

企業社會責任

Corporate Social Responsibility Report



21年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。

一切為消費者

2012年度，在歷次食品安全事件中，康師傅產品都經受住了考驗，產品全部符合國家安全標準，在消費者中獲得了讚譽。讓消費者安心，是康師傅對消費者的承諾，也是我們持續成長茁壯的重要基石。

一切源於康師傅自始至終積極響應「從農田到餐桌」全程質量控制理念的倡導，恪守消費者食品安全原則，投入鉅資嚴控源頭安全，牢牢掌握上游供應鏈，嚴苛管理原料和供應商。

一、嚴苛原料規格的落實

- A. 秉持嚴格、合理的原料規格表，限定了原料的屬性、質量指標和安全指標，為採購／驗收原料提供量化、明確的標準。

21 YEARS' 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.

ALL FOR THE CUSTOMERS

In 2012, Master Kong survived several food safety incidents as all of its products met national safety standards and a good reputation was built up among consumers. Master Kong commits to bring consumers peace-of-mind, it is also the cornerstone of our thriving growth.

All thanks to Master Kong's dedicated support for the guiding principle of total quality control "from farm to table" and strict compliance with the consumer food safety principles. Master Kong invested heavily to control food safety from the source and closely monitored the upstream supply chain through tight management of the raw materials and suppliers.

I. Raw material specifications are strictly followed

- A. For adherence to strict and rational raw material specifications, Master Kong prescribes the attributes, quality indicators and safety indicators to offer quantified and clear criteria for the sourcing/inspection of raw materials.

- B. 規格制定嚴格參照國家相關法規標準，隨國家安全標準／行標／地標等的出台，做及時的修訂與更新。
- C. 同時，積累數據經驗，提出較國家標準更嚴格，但是保持合理性的規格指標，進一步保障原物料安全性。

二. 加強供應商資質管控

- A. 供應商必須具備三證等相關資質證件。
- B. 對供應商的生產能力、技術能力、品質系統、生產環境、檢驗能力、人員等方面進行實地考核，評鑒合格後方具備供應商資格。
- C. 供應商分級管理，使供應商和康師傅共同成長，一同進步，從而確保原料質量。

三. 原料檢驗制度

- A. 著重進料、制程和成品三個環節的管理，每一個環節都進行監控，這些都在產品設計和原物料設計之初就要加以考量。
- B. 對於原料品質管理，依照原料規格表的設定項目，分別制定合理可行的檢測頻率，如決定產品質量的關鍵指標批檢，其他指標月檢、半年檢或年檢。
- C. 同時，針對規格要求指標，要求供應商提供第三方外檢報告。康師傅也不定期抽檢，進行第三方檢驗，多方保證原料質量安全。

- B. Master Kong develops specifications with strict reference to the relevant regulatory standards of the State and makes timely revision and update upon the issuance of the national safety standards/industry standards/local standards.
- C. Meantime, Master Kong accumulates previous data and experience to establish stricter specification criteria than the national standards but still at a rational level, in order to guarantee the safety of raw materials.

II. Strengthened control over supplier qualification

- A. Suppliers must have relevant qualification documents such as the Three Certificates.
- B. Master Kong will carry out on-site investigations on the production capability, technical capability, quality system, production conditions, inspection ability and personnel of a supplier, who would be qualified as a supplier only after passing such assessment.
- C. Suppliers are managed by different levels, so that suppliers can grow and make progress along with Master Kong to ensure the quality of raw materials.

III. Raw material inspection system

- A. Master Kong focus on the management of incoming materials, procedures and finished products by monitoring each stage. These are factors required to be considered at the beginning of product design and raw material design stages.
- B. For quality management of raw materials, Master Kong works out reasonable and practicable inspection frequencies respectively according to the items set in the raw material specifications, such as determining the key indicators of product quality for inspection approval, and other indicators for monthly, half-yearly and annual inspections.
- C. Meanwhile, Master Kong demands external inspection reports issued by third parties to be provided by suppliers on the indicators required in the specifications. It also conducts sample inspections and third party inspections from time to time, so as to ensure the quality and safety of raw materials.

