



让世界共享科技创新成果

# 2019

## 企业社会责任报告

### CORPORATE SOCIAL RESPONSIBILITY REPORT

利亚德光电股份有限公司

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# 关于本报告

## 报告时间范围：

2019 年 1 月 1 日至 12 月 31 日，并包含部分历史信息。

## 报告发布周期：

年度报告，一般在下一年第一季度发布。

## 报告组织范围：

本报告是利亚德集团对外发布的第五份企业社会责任报告。为了便于阅读，报告中“利亚德集团”也以“利亚德公司”“公司”或“我们”表示。

## 报告数据说明：

本报告披露的 2019 年数据，均来自利亚德集团的正式文件和统计报告，并经过相关部门审核。

## 报告参照标准：

联合国《2030 年可持续发展议程》  
全球可持续发展标准委员会《GRI 可持续发展报告标准》（GRI Standards）  
GB/T 36001-2015《社会责任报告编写指南》  
国际标准化组织《ISO 26000：社会责任指南（2010）》  
中国社会科学院《中国企业社会责任报告指南（CASS-CSR4.0）》

## 报告索取：

报告电子版可通过利亚德官方网站  
<http://www.leyard.com/> 浏览或下载。

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# 让世界共享科技创新成果——利亚德与SDGs

2015 年 9 月 25 日 -27 日，在联合国成立七十周年之际，联合国通过了《2030 年可持续发展议程》，联合国 193 个成员国在峰会上正式通过了 17 个可持续发展目标（SDGs）。

利亚德作为负责任的经济主体，坚持“让世界共享科技创新成果”，积极响应联合国可持续发展目标，并将其融入集团的发展战略中。

我们在企业发展过程中努力追求经济、社会和环境的综合价值最大化，并与利益相关方携手，探索经营、管理、供应链运营中的可持续发展路径，以企业的实际行动推进落实联合国可持续发展目标，在不断创造卓越的过程中为社会发展贡献力量。

强国兴业	利亚德行动
<div><div>8 体面工作和经济增长</div><div>9 产业、创新和基础设施</div><div>16 和平、正义与强大机构</div><div>17 促进目标实现的伙伴关系</div></div>	<div><div>· 2019 年员工劳动合同签订率 100%</div><div>· 公司为员工提供同等工作机会，提供安全的工作环境</div><div>· 截至 2019 年拥有及申请专利量达 1534 个</div><div>· 建立全球供应链管理体系，开放合作，互利共赢</div><div>· 公司通过项目合作，与合作伙伴共同推进技术创新，推动行业发展</div><div>· 利亚德带领多家中国 LED 企业联合应对，最终赢得美国“337 调查”保卫战</div><div>· 利亚德与台湾晶元光电成立合资公司，在无锡市梁溪区投建全球首家 Mini/Micro LED 显示量产基地</div></div>

民生福祉	利亚德行动
<div><div>1 消除贫困</div><div>2 消除饥饿</div><div>4 优质教育</div><div>3 良好健康与福祉</div><div>5 性别平等</div><div>6 清洁饮水及卫生设施</div><div>10 减小差距</div><div>11 可持续的城市和社区</div></div>	<div><div>· 紧跟国家“精准扶贫”政策，结合公司业务实际，专注教育扶贫</div><div>· 利亚德繁星教育基金成立 5 年，累计捐助物资 2000 余万元</div><div>· 连续两年捐助“芭莎课后一小时”项目，用一间教室换一个课后乐园</div><div>· 公司保障女性员工平等录用，坚决禁用童工</div><div>· 员工持股计划，累计激励超过 1700 人</div></div>

环境友好	利亚德行动
<div><div>7 经济实用的清洁能源</div><div>12 负责任消费和生产</div><div>13 气候行动</div><div>14 水下生物</div><div>15 陆地生物</div></div>	<div><div>· 2019 年安全生产投入 50.2 万元</div><div>· 2019 年环保投入 27.5 万元</div><div>· 2019 年单位产值能耗为 6 千克 / 万元，同比下降 5%</div><div>· 2019 年单位产值二氧化碳排放量 26.4 千克 / 万元，同比下降 2%</div><div>· 2019 年废物安全处置率 100%</div><div>· 采用低温无铅锡膏工艺，每年可节省 128,772 度电</div><div>· 北京产业园自建 650 吨生活污水处理系统，减少污水排放</div><div>· 北京产业园区房屋供暖采用天然气无压真空锅炉供暖，大幅降低二氧化碳排放量</div></div>



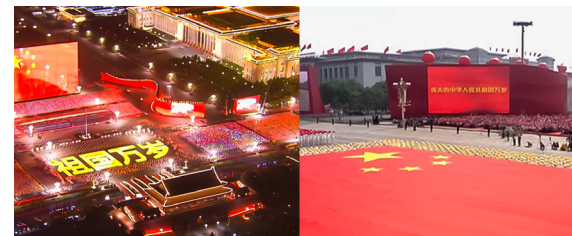


## 董事长致辞

——  
风云起苍穹，  
心乱惶恐。  
政策变幻深莫测，  
国际乱局欲争雄。  
无言再轻松。

企业尽峥嵘，  
初心如故。  
奋勇拼搏显本色，  
夯实基础练内功。  
新年再逐梦。

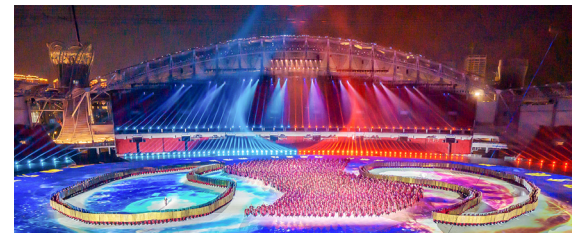
## 2019 年利亚德砥砺前行——十大新闻



利亚德显示闪耀国庆 70 周年阅兵及联欢晚会，视觉冲击震撼，永载史册



全球首家 Mini/Micro LED 量产基地合资成立，深圳龙华生产基地动工，海外小间距业务高速增长（欧洲显示基地实现量产）



作为军运会开闭幕式总制作（总承包）呈现惊艳全球的视觉盛宴，开辟立体演艺新纪元



获 LED 显示全球三连冠（工信部单项冠军），营收实现逆势增长（8 亿可转债发行成功）



武汉两江四岸（等数十城市）夜景提升，亲情表达“我爱你，中国”，助推夜游经济发展



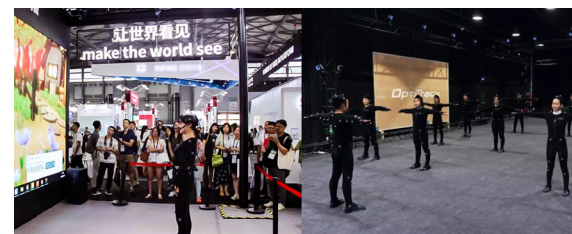
获五部委颁发的文化科技融合示范企业（首批十六家中利亚德和励丰文化获批），锦江夜游获赞、黄山亿元文旅项目启动



超薄高性价比 LED 高清显示研发成功，强势发力会议显示系统，并进军大尺寸家用电视市场



蔡奇书记率市区领导调研利亚德，公司获市区两级重点服务支持



虚拟动点正式成立，VR 业务进入多方位应用的快速增长轨道



大型活动争光添彩，不负众望，视效圆满服务于春晚、澳门回归及中日韩成都会议





# 走进利亚德

ABOUT LEYARD

经济指标  
环境指标  
社会指标

治理结构  
合规经营  
风险防范  
公平竞争  
投资者沟通



## 公司概况

利亚德光电集团（股票代码 300296）是全球视听科技产品及应用平台的领军企业。公司成立于 1995 年，2012 年 3 月 15 日在深交所上市。公司秉承“利亚于德”的理念与分享文化，立足中国，覆盖全球。

经过 25 年发展，集团旗下 29 家国内控股企业、21 家海外企业、4000 余家经销伙伴、9 大生产基地及 7 大国际营销中心遍布全球，拥有员工总数近 5000 人（其中外籍 700 余人）。

利亚德始终以技术研发为根、产品创新为本，已授予及申请中的专利及著作权超 1500 项，业务布局覆盖智能显示、夜游经济、文旅新业态及 VR 体验四大版块，曾先后为国庆 50、60、70 周年庆典，2008 年北京奥运会，第七届世界军人运动会开闭幕式（利亚德担纲总制作单位）等重大国事活动，以及国内外众多机构、重大项目提供视效服务。

利亚德集团先后被授予：国家技术创新示范企业，中国电子信息百强企业、国家文化科技融合示范企业、北京信息产业十强等多重荣誉。利亚德董事长李军向习总书记及政治局委员汇报创新驱动发展的成果，受到中央领导的好评与鼓励，并作为创新的典范获央视、新华社和人民日报多次报道。

