RUN 2025
for HOPE

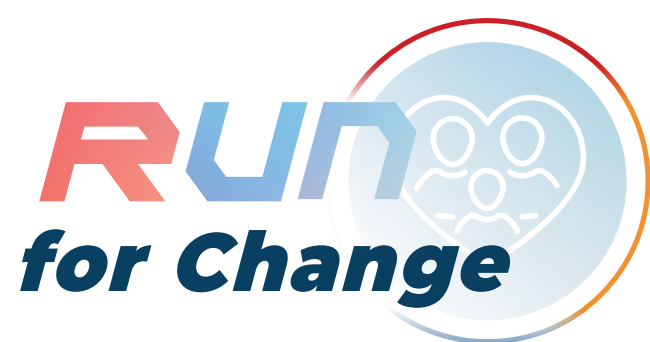**Alliance Challenge**
20,000 km

Boundless Steps
Bold Breakthroughs

RUN for Change

Every step forward, big or small, can spark meaningful change and support vulnerable groups through charity.

Final Donation Amount = $4 X Total km achieved

RUN Online

App-Based Run

A fully digitalised online run event with designated event app :
- To design your own avatar
- To submit run and walk results, upload photos
- To check your result and the real time runner ranking

No Excuses   必勝

RUN Speed Challenge

3-Tier Speed Challenge

Join the 3-Tier Speed Challenge — run like a Pro and win your colour badge!
Complete 2 km and earn your runner badge:

Fresh Green – ≤ 20 mins   **Active Orange – ≤ 15 mins**   **Master Blue – ≤ 10 mins**

Participation Types

Run (Team or Individual)
- Form a team of <= 4 people or join individually and run **at least 2km** each time*
- Record your result by apps or e-devices
- Log-in to the event app to submit your result with screenshot and photos

Walk
- Join the walk as an individual to walk **at least 2km** each time*
- Record your result by apps or e-devices
- Log-in to the event app to submit your result with screenshot and photos

* *Accumulation of total daily walking distance is not acceptable*

7 Event Trophies

2 Individual Men's Trophies
2 Individual Women's Trophies
(Internal & Open)

2 Team Trophies
(Internal & Open)

1 Department Trophy
(Internal only) #

Participants from Alliance will be allocated into 3 teams :
- **Head Office Support Teams:** Executives, F&A, HR, ESG, IT
- **Concrete Division :** Sales, Operation, CSC
- **Aggregates Division:** Quarry, Logistics, E&M

The department that achieves the highest average distance of runs and walks per person wins.

Weekly Photo Competition

- A weekly photo competition open to all
- Upload run/walk photos to compete for the Weekly Best Photo
- Photo with the most Likes 👍 each week will win a special gift (12 weeks in total)

Run Tee and Cap

After registration on the event app, runners can collect their event tee and cap at Alliance office.

Alliance 友盟
A joint venture company between 🅱 and 🄷 Heidelberg Materials

1 Oct – 31 Dec 2025   STEP INTO ACTION!