四. 供應商溯源制度

- A. 建立供應商溯源制度，從原材料源頭保證產品質量安全。
- B. 對供應商的原料規格制定合理性、原料檢驗記錄、安全性指標送檢狀況、以及對其源頭供應商的管理能力等方面，進行全方位的評價和追溯，保證供應鏈安全。
- C. 追溯供應商的源頭供應商，實地考察並掌握其生產、技術、品質管控等能力，保證供應商原材料來源的安全性。

五. 食品安全風險預警機制

研發中心設有食品安全法規崗，能夠隨時掌握國內外食品安全質量的訊息，對可能存在的潛在風險，隨時發佈，立專案處理。

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，更獲得人民日報社主辦「最具責任感企業」榮譽，以及華夏時報主辦的「引領未來的中國品牌」榮譽稱號。並在年度食品安全重要會議上倍受肯定和稱讚。

IV. Supplier tracing system

- A. Master Kong sets up a supplier tracing system to guarantee the quality and safety of products from the source of raw materials.
- B. Master Kong comprehensively assesses and traces the rationality of established raw material specifications, the inspection records of raw materials and the inspection status of safety indicators, as well as management ability of suppliers at the source, ensuring the safety of the entire supply chain.
- C. Master Kong traces the original source supplier of its suppliers, conducts field visits and learn about their capabilities in production, technology and quality control, thus assuring the safety of suppliers' raw materials source.

V. Pre-warning mechanism for food safety risk

The research and development center has food safety regulation posts in place, which are capable of grasping information about domestic and overseas food safety and quality frequently, releasing potential risks warning bulletin and coping with them as special cases.

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 Most Socially Responsible Enterprise", which was organized by People's Daily, and the honorary title of "Chinese Brands Leading the Future (引領未來的中國品牌)", as well as being recognized and acclaimed at the important annual conference on food safety.

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，主辦各式各樣的培訓課程，提高員工的業務素質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學金，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。

優秀的合作夥伴除了內部敬業愛群的員工之外，也包括外部的上下游原料、通路供應鏈、協力廠商與合作企業。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。

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 training courses 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.

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.

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2011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，通過蒸汽管路採用水平波紋式膨脹節、免維護型垂直旋轉式膨脹節、冷凝水罐熱水直接打入空調系統、熱水罐充分利用冷凝水進行加熱、增加回水管路、減少旁路、利用冷凝水罐熱水對空調系統進行加熱等舉措，以小博大，循序漸進，產生了相當的社會效益。新的、全世界最快速的方便麵生產線的不斷更新，也因為生產效能提高，對每單位產能的節能減排做出貢獻。2012年節約蒸汽38,444噸、年節電122.05萬度、減少COD排放2,195.2噸、減少氨氮排放13.6噸、節約自來水27.5804萬噸、節約天然氣73,983立方、煤5,835.4噸。

飲品事業2012年共有33家工廠(綜合廠、水廠)通過飲料協會優秀節能企業審核，獲得優秀節能企業稱號。25家工廠通過飲料協會優秀節水企業審核，獲得優秀節水企業稱號。2012年對漳州、吳江、南寧、南昌、包頭、廊坊、天津二廠等7家新建工廠投資6,152.1萬元污水處理工程。2012年處理污水總量達1,642.5萬噸，全部達到國家三級排放標準，天津、廣州等優秀工廠達到二級標準。通過加強管理及濃水回收、變頻節能、冷凝水回收等大

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 2011, Master Kong will further implement energy-saving and emission-reduction while improving production efficiency:

Instant noodle business uses steam as main energy, and through such measures as employing horizontal ripple expansion points and maintenance-free vertically rotary expansion points in steam pipelines, direct flow of hot water in condensed water pots to air-conditioning system, use of condensed water by hot water pots for heating, increase retrieved water pipelines, decrease bypasses, utilization of hot water in condensed water pots to heat air-conditioning system, considerable social benefits have been produced gradually. Through continuous upgrading to new and world-fastest instant noodle production lines, and also due to improvements in production efficiency, contributions to energy saving and emission reduction have been made by each unit of production capacity. In 2012, Master Kong achieved annual saving of 38,444 tons of steam and 1,220,500 units of electricity; reduced emission of 2,195.2 tons of COD and 13.6 tons of ammonia and nitrogen; saved 275,804 tons of tap water, 73,983 cubic meters of natural gas and 5,835.4 tons of coal.