## 利亚德的可持续发展指标

### 数说2019

	营业收入(人民币)	同比上涨	经营性现金流	同比上涨
经济指标	90.47亿元	17.49%	9.13亿元	11.3%



	归属上市公司股东 净利润(人民币)	连续三年蝉联 全球LED显示市占率	小间距市占率	户内LED市占率
	7.04亿元	第1	第1	第1

	生产安全投入(人民币)	环保投入	节约用水	节约用电
环境指标	50.2万元	27.5万元	127000吨	115万元



	单位产值能耗 (人民币)	单位产值二氧化碳 排放量(人民币)	废物安全处置率	
	6千克/万元	28.4千克/万元	100%	

	新增就业	纳税贡献	研发总投入	累计授权及申请 专利
社会指标	391人	5.1亿元	3.7亿元	1534件



	精准扶贫公益 捐款总额	资助贫困学生金额	改善教育资源金额	捐赠智慧教室
	489.7万元	107.6万元	382.1万元	44间



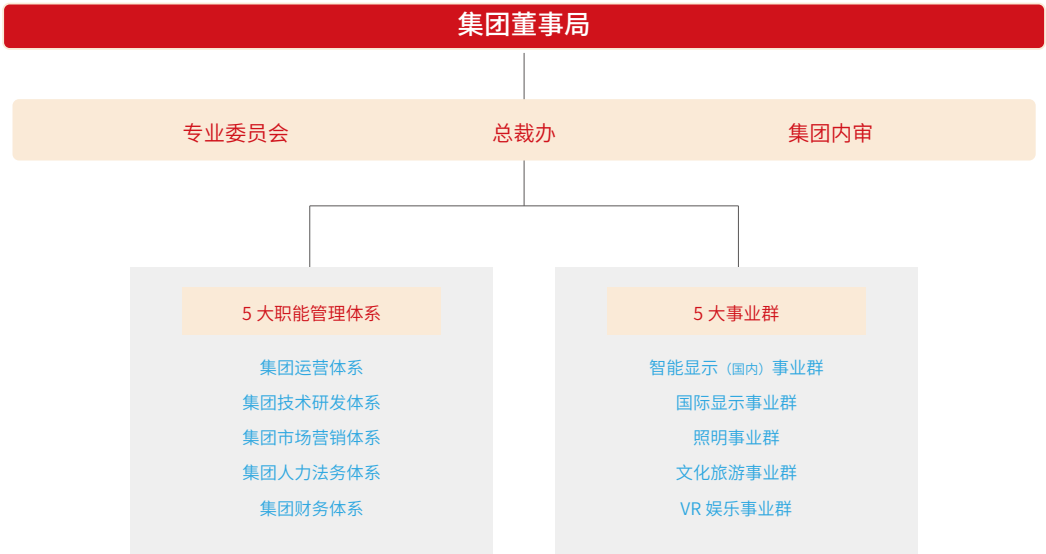
2019年企业部分荣誉

时间	荣誉名称	评奖单位
2019.04	国家文化和科技融合示范基地	科技部、中央宣传部、中央网信办、文化和旅游部、国家广播电视总局
2019.04	北京市信用AAA级企业(2019.4-2020.4)	北京信息化协会
2019.04	国家广播影视科技创新奖	中国广播电影电视社会组织联合会
2019.05	2019-2021北京市知识产权示范单位	北京市知识产权局
2019.06	2019中国软件和信息技术服务综合竞争力百强企业	中国电子信息行业联合会
2019.06	2019年度中国信息化(智慧公安)示范实践奖	中国电子商会
2019.06	“第十二届中国电影电视技术学会科技进步”一等奖	中国电影电视技术学会
2019.06	2019 CES Asia产品创新奖	美国消费技术协会(CTA)
2019.07	2019杰出品牌形象奖	中国财经峰会组委会
2019.08	2019(第33届)电子信息百强企业	中国电子信息行业联合会
2019.08	“2018-2019年度全国企业文化优秀成果”一等奖	中国企业家联合会
2019.10	北京市筹备和服务保障 中华人民共和国成立70周年庆祝活动先进集体	中国企业家协会 中共北京市委、北京市人民政府
2019.10	国家文化和科技融合示范基地(单体类十强)	中国人民大学创意产业技术研究院、 文化品牌评测技术文化和旅游部重点实验室
2019.10	建设幸福企业优秀单位	人民日报
2019.11	制造业单项冠军产品LED小间距	工业和信息化部、中国工业经济联合会
2019.11	北京民营企业百强	北京市工商业联合会
2019.11	北京民营企业科技创新百强	北京市工商业联合会
2019.11	北京民营企业社会责任百强	北京市工商业联合会
2019.11	2019北京软件和信息服务业综合实力百强企业	北京软件和信息服务业协会
2019.11	北京市构建和谐劳动关系先进单位	北京市人力资源和社会保障局、北京市总工会、北京企业联合会、北京市企业家协会、北京市工商业联合会
2019.12	2019年诚信系统集成企业荣誉	北京软件和信息服务业协会
2020.01	2019年北京安防行业优秀应用品牌	北京安全防范行业协会

公司治理

治理结构

为维护股东、员工、客户等利益相关方的合法权益，保持高标准的企业治理水平，利亚德根据《中华人民共和国公司法》、《中华人民共和国证券法》、《上市公司章程指引》等相关法律法规要求，不断优化内部控制体系，促进规范化运作。



- 集团董事局  
集团董事局是集团管理的最高决策机构，通过“董事局会议”，讨论和决定集团整体战略方向、集团重大投融资项目，集团重要人事岗位调整以及集团重大议题。“集团董事局会议”由董秘召集，每季度召开。
- 集团经营管理层  
集团经营管理层负责日常经营管理事项的讨论和决议，指挥集团各事业群和职能体系，监督、协调集团内各成员企业的经营管理工作，确保集团整体经营运作合法、高效。集团经营管理层的日常工作通过定期召开的“集团总裁办公会”开展，会议由首席运营官召集，每月召开。
- 职能体系  
利亚德集团包括 5 大职能管理体系，实现 5 大事业群的高效运营与管理。为进一步规范企业管理，提高运营效率，目前所有成员公司均完成了 SAP 与 OA 的部署。

合规经营

恪守商业道德、遵守业务运营相关法律法规是利亚德合规经营的基本原则。公司在公平竞争、用户隐私保护、商业伦理等领域，建立起合规管理体系，完善了关联交易、对外投资、信息披露、内幕信息管理、特定对象来访接待等多项合规管理制度。

- 在公平竞争方面，利亚德建立了事前申请备案、事中合规指导、事后登记的完整体系，以杜绝不正当竞争行为。
- 在用户隐私保护方面，为了向用户提供更优质、更安全的产品和服务，利亚德要求严格控制每一类产品的生产流程和服务质量；为进一步加强用户隐私信息的保护，制定了相应的信息保护政策。
- 在商业伦理方面，我们要求利亚德员工和中高层管理人员在开展各项业务过程中遵循最高商业道德标准，树立行业领先的合规品牌，与全球业务伙伴共同实现可持续发展。

风险防范

我们针对利亚德各事业部，全资、控股子公司，分公司及办事处制定审计制度，对财务收支及其经济活动的真实性、合法性和效益性进行系统的审计和监督，以控制运营风险，降低生产成本。

2019 年，公司加强集团重大项目内部审计及回款风险的管控，由内审部及其他相关部门共同对重大项目的实施情况进行审计，确保项目实施过程安全、有序、合规。同时，公司加强回款风险控制，分析公司客户群，针对回款较困难的行业、地域的客户及信用较差的重点客户，执行从严的合同审批程序，有效降低回款风险，改善公司现金流。

公平竞争

利亚德充分尊重竞争对手，一贯坚持公平竞争的原则，主张凭借过硬的生产技术、可靠的产品及优质的服务在市场竞争中取胜。

- 利亚德反对通过损害竞争对手的声誉获取竞争优势。为此，利亚德建立了严格的新闻、广告审查制度，防止出现有损竞争对手形象的言论。
- 利亚德反对采取不正当的手段限制或排除市场竞争。为此，利亚德建立了内部审查制度，杜绝不正当竞争行为或垄断行为。
- 利亚德尊重他人的知识产权和商业秘密。为此，公司对全体员工反复进行教育，要求员工使用授权的软件，禁止员工有任何侵犯商业秘密的行为。

投资者沟通

公司通过多渠道与投资者进行沟通。

在深圳证券交易所网站互动专栏发布投资者调研记录和投资者问答汇总，对日常交流中投资者关注度较高的问题进行解答；在利亚德集团官网开辟投资者关系专栏，展示公司实时股价、定期报告、临时公告等信息，帮助投资者了解公司经营信息及财务数据；通过微信公众号、新浪微博、抖音等多媒体手段，及时与投资者分享公司的最新进展；开展投资者集体接待日活动，针对公司战略、经营及财务状况和投资者进行充分交流。

