴

康師傅一直致力於發揮以人為本的最大價值，圍繞著「人」為核心，完善選、育、用、留各項人才發展政策，康師傅持續發展儲備優秀人才。

對外，我們落實招募與培育機制，儲備人力來配合企業的成長；對內，我們積極關照員工的生活起居，主辦各式各樣的管理培訓及理念培訓課程，提高員工的崗位勝任力及敬業度來應對各式各樣的挑戰。我們以具有市場競爭力的薪資結構照顧員工，並以公平、公正的考核制度，鼓勵同仁自我挑戰。為根植下一代，康師傅還提供員工子女獎金為有意深造的員工子女拓展視野。兼顧發展與儲備，人才不僅是康師傅得以快速成長的核心競爭力之一，也是企業永續發展的基石。

Food safety has always been the core concern for Master Kong through the combined efforts on energy-saving and environmental protection, social charities, talent development and cross-strait cultural exchanges. Also, Master Kong was awarded the honor of the "2014 "Food Safety Cup" Most Popular Best Ten Food Safety Enterprise" jointly organized by Chinese Food Safety Publicity Web and Food Safety Mall, Daily, as well as being recognized and acclaimed at the important annual conference on food safety for six consecutive years, and being recognized the honor of the "Most Favorite Brand of University Student" for nine consecutive years. Besides, Master Kong was being awarded "2014 Asia Brand 500", being listed in the World's Most Innovative Companies published by Forbes, being listed in the top of 2014 Top 50 Chinese FMCG Brands Footprint of 2014 Global Brand Footprint published by Kantar Worldpanel, a research institute. Master Kong's instant noodle/tea drinks/bottled water was being awarded Top Brand in 2014 C-BPI published by Ministry of Industry and Information Technology for four consecutive years. Master Kong also won the "Best Product Brand Award" and the "Best Food & Beverage Brand Award" granted by the German Brands Association in March 2014.

### ALL FOR THE PARTNERS

Master Kong treats "people" as the core, committed to develop the maximum value of people-oriented. With well-developed policies regarding talents selection, development, allocation and retention, Master Kong continues to develop and retain talents.

Externally, we implement the recruitment and training mechanism, in order to retain manpower to cope with business growth; internally, we actively take care of employees' daily living, organize a wide range of management training courses and concept training course to improve their professional quality to tackle various challenges. We offer market-competitive salary for staff, and a fair and impartial appraisal system to encourage employees for self-challenge. In order to cultivate next-generation, Master Kong also provides employees' children scholarship, for the children of employees interested in further studies to expand their horizons. Taking into account the development and retention of employees, talent is not only one of the core competitivenesses of Master Kong's rapid growth, but also the cornerstone of sustainable development of enterprise.

優秀的合作夥伴除了內部敬業愛崗的員工之外，也包括外部的上下游原料、通路供應鏈、第三方與合作企業。康師傅的穩健成長來自與合作夥伴的緊密協作，共生共榮的關係也提供合作夥伴可持續發展的遠景，提供了共同成長的契機。

### 一切為投資人

股東，是推動企業成長的重要原動力之一。康師傅肩負投資人的期待，除了不斷精進產品的生產，在企業管治的要求上也不斷提升。在董事會的層級，我們設有獨立非執行董事，從超然獨立的立場協助檢視企業的重大決策與股東的利益相符；並透過各式委員會與內部稽核單位的運作，落實內部監控的機制，搭配外部獨立核數師，確保企業信息的透明。

康師傅不僅以符合上市公司規範為標準，更以具有可持續發展的實質增長回饋投資人的支持。

### 一切為社會 - 為環保，獻力量

康師傅秉持引領行業健康有序成長為宗旨，為社會以及環境可持續發展貢獻心力。沿承2013年的舉措，在精進生產效能的同時，持續不斷貫徹節能減排的工作：

方便麵事業以蒸汽為主要能源，通過引進國外先進加熱釜技術，提升蒸汽換熱效率；持續完善蒸汽穩壓穩流系統，提升蒸汽效能，推行蒸箱分汽包節能穩流專案；為適應生產工藝要求，分設不同壓力的蒸汽專用管路，減少耗損；利用空壓機餘熱進行循環水加熱；使用專業檢測設備，定時檢查與維護蒸汽系統閥門及設備。