In the beverage business, a total of 33 plants (complex plants and water plants) in 2012 were awarded the title of Outstanding Enterprise on Energy Saving after passing the examination for qualifying as an Outstanding Enterprise on Energy Saving organized by China Beverage Industry Association (hereinafter referred to as "CBIA"). 25 plants were awarded the title of Outstanding Enterprise on Water Saving upon passing the relevant examination organized by CBIA. In 2012, RMB61.521 million was invested by 7 new plants located in Zhangzhou, Wujiang, Nanning, Nanchang, Baotou, Langfang and Tianjin Plant II for sewage treatment projects. Total volume of sewage water treated reached 16.425 million tons in 2012 and met the third grade national

量節能節水案，加強並落實能耗內部管理目標和考核機制、選用節能型生產線及輔助設備、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、冰水機冷卻水水質處理及在線清洗、蒸汽冷凝水回收利用等節能案，2012年共節約用水240萬噸、用電1.05億度、蒸汽16.5萬噸。每箱產品耗用自來水13.01公斤，較2011減少1.6公斤，每箱產品耗電0.73度，較2011減少0.7度；每箱產品耗用蒸汽1.25公斤，較2011減少0.11公斤。

在以「為中國飲料尋找再發展動力」為主題的中國飲料工業協會（「中飲協」）年會上，康師傅飲品事業和百事飲品事業，憑藉在節能減排和可持續發展領域的突出表現，獲得行業認可，摘得90個「2012中國飲料工業節水節能優秀企業」獎項，其中有47家飲料工廠贏得節能優秀企業獎，43家獲得節水優秀企業獎，康百聯盟旗下工廠獲得的獎項數佔整個飲料行業本年度所頒獎項總數的57%以上。

discharging standard while outstanding plants in Tianjin and Guangzhou have met the second grade standard. Through enhancing management and recovery of concentrated water, variable frequency and energy saving, recovery of condensed water and other energy and water saving measures, implementation of the internal management goals and evaluation mechanism for energy consumption were strengthened, and select to use water-saving solutions including the deployment of energy-saving production lines and auxiliary equipment, recycling of RO and ultra-filtrated concentrated water, recovery 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, the treatment of water quality and online cleaning of chilled water in chillers and the retrieval of steam and condensed water for use were adopted. Master Kong achieved saving of 2.40 million tons of water, 105 million units of electricity and 165,000 tons of steam in 2012. The consumption of tap water per box of products was 13.01 kg, representing a decrease of 1.6kg as compared to 2011, consumption of electricity per box of products was 0.73 units, representing a decrease of 0.7 units and consumption of steam per box of products was 1.25 kg, representing a decrease of 0.11kg as compared to 2011.

At the CBIA annual meeting with the theme of "Seeking new engine for the further development of beverages in China", Master Kong's beverage business and Pepsi beverage business were both recognized by the industry for their outstanding performance in the areas of energy saving, emission reduction and sustainable development. 90 awards of the "2012 Outstanding Enterprise on Water and Energy Saving in China Beverage Industry (2012中國飲料工業節水節能優秀企業)" were won. 47 beverage plants received awards of Outstanding Enterprise on Energy Saving and 43 plants received awards of Outstanding Enterprise on Water Saving. And the plants under Master Kong & Pepsico alliance won 57% of all the awards granted in the beverage industry during the year.

方便食品事業2012年通過各種有效舉措，如安裝智能磁卡水錶、改造節水水池、增加專用擠餡器、改造大功率電機為變頻控制、優化使用節能燈及LED照明、合理調整生產區域照度高度，獲得節電30%的目標。投資800萬元人民幣新建污水處理站，採用先進的污水處理技術「混凝氣浮+厭氧EGSB+複合好氧生物法」處理系統。自動蛋捲設備採用隔熱設計，減少熱能損失，增加環保廢氣治理投入，對蛋酥卷生產線進行廢氣收集淨化處理。2012年生產用水年節水3.91萬噸，節約用電161萬度，年處理污水總量達36.5萬噸。

Instant food business, through various effective measures, including the installation of smart magnetic card water gauge, the renovation of water saving pool, the addition of specialized stuffing squeezer, the conversion of high power motor to variable frequency control, optimizing the use of energy saving lamps and LED lighting, as well as the proper adjustment of illumination and height of the lighting in the production areas, has achieved the goal of saving 30% electricity in 2012. It has invested RMB8 million to construct a new sewage treatment plant, where the advanced sewage treatment technology “Coagulating airfloatation + anaerobic EGSB + compound aerobiotic biology method” was adopted for the treatment system. Automatic egg rolls equipment utilized heat insulation design to eliminate the loss of thermal energy. Further investment was made in environmental protection and waste gas control and a procedure for collecting and purifying waste gas was performed on the production lines for crispy egg rolls. As a result, annual saving of 39,100 tons of water used in production and 1.61 million units of electricity and total volume of annual sewage water treatment reached 365,000 tons in 2012.