公司严格按照有关法律法规的要求，制定并严格执行《公司信息披露事务管理制度》，信息披露真实、准确、完整、及时、公平，以确保所有股东获得信息机会平等。

公司 2019 年公司通过现场调研和电话会议的方式共接待投资者 24 次，共计 213 人，互动易平台及邮件回复投资者提问 800 余个，平均每天接听 10 个电话咨询。这一年中，公司通过网络及现场结合的方式召开了两次业绩说明会和两次新品发布会，均邀请了机构投资者。



2019 利亚德产品及战略发布会



利亚德集团业绩说明会





02

- 企业社会责任观
- 企业文化
- 可持续发展战略
- 可持续发展管理

# 责任管理

RESPONSIBILITY  
MANAGEMENT

利亚德社会责任观 SHARE体系	愿景、使命、价值观 分享精神	公司战略 可持续发展策略 核心议题分析	应对措施 利益相关方沟通
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# 企业社会责任观

## 利亚德社会责任观



### 强国

作为中国重大政治文化活动实效服务商，利亚德始终不忘“用品质赢得尊重”的初心，紧跟国家战略，立足实业，扎根实业，以实业报国，做有担当的民族品牌。

### 兴业

利亚德始终坚持创新驱动发展，不断突破技术壁垒，实现产品创新，以满足客户的更高需求，推动行业发展。始终坚持全球化发展，推动开放合作，拓展海外市场，实现互利共赢。始终坚持科技文化融合发展，以科技赋能文化产业，全面布局大文化时代。

### 惠民

对投资者负责、对客户负责、对社会负责、对员工负责，这就是利亚德集团 25 年来发展的不变原则。5 年前，利亚德创立繁星教育基金，致力于教育精准扶贫，用爱心支持教师的成长，用科技点亮孩子的梦想和未来。

## SHARE体系

企业社会责任是指通过透明和道德的行为，有效管理自身决策和活动对利益相关方、社会和环境的影响，追求经济、社会和环境综合价值最大化的意愿、行为和绩效。

利亚德成立 25 年来，始终将“提升人类视听享受”作为自己的企业使命与责任愿景，将可持续发展管理融入公司的战略决策和经营活动中。以企业社会责任观为基础，通过全面衡量自身产生的经济、环境、社会影响，利亚德打造出具有企业自身特色、面向未来的可持续发展体系，为可持续发展工作提供方向及指导。

SHARE 即“Sharing Innovation Achivement.”，简称“SHARE”体系，意为“分享创新成果”。“SHARE”体系是利亚德对标、落实联合国可持续发展目标的重要体现，将所识别出来的可持续发展重点目标，与强国、兴业、惠民的社会价值融入企业可持续发展行动领域。





# 企业文化

## 企业使命、愿景、价值观

“利益亚于品德”是利亚德名字的由来，“分享”则是利亚德企业文化的灵魂。利亚德将其融入企业的使命、愿景、价值观等核心理念中，成为公司 25 年不断前进与发展的动力源泉和团结凝聚的制胜法宝。



## 分享精神

作为利亚德企业文化的精髓，秉承“分享精神”，利亚德与员工、客户、社会、投资者紧密团结。

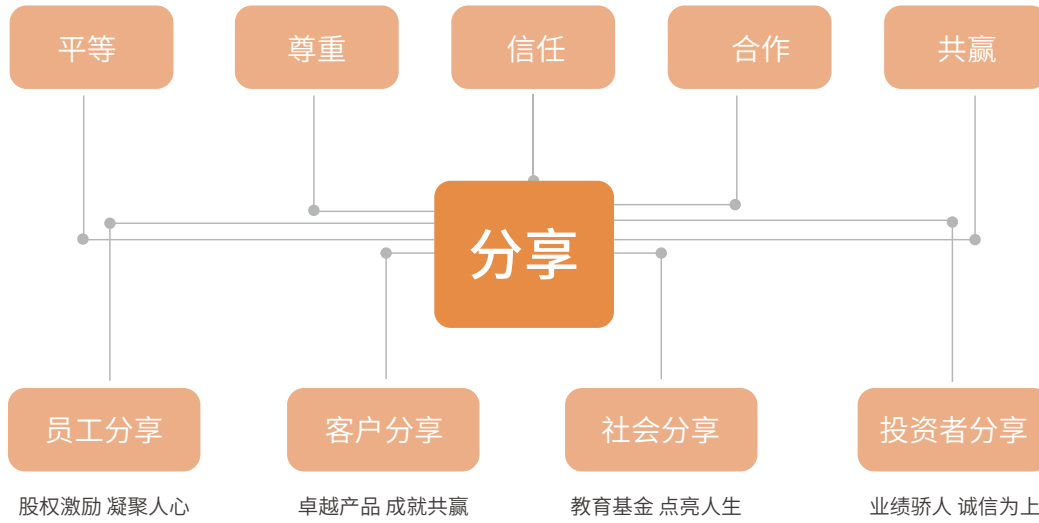
以“员工分享”为基础，利亚德实现母公司全员持股，越来越多的利亚德员工，分享着公司增长的业绩回馈。

以“客户分享”为依托，秉持“高品质、优服务、重诚信、尽职责，服务，一切让顾客满意”的经营理念，形成以客户为上，以口碑赢市场，以“分享”汇报客户的良好企业形象，好产品，有服务，分享成长，建立供应的伙伴关系。

以“社会分享”为责任，利亚德于 2014 年成立繁星教育基金，帮助贫困地区教育扶贫工程，自主贫困学子圆梦校园，点亮人生。

以“投资者分享”为动力，投资伙伴于利亚德分享市值增长的骄人业绩，也共同感受参与城市建设的自豪。

利亚德人满怀实业报国之心，践行社会责任，专注视听科技及应用的商用民用市场，通过科技创新和管理创新，促进企业长期稳健高质量发展，逐渐实现提升人类视听享受的伟大理想。



# 可持续发展战略

利亚德的可持续发展战略与其商业战略密不可分，已经渗透到公司的血液，融入到各个业务和职能部门 的日常运营中，根植于公司核心战略和公司治理过程中。

## 公司战略 (2019年-2021年)

2019 年,是公司执行上市后第三个战略周期的首年,第三个战略周期的战略定位是“深耕显示稳健发展”。在 LED 显示迎来了新的发展机遇——Mini/Micro LED 将成为全球显示领域的未来,公司将主营业务重心 转回到智能显示,将通过研发新技术、新产品、拓展显示细分市场,保持并不断提高全球 LED 显示市场 占有率,追求持续的高质量稳健发展。



## 利亚德可持续发展策略

### ■ 以人为本

多元化的优秀人才是企业成功的基石。利亚德的快速发展源于拥有来自不同国家、不同年龄、不同技术背景、又遵循着极高诚信标准的员工,以及拥有遵循同样标准的商业伙伴和供应商员工,他们工作在健康和安全的 环境中,履行对强国、兴业、惠民的承诺。

### ■ 创新驱动

利亚德坚持从战略创新、管理创新、技术创新、业态创新、企业文化创新五个维度,不断推动企业技术、管理升级,以应对客户不断提升的视听需求,应对 5G 时代对显示技术突破革新 的需求,以及应对引领显示行业走向“中国创造”的需求。

### ■ 公益环保

利亚德设立公益基金,通过多种形式的公益活动和公益捐赠,改善山区孩子的学习环境,提升当地社区的生活质量。利亚德坚持在企业生产经营过程中践行绿色环保理念,以创新、节能的产品和技术,为客户提供高效的环保体验,为全社会的可持续发展作出贡献。