Excellent partners not only include internal professional staff with team spirit, but also include external upstream and downstream raw materials, network supply chain, third-party providers and business partners. Master Kong's robust growth comes from close collaboration with partners. Such symbiotic relationship also provides partners with vision of sustainable development, as well as the opportunity for mutual growth.

### ALL FOR THE INVESTORS

Shareholder is one of the important momentums to drive business growth. Master Kong shoulders the expectations from investors, in addition to improving products, also enhancing the requirements of corporate governance. In the hierarchy of the Board, we have independent non-executive directors, who review enterprise's major decisions whether aligns with interest of shareholders from the with independent view; and implement internal control system through various committees and inter audit unit, as well as engage external independent auditor to ensure transparency of enterprise information.

Master Kong not only complies with Listing Company requirements, but also strive to reward support from investors with sustainable real growth.

### ALL FOR THE SOCIETY – CONTRIBUTION TO THE ENVIRONMENTAL PROTECTION

Master Kong upholds the principle of leading the industry development in a healthy and orderly manner, and contributes to the sustainable development of society and environment. By following and continuing those measures in 2013, Master Kong will further implement energy-saving and emission-reduction while improving production efficiency:

Instant noodle business uses steam as main energy. We generates social impacts step by step through following measures: improving vapor heat efficiency by introducing oversea advanced heating kettle technology; constantly improving steam system with stable pressure and stable flow to enhance the steam productivity, as well as launching a energy saving and stable flow of steamer gas-distribution cylinder project; as for adapting production process requirements, separately building special stream pipes with different pressures to reduce damages; using the residual heat of air compressor to conduct circulating water heat; using professional testing device to regularly check and maintain valve of stream system and devices.



通過創建卓有成效的節能降耗措施，對工廠能耗內部管理，如制定節能目標、能耗考核、建立節能管理機制及各節能細項落實改善、生產線及輔助設備選型、採購(節能型) RO及超濾濃水回收、洗瓶水回收、一級二級RO水調整使用等節水案、輔機設備增加變頻及自控、降低吹瓶吹氣壓力、冬季用公建塔水代替冰水節電、蒸汽冷凝水回收利用等節能案。通過各項節能管理措施及節能改造，2014年飲品整體水電汽單箱耗用量較2013年下降4-6%。

百事上海亞洲研發中心更是百事公司在北美之外最大的頂級研發中心，也是百事在整個亞洲業務中所有新產品、包裝和設備創新的中心，採用了先進的科技、材料和工藝，以保護自然資源、降低運營成本。通過選用節水器具，循環利用雨水，採用創新污水處理系統和中水回用，比傳統的非LEED認證建築節水高達80%。

方便食品事業2014年明確提出節能減排的目標，推進綠色低碳發展，建立「目標明確、責任清晰、一級抓一級、一級考核一級」的節能目標責任和評價考核制度。嚴格執行固定資產投資項目、節能評估和審查制度，擴大能效標識在三相異步電動機、變頻空調、照明產品的推廣應用。在新投資餅乾生產線中選用了循環補熱風式天然氣烘焙爐，比選用電能的烘焙爐節標煤38%；生產所用的廢水經污水站處理再利用，用於澆綠地及清洗地墊等，2014年生產用水全年節水約1萬噸、年節約電與天然氣用量相當於碳減排約5,400噸。

An internal management system of energy consumption at the production plants was set up through the establishment and construction of effective energy-saving and consumption-reduction measures, such as setting energy saving targets, appraisal on energy consumption, establishment of energy saving management mechanism as well as the implementation and improvement of various energy saving items; model selection and purchases (energy saving models) for production lines and auxiliary equipment; recycling of RO and ultra-filtrated concentrated water, recycling of bottle washing water, as well as the adjusted uses of RO first and second grade water; energy saving solutions such as addition of variable frequency and automation on auxiliary equipment, reduction in pressure for bottle and air blowing, replacement of iced water by water from public water tower during winter season for saving energy, and the retrieval of steam and condensed water for use were adopted. In 2014, overall water, electricity and steam consumption of beverage per box dropped by 4-6% when compared with 2013 through various energy saving management measures and energy saving renovation.