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，預計以五年的時間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，康師傅啟動總額達1.8億人民幣的獎學金計劃便選擇與早稻田大學合作，這不僅是早稻田大學收到來自企業捐贈金額最高的單筆獎學金項目，也是為中國留學生設置最高級別的獎學金。截至2012年底，已經有128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—早稻田大學創新挑戰賽」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—早稻田大學創新挑戰賽」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

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, which expected to support outstanding students between the cross-strait to further studies around five years.

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 with set up fund of RMB 180 million in total. As for Waseda University, it's not only the largest amount of donation received from a single enterprise, but also the highest level of scholarship designed for the Chinese students overseas. As of the end of 2012, many students, around 128, studied in Waseda University though 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 – Waseda University Creative Challenges” (康師傅—早稻田大學創新挑戰賽) 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 - Waseda University Creative Challenges” (康師傅—早稻田大學創新挑戰賽) 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

會。每年，康師傅會在兩岸舉辦十餘場校園宣講，在第一線邀請青年朋友通過網絡關注了本次活動。

2012年3月14日再度啟動的「創響新生代」康師傅—早稻田大學創新挑戰賽，以「小公益，大行動」為主題，深入關注青年草根公益成長。在兩岸12座城市舉行了城市巡講，與近2,400名在校大學生共同分享了公益故事與感受。共收到1,032份公益項目提案，超過350萬青年朋友通過網絡關注了賽事。大賽同時在全國111所高校展開宣傳，預計覆蓋1.4億學生人群。經過初賽、訓練營、複賽等一系列賽事環節，十位公益新秀脫穎而出，各獲得了一萬元公益項目啟動基金，在兩岸開展了為期五周的公益實踐活動。最終「小題大作」公益項目問鼎冠軍，其代表參賽選手張志丹也成為了2012年度的「公益達人」。

一切為社會—為弱勢，送關懷

濟弱扶貧向來是傳統美德之一。康師傅遵循「取之於民，用之於民，回饋社會，永續經營」的經營之道，歷年來投入助學、抗洪、抗震、扶貧、支持體育活動等社會公益事業的費用達4億元人民幣。康師傅向來抱持人饑己饑，人溺己溺的初衷，滙聚各子公司的力量，積極投身各公益活動，在教育、兩岸文化交流以及扶貧賑災等方面盡更大社會責任。

special selection qualification to compete for the opportunity of further study in Waseda University. In every year, Master Kong held nearly ten campus talks, in order to invite the youths directly to join such activity through the internet.

“New generation with creativity and sound bite” Master Kong – Waseda University Creative challenges (康師傅—早稻田大學創新挑戰賽) started again on 14 March 2012. The competition themed “Small Charity, Big Action (小公益,大行動)” with deep focus on bottom level youngsters’ growth through participating in social charities. City tours were conducted in 12 cities across the strait, nearly 2,400 college students shared their social charity stories and feelings. A total of 1,032 public welfare proposals were received and 3.50 million youths supported the tournament through the internet. Meanwhile, the competition was publicized in 111 higher schools across the nation, covering approximately 140 million students. After a series of preliminary contests, training camps and quarter-finals, ten newcomers excelled in the contest, each receiving an amount of RMB10,000 as the startup fund for public welfare projects. Social charity activities lasting for five weeks were carried out across the strait. Finally, the program “contribute by clicking (小題大作)” won the champion, and the delegate of contestants Zhang Zhidan naturally became “Public welfare talent” for 2012.

FOR THE COMMUNITY – CARING THE SOCIAL VULNERABLE GROUPS

Salvation and helping the poverty is one of the traditional virtues. Master Kong has always committed to develop the maximum value of people oriented activities. Salvation and helping the underprivileged is one of the traditional virtues. Upholding the operation philosophy of “obtaining from the people, using on the people and repaying the society for a sustainable operation”, Master Kong has contributed an aggregated amount of RMB400 million for social charitable work such as sponsoring education, fighting floods, relieving earthquakes, relieving poverty, supporting sports activities during past years. Master Kong always upholds the philosophy of empathy, feeling how others feel, by gathering all the power of subsidiaries and proactively devoting to various social charities, so as to fulfill more social responsibilities in education, cross-strait cultural exchange and poverty relief and disaster relief work.