### ■ 利益相关方协作

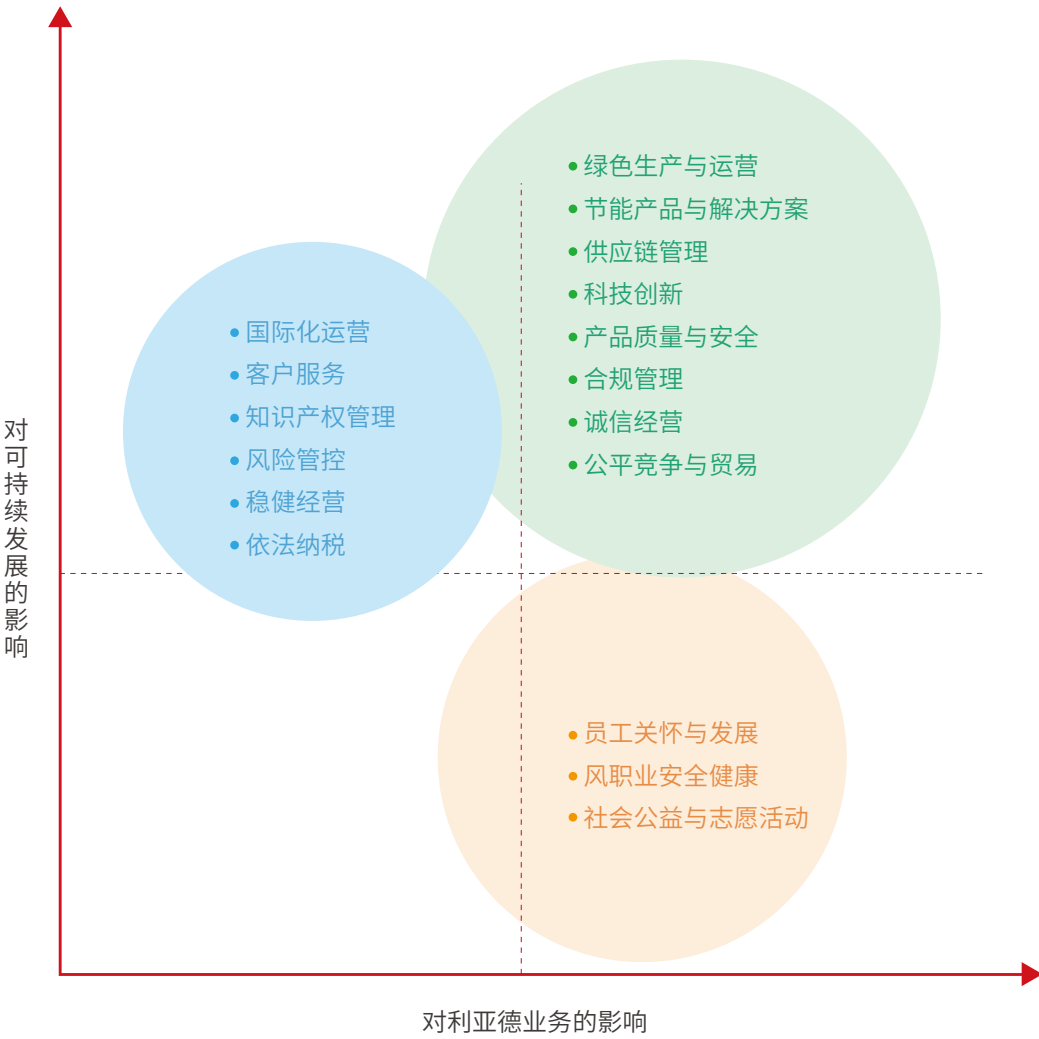
利亚德重视与包括政府、股东、客户、供应商、社区和员工等利益相关方的沟通和合作,了解他们在可持续发展方面的关注重点以及对我们的期望,通过互相合作,实现资源的合理调动,通过理念倡导、培训和能力建设、政策建议等,促进全社会的可持续发展。

## 实质性议题分析

利亚德把承担更多的社会责任作为企业文化内涵和历史使命,并将其融入我们的总体发展战略中,在创造经济效益的同时,实现良好的社会效益。

公司参照《可持续发展报告指南》(G4)、ISO 26000 等企业社会责任相关国际标准和政策要求,在梳理自身经营战略以及利益相关方期待的基础上,实施可持续发展实质性议题分析,力图更有针对性地披露相关信息。

我们通过对社会责任报告核心议题的筛选,形成议题矩阵,分别与分管议题的部门进行讨论和协商,确保所有核心议题都能有相关的管理推进,并且反映在管理的决策过程和企业运营管理过程中。



利亚德社会责任实质性议题分析矩阵



## 可持续发展管理

利亚德对可持续发展的承诺和努力体现在公司 以人为本的指导思想，体现在对创新驱动发展的执着，体现在对公益事业的倾力支持，也体现在与利益相关方的密切合作。我们努力通过可持续发展管理，创造经济价值、社会价值和环境价值，为全球社会的进步 作出贡献。

### 可持续发展背景与利亚德的应对措施

创造价值	背景分析	利亚德对应举措
创造经济价值	构建开放, 创新, 绿色的生态经济模式	<div><div>· 将“打造拥有自主知识产权的百年民族品牌”作为企业长期发展目标；</div><div>· 不断推出创新技术和产品，为企业创造利润和获得新的增长动力, 引领行业转型升级；</div><div>· 探索创新的商业模式，将科技融入文化产业，共建开放共享的文化产业新生态。</div></div>
创造社会价值	响应《联合国 2030 年可持续发展议程》所确立的 17 项可持续发展目标	<div><div>· 坚持以人为本，提供平等就业机会，关爱员工成长；</div><div>· 常怀感恩之心，坚持以良好的业绩，回馈股东、回馈合作伙伴、回馈员工, 回馈社会；</div><div>· 创立繁星教育基金，坚持教育精准扶贫，用科技点亮孩子的未来。</div></div>
创造环境价值	应对全球气候变暖，保护自然资源和生物多样性	<div><div>· 从产品设计、原材料获取、产品生产等环节入手, 打造节能环保的环境友好型产品；</div><div>· 坚持绿色办公，采购可持续的商品，减少运营中的碳足迹；</div><div>· 将可持续发展理念引入服务体系，引导消费者的绿色消费理念。</div></div>

### 利益相关方沟通与参与

根据公司日常运营和管理、议题范畴、影响程度等因素，选出对公司发展产生重要影响的内外部利益相关方。公司坚持与关键利益相关方和社会各界密切沟通，建立信任，形成可持续发展共识，最大限度地发挥公司的综合价值创造潜力。

公司参照《可持续发展报告指南》(G4)、ISO 26000 等企业社会责任相关国际标准和政策要求，在梳理自身经营战略以及利益相关方期待的基础上，实施可持续发展实质性议题分析，力图更有针对性地披露相关信息。

利益相关方	期望与要求	责任领域与举措
政府 <div></div>	合规经营 依法纳税 创造就业 支持经济发展	1、遵守法律法规, 合规经营, 营造良好的商业环境； 2、按时依法足额纳税 3、通过自身发展积极吸纳就业, 带动地区经济发展； 4、响应政府号召, 配合开展公共事务建设工作；
投资者 <div></div>	公司治理 回报与增长 控制风险 科技创新	1、建立科学合理的治理架构 2、及时准确披露经营状况信息； 3、定期召开股东大会，完善责任经营和投资战略，保护投资者权益；
员工 <div></div>	公平就业 薪酬及福利保障 健康与职业安全 晋升和发展空间	1、保障员工合法权益, 按时足额发放工资, 缴纳社保； 2、提供同等工作机会, 鼓励员工实现自我价值； 3、提供健康安全的工作环境, 定期安排全员体检； 4、提供培训机会和发展空间, 帮助员工提升业务能力；
用户 <div></div>	产品质量 售后服务 隐私安全	1、提供符合用户需求的高质产品和整体解决方案； 2、快速响应用户反馈, 积极应对客户投诉； 3、尊重并保护用户的隐私及信息安全；
合作伙伴 <div></div>	信守承诺 互利共赢 可持续发展	1、建立互利共赢的长期合作机制, 发展战略合作关系； 2、开展项目合作, 合作推进技术创新； 3、引导行业健康可持续发展
社区 <div></div>	社会福利 社会稳定 关注弱势群体	1、支持精准扶贫, 教育扶贫战略 2、成立繁星教育基金, 援助贫困师生； 3、积极组织员工志愿服务活动；
环境 <div></div>	有效使用资源 节能减排 应对气候变化	1、遵守环境保护相关法规、国际标准及内部规章制度； 2、在研发、生产、销售等环节中，不断为保护环境而改进技术与流程； 3、鼓励与引导资源再利用；
媒体 <div></div>	科技创新 公司治理 优质服务	1、建立信息定期披露机制, 产品、服务信息, 公开透明； 2、与媒体保持畅通的沟通渠道, 接受媒体的约访和监督，提升企业社会责任主体形象。