Pepsi Shanghai Asia Research and Development Centre is the largest top-tier R&D centre outside North America, and also the centre of all new products, packaging and innovating equipment of PepsiCo.'s entire Asian business, which adopts advanced technology, materials and processes to protect natural resources and decrease operating cost. It uses water saving devices to recycle rain water and uses innovative sewage treatment system and reclaimed water reuse, which saving water 80% more than non LEED recognized construction.

The instant food business has explicitly proposed the energy saving and discharge reduction targets in 2014 to boost green and low-carbon developments by establishing a responsibility and appraisal system for energy saving targets based on the principles of "explicit objective, clear responsibility, grade-on-grade supervision, grade-on-grade appraisal". Fixed asset investment proposals, energy saving appraisal and review system will be strictly implemented and promoted the more extensive use of energy efficiency labels on three phase asynchronous motors, inverter air-conditioners and lighting products. Natural gas ovens with looped hot air compensation system were selected for the newly invested biscuit production line, which could save 38% of standard coal when compared with electric ovens. Waste water from production was treated by the sewage station for re-use in production, sprinkling the green belt and carpet cleaning. In 2014, approximately 10,000 tons of water used for production was saved, and electricity and natural gas saved during the full year were equivalent to a reduction of carbon emissions by 5,400 tons.



### 一切為社會 - 為未來，植希望

康師傅基於社會需求以及企業自身可持續發展的需要，啟動世界名校獎學金計劃，並結合日本百年名校早稻田大學的資源，與包括復旦大學、上海交通大學、同濟大學、浙江大學、上海財經大學、台灣大學以及政治大學七所兩岸一類高校進行合作，將支持兩岸優秀學子繼續深造。

近十年來，兩岸已有累計近一萬名的留學生在早稻田大學進修，並對社會做出積極的貢獻。也正基於這樣的交流基礎，康師傅便選擇與早稻田大學合作及設立獎學金計劃。截至2014年底，已經有314位莘莘學子透過這個渠道進入早稻田大學，未來還將預計支持總數超過400名的優秀學生繼續深造。

為了提供更廣泛的機會給予立志向學的優秀青年，康師傅配合世界名校獎學金的設置，同步創設「康師傅創新挑戰賽」的活動，在合作的七所高校之外，開闢特別選考的機會，讓更多具備創新特質的青年朋友也能赴早稻田大學進修。

「康師傅創新挑戰賽」跨越學業成績的限制，邀請青年朋友就身邊值得關注的大小事件提出創意，經過專家學者組成的評審團認可後，便能取得參加特別選考資格，爭取前往早稻田大學進修的機會。「康師傅創新挑戰賽」自2010年以來深入海峽兩岸上百所學校，透過網絡平台影響人數累計超過1.7億人次。

### ALL FOR THE SOCIETY – PLANTING HOPE FOR THE FUTURE

Based on the society needs and its own needs of sustainable development, Master Kong has started the world elite universities scholarship program, and combined with the resources of Waseda University, a prestigious university in Japan with over 100 years of history, and co-operated with seven universities in the cross-strait, namely Fudan University, Shanghai Jiao Tong University, Tongji University, Zhejiang University, Shanghai University of Finance and Economics, National Taiwan University and National Chengchi University, will support outstanding students between the cross-strait to further studies.

In the past decade, nearly 10,000 students in total students overseas further studied in Waseda University, and actively contributed to society. On the ground of such exchanges, Master Kong decided to co-operate with Waseda University of the scholarship program. As of the end of 2014 many students, around 314 studied in Waseda University through this scholarship program, we expect that totally over 400 outstanding students will further study in Waseda University in the future.

