
TEAM ALLIANCE GUIDING PRINCIPLES

Purpose

Alliance is the leading construction materials supplier in Hong Kong. We produce and supply quality products and services that meet customers' expectations and contribute to the economic development of the community in a socially and environmentally responsible manner.

Commitment to Sustainability

To sustain our business, we will strive for a balance between economic, social and environmental considerations in any decisions we make.

Core Values & Principles

The values and principles by which Alliance and its people live by include:

- **Integrity** – We are honest. We always do the right thing in meeting legal requirements and social expectations. We maintain clear and open communications throughout the company and with all our stakeholders.
- **Leadership** – We create a high-performance culture through operational excellence, and strive for highest standards in the quality of our products and services, occupational health and safety, and environmental protection. We will continuously improve everything we do; and our performance is always measured.
- **Ownership** – We recognize the success of all our business is directly related to our employees and subcontractors throughout the company.
- **Accountability and responsibility** – Our way of doing things is identified by accountability and responsibility by all, passion, dynamism, timeliness, respect and teamwork.
- **Respect** – We respect the rights of all stakeholders and will treat each other as we want to be treated.
- **Teamwork** – We emphasize teamwork and provide means to facilitate employees' participation and involvement in achieving greater results.
- **Innovation** – We always challenge the way we do business and seek out innovative means to meet our commitments.
- **Caring** – We demonstrate our good corporate citizenship through caring for the community especially to those vulnerable groups, employees and the environment.



Vincent Yu
Chief Executive Officer
20 August 2022

COMPETITION COMPLIANCE POLICY

Alliance Construction Materials Limited (Alliance) is committed to compliance with Hong Kong's laws and policies relating to competition matters, which promotes competition and a level playing field for the benefit of both businesses and consumers in Hong Kong.

As a leading brand in Hong Kong, customers recognize the quality and value of Alliance's products and services. In this context, promotion of a competitive environment serves the interests of Alliance and its customers, as well as the wider community.

Accordingly, compliance with the regime is the responsibility of all Alliance employees, each of whom also has a key role to play in promoting this policy.

In addition to the general commitment of Alliance and its employees to adhere to all applicable legal requirements, Alliance and its employees are bound by the following 'golden rules of fair competition law compliance' which underpin this *Competition Compliance Policy*:

- **Compete fairly:** Alliance competes to win in the markets in which it operates, but does so in a fair and lawful manner. This means Alliance's strategy of winning market share and strengthening its brand is based, first and foremost, on a commitment to supplying customers with the best quality products and services – not on unfairly driving competitors out of the market or colluding with rivals.
- **No improper collusion:** Alliance will not participate in any form of anti-competitive collusion with competitors, including price-fixing, bid-rigging, market sharing, output or sales restrictions, or collective boycotts of any trading partners.
- **No resale price maintenance:** Alliance will not impose any obligation or pressure on its customers (including competitors which purchase back-up supply from Alliance) to resell Alliance's products at a fixed or minimum price determined by Alliance.
- **No unlawful abuse of market power:** Alliance will assess its market position on a periodic basis to consider if it is in a position where it possesses market power. If Alliance determines that it is likely to hold substantial market power in one or more markets, it will not unlawfully abuse any such substantial market power it holds in relation to products or services it supplies or acquires. Alliance will always ensure that it exercises any market power it holds for pro-competitive purposes and not the purpose of damaging competitors or restricting competition more generally.
- **No dishonest dealings:** Alliance will act honestly with customers, suppliers and other parties and will not engage in conduct which is misleading or deceptive.

Alliance's employees are required to adhere to these golden rules of competition law, compliance at all times, and to use these key principles to guide their decision-making and conduct. Where employees are unsure about whether proposed decisions or conduct conform with the key principles, they should consult with the Alliance Compliance Officer in advance.

Compliance with this policy by each Alliance employee will ensure Alliance continues to be recognized as a leading brand, and will support the continued growth of Alliance's business in conjunction with the business of all its valued customers.

A handwritten signature in black ink, appearing to read 'Vincent Yu'.

Vincent Yu
Chief Executive Officer
28th February 2022

BUSINESS INTEGRITY AND ETHICS POLICY

To act with integrity and high ethical standards is a core value and principle of Alliance Construction Materials Limited (Alliance). We expect and demand all members of Alliance perform their duties to the highest ethical standards and in compliance with all applicable legal principles.

General Principle

All Alliance's members and any persons working on behalf of us will at all times demonstrate the highest level of integrity, truthfulness, and honesty that uphold both personal and corporate reputations. Alliance will conduct our business in a competent, fair, impartial, and efficient manner.

Legal Compliance

While carrying out our business, compliance with applicable local and international laws and regulations is our baseline. We'll strive to follow the best practice in corporate governance.

Trade Sanction

Through monitoring of United Nations Sanctions and information provided by parent companies, we'll identify any trade sanctions that apply to our business and to take necessary actions ensuring the full compliance.

Anti-money laundering

Employees are strictly prohibited from engaging in any act related to money laundering. The control measures and the supervision against financial transactions and the on-going education to employees involving business transactions are proactive measures for ensuring anti-money laundering law will be abided by our employees at all times.

Anti-corruption and Bribery

Detailed in the Employee Code of Conduct, the requirements and guidelines are stated for anti-corruption and bribery. The Company will have zero tolerance towards any members engaging in corruption and bribery.

Conflict of Interest

Conflict of interest must be declared, and appropriate arrangement made to ensure that those with a material interest are not involved in the decision-making process.

Reputable Business Practices

Reputable business practices such as due diligence, honesty, and fair competition must be applied at all times. To ensure the compliance with competition law and relevant norms and good practices are met, the Competition Compliance Policy and management program are developed that guides every action of our employees.

Confidentiality and Protection of Customer Information

All business affairs and records of the Company and the customers' information are to be treated as strictly private and confidential. When handling information, processes, computer software, manufacturing methods, strategies, results, investment and production activity, and all customers' information, employees are required to exercise care and discretion.

When leaving employment, employees are to return any company document and /or computer information which is not considered to be in the public domain.

Intellectual Property Rights

We respect the intellectual property rights. Unlawful or unauthorized copy or use of intellectual properties are prohibited.

Human Rights

All members of Alliance must observe the guidelines and requirements that set out in the Human Rights Policy and the Employee Code of Conduct.

Whistle-Blowing

The Ethics Hotline, which is a 7/24/365 channel within Alliance for Employees and Contract Drivers to raise their concerns and report wrongful business conduct has occurred, is occurring or is about to occur. All reports will be treated as confidential and will be handled directly by the Chief Executive Officer. Harassment or Victimization of a genuine reporter will not be tolerated.



Vincent Yu
Chief Executive Officer
20 August 2022