03

强国兴业

民生福祉

环境友好

## 履责行为 PERFORMANCE

中国重大政治文化活动实效服务商  
负责人的中国民族品牌  
创新驱动发展  
深化全球布局

为员工创造价值  
为投资者创造价值  
为合作伙伴创造价值  
为社区创造价值

节能环保策略  
绿色生产  
绿色办公  
绿色宣传



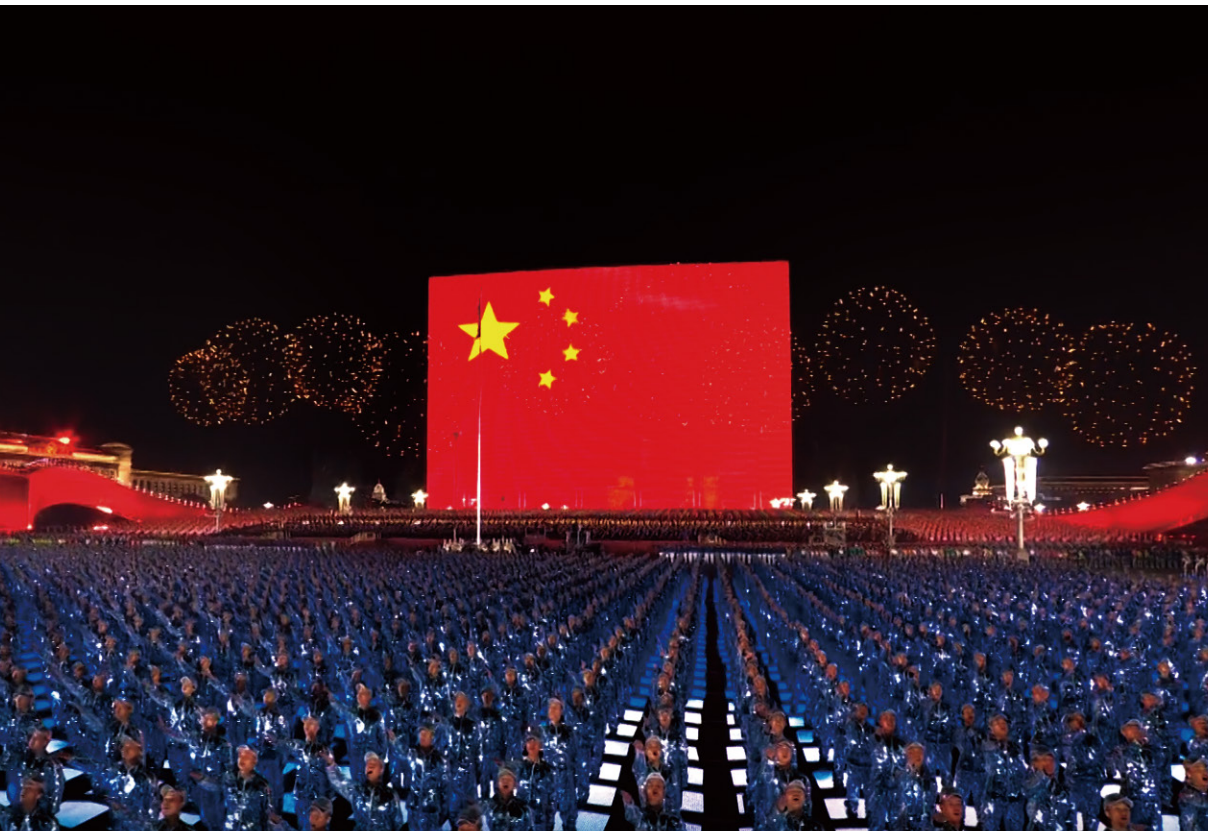
# 强国兴业

## 中国重大政治文化活动视效服务商

公司自 1995 年成立以来，在全国各地承建数千个项目，安装了数十万个显示产品，已经发展成为全球视听科技产品及其应用平台的领军企业。

公司凭借高品质的产品、领先的技术水平和一流的服务能力在业内树立起良好的品牌声誉，成为国家重大政治文化活动实效显示服务商，并先后为国庆 50、60、70 周年庆典，2008 年北京奥运会、2010 年上海世博会、2014 年 APEC 峰会、2017 年厦门金砖国家峰会、2018 年上海合作组织青岛峰会、第七届世界军人运动会、以及 20 届央视春晚等国内外重大活动、赛事提供视效服务和整体解决方案。

### 案例



利亚德集团为国庆 70 周年庆典和联欢活动提供提供了 14000 平米的多种类显示产品及显示系——“广场红飘带 LED 显示屏”、阅兵指挥中心 0.9mm 微间距显示屏、游行彩车显示产品、人民大会堂晚会 1400 平米超高清碳纤维屏、联欢晚会 5400 平米巨型网幕、7 棵 2200 平米烟火树显示屏，3290 块手持光影屏的显示部分。



·利亚德承担了北京大兴机场航站楼提供了包括航班信息显示屏、信息监控中心显示屏、广告屏等近200块LED显示产品，以保障机场的高效运营。



·利亚德连续服务央视春晚20载，见证舞台艺术与显示技术变迁。



利亚德担纲第七届世界军人开闭幕式总制作（总承包方），这是首次由民营企业在重大国家级活动中独立承担此职责。

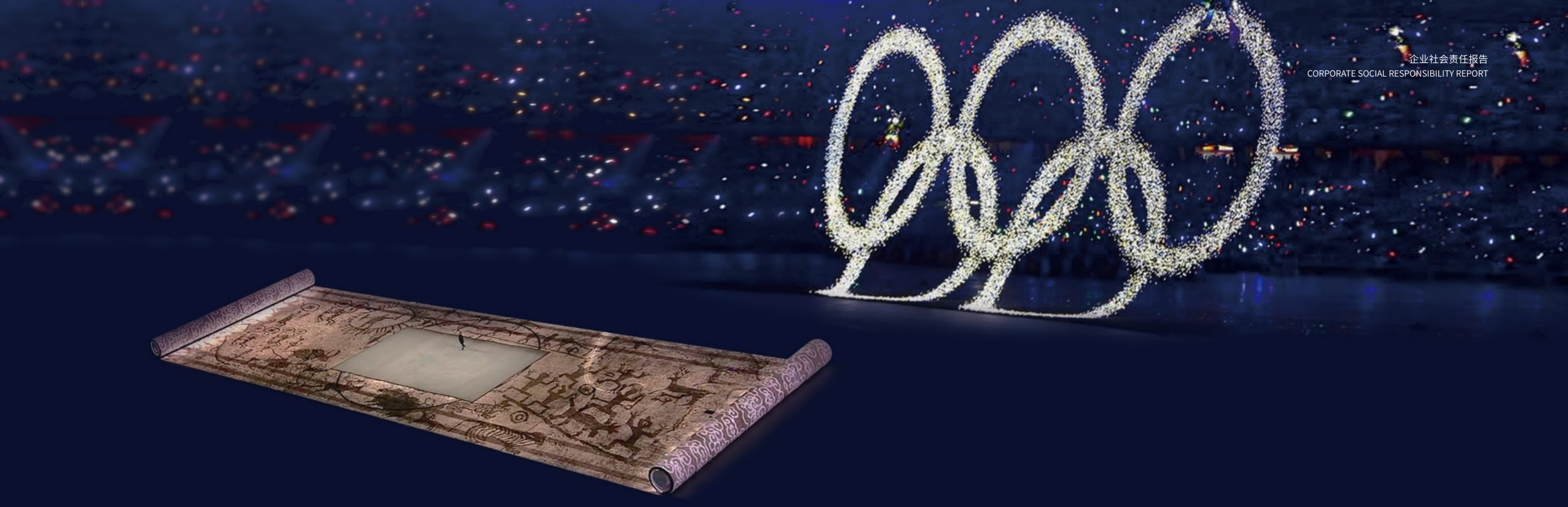
利亚德作为第八次中日韩领导人会议官方指定视效服务商，为活动提供数百平米的高清 LED 显示屏幕。



利亚德为“庆祝澳门回归祖国20周年文艺晚会”提供 1000平米的弧形屏及近500米的可移动冰屏。







## 负责任的中国民族品牌

中国是全球最大的 LED 研发、生产及应用市场,拥有从芯片、封装、到显示应用全产业链的优势。

其中,中国企业在全球 LED 显示全产业链中的市场占有率达 70% 以上;中国 LED 显示屏企业承担了全球 80% 以上的制造规模,可以说早已把 LED 显示屏卖到了全球各个角落。

### 民族品牌,用品质赢得尊重

除了数量上的绝对领先,在技术上,中国企业也拥有强大的话语权。利亚德作为民族品牌的代表,是全球第一个拥有最先进的 LED 小间距原创技术的企业。

利亚德采用巨量转移技术自主研发了 Micro LED 显示屏,在缩小芯片尺寸的同时,有效增加了出光面积,显著提升 p1.0 以下小间距产品的可靠性和稳定性。

凭借先进的技术和卓越的产品品质,利亚德的产品遍布全球,从联合国总部、德国议会、俄罗斯国防部到美国 NASA,利亚德用品质赢得市场的尊重,让世界认可了中国的视听科技品质。