In order to provide more opportunities to outstanding youths dedicated to study, in align with the world elite universities scholarship program, Master Kong synchronously launched the “Master Kong Creative Challenges” (康師傅創新挑戰賽) activity, in addition to such seven co-operated universities, which also offers a special selection opportunity to the youths with the characteristic of creativity to further study in Waseda University.

“Master Kong Creative Challenges” (康師傅創新挑戰賽) beyond the restriction of academic results, but invite youths to raise more creative ideas about the daily events which we should concern. After the recognition from the adjudication panel which comprises with professionals, such youth can be entitled to the special selection qualification to compete for the opportunity of further study in Waseda University. The “Master Kong Creative Challenges” program has penetrated into nearly a hundred schools on both sides of the Taiwan Straits since 2010 and the number of persons involved through the online platform also reached 170 million.

自2010年至2014年，「創響新生代」康師傅創新挑戰賽已經成功舉辦五屆，大賽已成為具有品牌號召力的年度青年公益賽事。2014年康師傅創新挑戰賽以「小公益大改變」為主題，校園巡講橫跨海峽兩岸22座城市33所高校，與6,000多名莘莘學子分享公益熱忱，共滙集來自海峽兩岸的公益提案1,679份，內容涉及環保、教育、弱勢群體關愛、文化保護等領域。同時，為了幫助參賽選手更多地了解公益、認識公益，更好地推動他們的公益想法，康師傅創新挑戰賽以「授之以漁」為出發點精心安排為期三天的公益訓練營，對於優勝選手，大賽更提供赴美進行公益交流的絕佳機會，為大賽的優秀選手搭建與世界互聯的平台。

2015年1月22日，由大眾媒體發起的第四屆中國公益節活動在京舉行，「康師傅創新挑戰賽」憑藉其出色的項目規劃和執行，廣泛的媒體關注度及良好的社會反響斬獲第四屆中國公益節「2014年度最佳公益項目獎」。這是繼康師傅創新挑戰賽獲得「中國最佳公共關係案例大賽公益傳播獎項」和「最佳CSR傳播獎」後，又一次榮獲企業社會責任類大獎。該獎項是社會各界對康師傅控股在公益領域做出的努力與貢獻的充分認可和肯定。

From 2010 to 2014, the “New generation with creativity and sound bite” Master Kong Creative Challenge has been successfully organized for five years. The program has become a branded and alluring annual charitable event for youths. In 2014, “Master Kong Creative Challenges” (康師傅創新挑戰賽) used “Big Change with Small Charity” (小公益 大改變) as its theme. Master Kong held school speech tours in 22 cities and 33 high schools on both sides of the Taiwan Straits, which shared charitable enthusiasm, and totally collected 1,679 charitable proposals from both sides of the Taiwan Straits, involving various areas, including environmental protection, education, caring for the weak and poor, cultural protecting. At the same time, in order to assist candidates to understand charity and realize charity and to further promote their charitable thinking, Master Kong has arranged a charity training camp for a period of three days with the selected theme “a teaching of fishing skills” as the starting point. As for winners, such challenges also provided a valuable opportunity to undergo a charity exchange in America, which established a connected world platform to outstanding candidates in the challenges.

On 22 January 2015, the 4th China Charity Festival promoted by mass media was held in Beijing, which “Master Kong Creative Challenges” won “2014 Best Charity Project Award” in the 4th China Charity Festival by virtue of its outstanding project planning and implementation, arousing general media concern and warm feedback from the public. This is another Corporate Social Responsibility Communication Award won by The Master Kong Creative Challenge program after it has been confirmed of winning the “Charity Communication Award in the Best Public Relations Case Competition in China” and “The Best CSR Communication Prize”. Such award represents a fully reorganization and affirmation from community to the efforts and contributions in respect of charity area made by Master Kong.