## 利亚德LED显示全球市占率连续3年蝉联第一

目前,全球小间距 LED 同比增长 46%,达到 26 亿美元;常规产品同比增长 24%,达到 31 亿美元。其中,中国占全球 LED 显示市场一半的销售额。

2019 年 8 月,权威国际调查研究机构 Futuresource Consulting 在报告中披露了 2018 年全年度行业数据的市场调查报告。报告显示,全球 LED 显示市场销售额为 57 亿美元,利亚德连续 3 年蝉联全球 LED 显示市占率第一,小间距市占率第一,户内 LED 市占率第一。



联合国总部



德国议会



俄罗斯世界杯闭幕式



品质产品与品质服务

·质量管理

利亚德将生产优质、安全的产品作为公司重点落实的责任，严格把控产品质量。公司建立了完善的质量管理体系，将质量管理贯穿于产品设计、采购、生产和销售全过程。

在设计环节

公司严格规范技术设计的立项、实施、验证、评审和确认；

在采购环节

公司坚持选用高品质原料，严把原材料质量关；

在生产环节

在生产环节，公司通过提高自动化水平和模块化生产提升产品质量的稳定性。

在销售环节

公司重视产品的售后服务，为客户提供快捷、优质的售后保障，提升产品市场竞争力和客户认可度。

利亚德在提升产品质量方面不断研究，改进控制板良率提示专案、LED 显示屏常亮专案，订立不良品处理机制，不断优化产品质量。我们先后取得了 CB 认证、CE 认证、FCC 认证、cTUVus 认证、BIS 认证、EAC 认证、CCC 认证、中国节能产品认证、中国环保产品认证、低蓝光认证、HDR 显示认证，以稳定可靠的品质获得了全球高端市场和客户认可。

·产品安全

为了确保客户使用产品过程中的安全性，我们考虑到客户在现实生活中的实际使用环境，专门对漏电、火灾、意外伤害等影响产品安全性的因素和产品的非正常运行状态进行检测和评价。

公司按照国际标准开发产品，已经通过了 ISO9001 质量保证体系认证、ISO14001 环境管理体系认证、OHSAS18001 职业健康安全管理体系认证和国军标质量管理体系。这些认证的背后，离不开利亚德员工的辛勤付出，更是对利亚德质量管理体系和产品安全的高度认可。



·优质服务

为了提供迅速而便捷的服务，利亚德提供 7\*24 小时在线客服服务及线下专属服务，服务范围逐步实现城市全覆盖。同时，利亚德持续扩大在线售后服务，目前公司提供客服电话、电子邮件、远程网络服务等多种服务渠道，解决客户售后需求。

此外，公司加强与顾客的沟通 and 交流，通过多种途径听取顾客的声音，与顾客实现深层次的互动，除电话商谈外，同时提供远程商谈、在线商谈等多样化全方位的服务方式。

为了给客户提供始终如一的高质量服务，利亚德坚持从提升服务理念、完善组织体系、优化业务流程、强化沟通渠道上下功夫，不断提升服务标准，打造“以客户为中心”的全链条服务体系，为客户提供更清晰、更快捷、更个性化的综合视效服务。

在公司 2019 年的客户满意度调查中，我们获得了的满意度，赢得了客户的认可，我们将不忘初心，砥砺前行，为客户提供更好的服务。

2015-2019年度客户满意分数一览表							
年度	目标	实际完成值	很满意	满意	基本满意	不满意	很不满意
2019	96%	96.47%	83.00%	9.00%	8.00%	0	0
2018	96%	96.76%	80.00%	13.00%	7.00%	0	0
2017	96%	96.66%	82.50%	8.50%	9.00%	0	0
2016	96%	96.75%	80.00%	16.00%	4.00%	0	0
2015	96%	96.81%	87.00%	11.00%	3.00%	0	0

·知识产权保护

利亚德尊重他人的知识产权，保护自有知识产权。利亚德由集团层面统一对专利、著作权、商标等知识产权进行严格规范管理，反对通过任何的侵权方式获得知识产权，全力维护企业品牌和商誉形象。



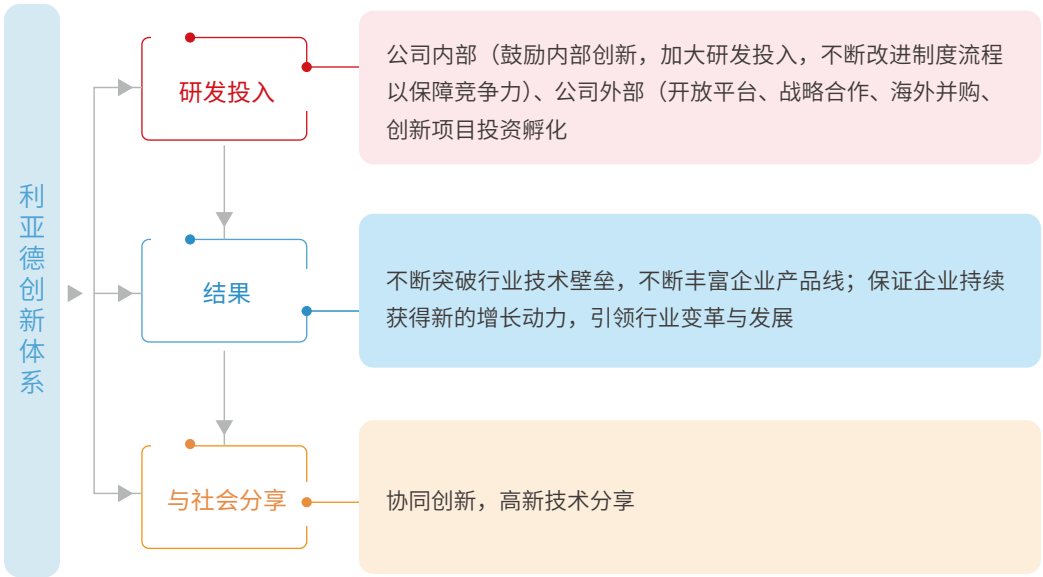
创新驱动发展

利亚德自成立以来，始终坚持走创新驱动发展之路，以小间距 LED 原创技术及自主知识产权占领世界高端显示市场，成为中国智造的代表性企业。随着国家新一轮科技革命与能源革命相融并进、蓬勃发展，利亚德持续提升创新能力，集中力量攻克 LED 小间距、Mini/Micro LED 等重大核心技术，持续巩固和扩大在行业内的技术领先优势，推动我国智能显示行业在全球领先地位。

利亚德创新体系

利亚德将创新视为企业发展的根，不断加大研发投入，并不吝于与社会分享新技术和产品。同时，公司一直在努力为“开放式创新”提供更宽松的环境，并积极寻觅新的商业机会，在诸多领域都取得了引人瞩目的成功。通过这些举措，利亚德获得了更高效的创新系统，这一系统将确保公司业务在未来的增长。

更为重要的是，我们希望自身的技术不仅为企业创造利润，更希望与社会分享技术，通过创新的技术创造一个更可持续发展的社会。



技术创新

利亚德始终将领先的技术作为公司的发展基础，同时将公司的创新精神与社会的可持续发展紧密融合，致力于在行业内引领变革。2019 年，公司发布最小点间距 0.6mm 的独创 4in1 Micro LED 显示技术，并率先在行业内实现批量生产。

多年来，公司研发投入力度不断加大，2019 年公司研发总投入 3.7 亿元，同比增长；公司 2018 年专门成立智能显示研究院，以推进创新技术和创新产品的研发。

在持续加大技术创新投入的同时，利亚德也积极构建知识产权保护体系，并取得了丰硕的成果。截至 2019 年 12 月 31 日利亚德拥有授权和申请的专利 1534 件，其中在 Micro LED 领域拥有授权和申请的专利 17 项，在行业中位居首位。

专利累计数量（授权和申请）



2019 年新获得数量



全球首个 Mini/Micro LED 显示量产基地项目落地无锡

2019 年 12 月 25 日，利亚德与台湾晶元光电（元丰新科技股份有限公司），及无锡市梁溪区人民政府签署了《关于 Mini LED 和 Micro LED 显示项目合作框架协议》，将注册成立合资公司，在无锡投建全球首个运用巨量转移技术实现最小尺寸 Micro LED 显示产品大规模量产的基地，加速推进 Micro LED 市场的布局和发展。

该项目包含 Mini LED 和 Micro LED 在大陆的设计研发、生产、销售等整条“产业链”。合资公司前期将投资 10 亿元人民币用于基地建设，预计 2020 年四季度正式投产，2022 年达产。



(效果图)





产品创新

公司本着“高品质、优服务、重诚信、尽职责，服务一切让顾客满意”的企业理念，努力打造全球最具竞争力的 LED 应用企业，引领行业发展，全力回馈客户与社会。利亚德始终引领行业 LED 小间距、Micro LED/Mini LED 技术的研发和产品的开发，并不断实现技术和产品的创新飞跃。



案例



▲ 1月，利亚德新品发布会，首次发布了 Micro LED 技术的最新研发成果及基于此技术的点间距为 0.9mm 的 4 in 1 LED 显示产品，以及商显智能会议一体机，创新实力引发各界关注。



▲ 6月 InfoComm 展，利亚德推出 0.6mm 微间距 Micro LED 产品，创新惊艳全场。这款产品是继北美 InfoComm 展会之后，在国内首次展出。



▲ 11月，利亚德秋季新品发布会，展出多款大尺寸电视新品（包括 Micro LED 135 吋电视）及会议一体机新产品，正式进军大尺寸家用电子消费市场。



▲ PLANAR AI Smart TV 100A90S 电视，荣获“年度 Smart TV 电视技术创新金奖”



▲ PLANAR Micro LED 135Y90S 电视，荣获“年度 Micro LED 电视技术创新金奖”

深化全球布局

利亚德三分之一业务在海外，加大国内外研发创新合作才能确保利亚德科技产品勇立潮头，同时加大国际营销体系的投入并实现其稳健增长，是利亚德引导全球智能显示及打造百年老店的不二选择。



国际市场本土化经营成绩显著

全球化战略，代表着在全球各地区构建本土化的能力，整合全球研发资源，针对不同地区用户的个性化需求进行创新，满足本地用户的需求。

利亚德在国际化运营和参与“一带一路”建设中，树立明确的可持续发展目标，积极履行企业社会责任，按照共商、共建、共享和互利共赢的原则推进国际化项目，坚持市场化经营、长期化经营、本土化经营，严格守法经营，尊重当地文化、宗教和习俗，积极融入当地社会，推动企业与全球经济社会的共同发展进步，以实际行动践行人类命运共同体理念。

稳步推进境外并购投资运营

中国科技企业不仅要有原创技术，更需要具备国际视野，只有走出去参与全球竞争，企业才能做大做强。为此，利亚德积极布局全球，广泛开展国际合作，通过实施“走出去”和“引进来”双线并重的国际化战略，引进世界前沿技术，为企业发展注入新动力。

从 2012 年上市以来，利亚德用 13 次并购，成功实现了从国内到国际市场的跨越。在成功收购美国平达电子以及美国 NaturalPoint 公司后，利亚德实现了国际市场的全新布局，以及对电子专业显示行业全部主流显示技术的全产品线覆盖。



# 营销网络

## 海外7大国际营销中心

# 全球覆盖

## 中国34个城市及地区

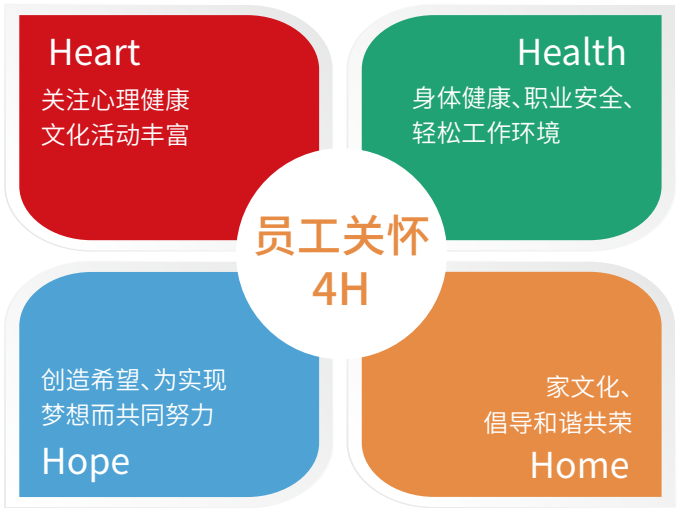




# 民生福祉

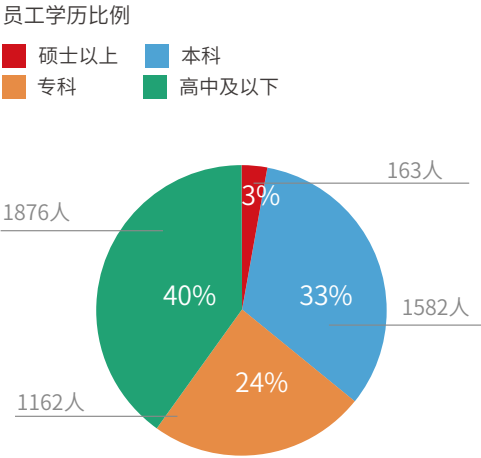
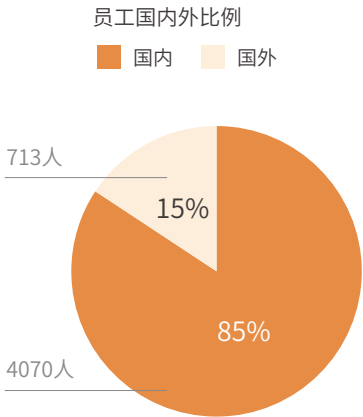
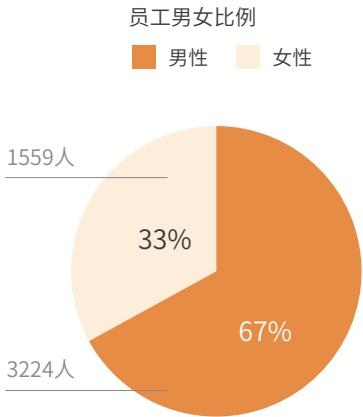
## 为员工创造价值

人才是利亚德最宝贵的财富和核心竞争力。公司始终重视与员工分享企业发展的红利，为员工提供有竞争力的薪酬；为每位员工创造可持续发展的空间和机会，鼓励员工和公司共同奋斗，共同成长。



### 2019年员工概况

截至2019年12月31日,集团共有员工4783人,较2018年增加391人,增长8.9%,其中海外员工713人。



## 保障员工权益

公司一直坚持用工平等、规范用工、尊重人权，保障员工就业不受歧视。员工一经录用均享有与职位相匹配的薪酬、福利、职业培训、发展路径等待遇。

举措	具体措施
薪酬体系	秉持全面薪酬管理理念，持续优化薪酬管理水平，基于岗位、能力、绩效、市场的 付薪基础，持续提升员工薪酬水平。
员工福利	公司根据企业发展实际情况，为员工提供了工作餐、健康体检、丰富的文体活动、节假日慰问、生日祝贺、带薪休假、上下班班车、员工宿舍等福利，保证员工享受到更加多样、全方位的福利待遇。
平等就业	公司为给员工提供稳定的就业环境，严格遵守劳动法、劳动合同法等相关法律规定，本着民主、合法、公开的程序制订人事规章制度，按规定流程与员工签订劳动合同。2019年，员工劳动合同签订率达100%。
妇女权益	公司遵循《女职工权益保护专项集体合同》，在定薪、调薪和各项福利待遇方面实现男 女同工同酬，充分发挥女职工在企业经营中的积极作用。
禁止童工和强制劳动	公司在招聘及用工过程中坚持依法合规，招聘时要求提供身份证原件和复印件，严格禁止使用童工和强制劳动。



## 实施人才培养

### 职业发展通道

利亚德建立了完善的员工成长体系，通过不同阶层的人才梯队培养机制，激励员工自我提升，提升员工的工作热情；

公司通过完善的员工激励体系与人事晋升制度，强化人才内部选拔、内部培养机制，优化人才职业成长路径。

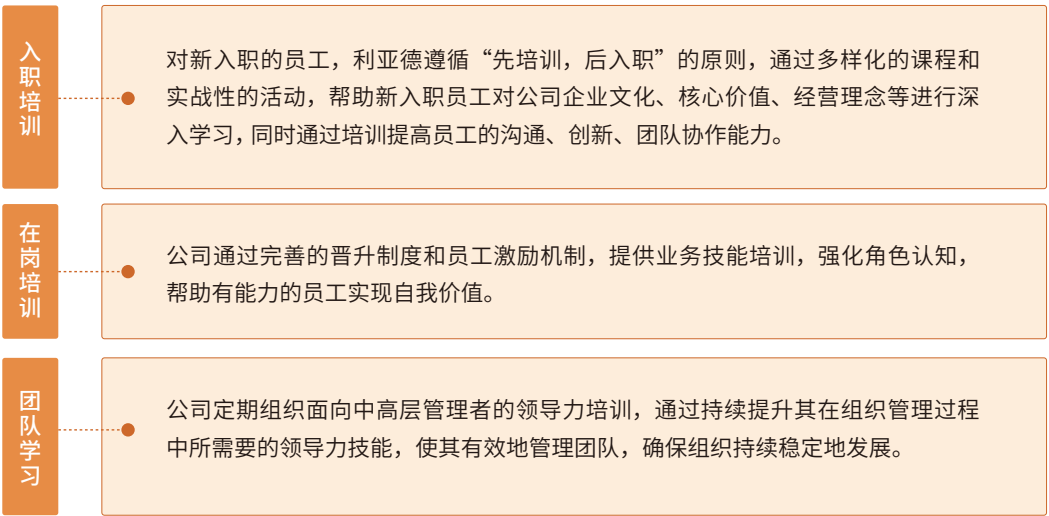
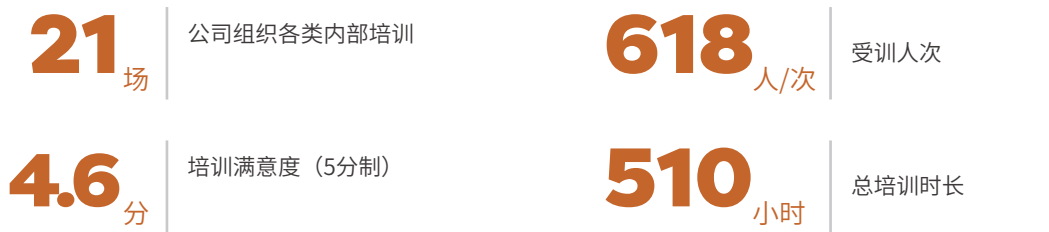
### 员工培训体系



公司延续 2017 年搭建的内训师体系，通过选拔培养组建了集团内训师团队，学员通过 TTT（Training the Trainer to Train）课程的学习和内部课程试讲，最终成为培训学院的内训师，从学习者变为教学者，承担集团内部培训讲授任务。截至 2019 年，共有认证内训师 45 人，开发培训课程 50 门。

- 走进来：积极主动融入业务，与业务部门及管理者建立密切的合作伙伴关系
- 参与所服务业务部门 / 管理者关键例行会议及业务会议，以及时把握需求，提供针对性的学习服务。
- 与公司领导层及关键经理人建立密切的合作 / 资源交换、互助关系。

- 引出来：提倡管理者及业务骨干通过担任内训师、担任项目负责人等方式参与到培训中来
- 为中、高层提供定制化课程开发服务，支撑管理者将“讲话”转化为“课程包”。
- 为中、高层提供授课技巧指引，帮助管理者跨越从“讲话”到“讲课”的障碍。
- 为中、高层提供安全的试讲环境，帮助管理者跨越授课不成功的担忧。



## 保障职业安全

集团高度关注员工的职业安全与健康，严格遵守相关的法律法规，持续完善并落实安全管理制度与日常培训，为员工打造安全、健康、舒适的工作环境，倡导工作与生活之平衡，务求确保员工的身心健康。



·关注员工身心健康

利亚德时刻关注员工的身心健康。一方面每年定期组织员工全面体检；另一方面通过举办心理健康培训和讲座，让员工建立科学的心理健康概念，工作上帮助员工尽快学会应对职业压力、适应职业环境，生活上帮助员工找出使家庭生活更美满、更健康的生活方式。

我们不断丰富公司内部健康文化内容，通过建立运动兴趣小组、提供免费健身场地与器材、开展各类健康讲座等方式，鼓励员工参与各种类型的体育运动，增强员工体魄，丰富员工生活，为员工健康生活助力。



案例

10 月，利亚德被人们日报评选为“2019 年建设幸福企业优秀单位”。



为丰富利亚德员工子女的暑假文化生活，公司在 8 月 15 日开设了利亚德暑期亲子日。孩子们在公司电影院看动画专场电影，参观公司展厅，参加非遗手工制作课堂 - 金箔与建筑装饰《雕梁画栋》，还在公司食堂享用了美味的自助晚餐。



4 月为解决员工看病难的问题，贯彻健康利亚德人的企业文化，工会特联合海淀区总工会特邀三甲医院知名专家来公司免费为职工提供面对面、一对一、心贴心的义诊服务。

共享公司红利

在企业的业绩高增长期，通过多次的激励制度让员工享受到了股票增值红利。

·员工持股计划

员工持股计划名称	激励人数	规模
2015年度员工持股计划(一年期)	506	1.8亿
2016年年员工持股计划(一年期)	350	3亿
2014年度员工持股计划(三年期)	465	2.38亿
2017年年员工持股计划(一年期)	427	5亿

利亚德以员工为核心，始终重视与员工分享企业发展的红利，对企业创造特殊贡献的优质员工，提供相应的丰厚回报。从 2012 年公司上市，利亚德就开启员工股权激励计划，将企业稳健上升期的红利惠及越来越多的普通员工。

·员工增持

基于对公司未来业绩持续增长的信心和对公司股票长期投资价值的认同，为维护市场稳定，同时鉴于公司良好的基本面，以及董事长、实际控制人李军先生对公司管理团队与公司未来持续发展的信心，李军先生两次倡议利亚德及全资子公司、控股子公司全体员工积极买入公司股票，并承诺按照倡议书的相关细则，对在特定期间内造成的损失予以补偿。两次倡议及实施情况如下：

自 2018 年 8 月 8 日至 2018 年 8 月 20 日，公司及全资子公司、控股子公司全体员工中，共有 290 位员工通过二级市场增持公司股票，累计增持股票 3,670,413 股，增持均价 10.69 元 / 股，增持总金额为 39,228,509.67 元。

自 2018 年 10 月 17 日至 2018 年 10 月 26 日，公司及全资子公司、控股子公司全体员工中，共有 99 位员工通过二级市场增持公司股票，累计增持股票 1,785,883 股，增持均价 8.01 元 / 股，增持总金额为 14,310,534.53 元。

·控股股东及其一致行动人增持

基于对公司未来发展的信心、看好公司长期投资的价值。2018 年 2 月 9 日至 2018 年 6 月 7 日，公司控股股东及其一致行动人杨亚妮女士通过集中竞价方式增持公司股票 5,466,142 股，增持均价为 16.01 元，增持总金额约为 8,753 万元，本次增持计划已实施完毕。2018 年 2 月 7 日到 2 月 8 日，公司控股股东及其一致行动人杨亚妮女士通过集中竞价方式增持公司股票 712,541 股，增持总金额约为 1,286 万元，两次增持总金额约为 10,039 万元。

·高管增持

基于对公司未来发展前景的信心及对公司投资价值的认同，为促进公司持续、稳定、健康发展，切实维护中小股东利益和资本市场稳定，自 2018 年 9 月 7 日起 6 个月内，公司三位高管通过二级市场集中竞价方式分别增持公司股票 289 万股，增持金额超过 2000 万元。



## 为投资者创造价值

利亚德希望与投资者分享公司市值增长的业绩，共同感受参与城市建设的自豪。

### 经营业绩

2019 年公司通过推出新产品、拓展新市场等方式，提高了智能显示板块的增速；同时成立了专门的集团应收款管理部，加大对应收款的管理力度，保证经营性现金流日益优化。

截至 2019 年 12 月 31 日，公司实现营业收入 90.47 亿元，同比增长 17.49%；其中，主营业务智能显示营收实现 64.44 亿元，同比增长 25.93%，业务占比超过 70%。

2019 年，公司归母净利润 7.04 亿元，净利率 7.798%；经营性现金流 9.13 亿元，同比增长 11.3%，与净利润比重达 129.73%。

### 现金分红

公司充分重视对股东的汇报，《公司章程》中明确规定了较为稳定、合理的利润分配政策，公司董事会每年都会根据公司年度经营业绩制定利润分配方案，切实保障股东特别是中小股东的合法权益。

公司近三年(包括本报告期)普通股现金分红情况

分红年份	现金分红金额（含税）	净利润分配比率
2019 年	151,104,683.94	21.47%
2018 年	201,841,023.92	15.96%
2017 年	186,477,615.61	15.41%

## 为合作伙伴创造价值

与投资者分享市值不断增长的业绩，与合作伙伴、消费者分享企业创新成果，是我们得以回馈社会、引领行业的前提和基础。

### 特色供应链管理

利亚德实施全球供应链政策，公正、透明地管理供应链。

公司设立供应链管理中心以及下设专业的采购管理、计划管理、仓储管理、物流管理、进出口关务等分支职能，具备完善的端到端全业务链标准化流程管理体系以及先进的信息化、数字化系统支持平台，拥有长期稳健的战略合作供应商资源，成熟的精益生产制造平台，全面质量管控体系，以及敏捷供应链快速响应交付能力，确保客户订单能按时、按量、按质交付。

公开

- 采购过程公开透明，向具备技术、成本等竞争能力的企业随时提供合作的机会。

公正

- 遵守采购活动所在地的法律法规，并公正地推进所有采购业务。

共赢

- 科学有效的采购管理能达到“双赢”的目的,利亚德的采购策略是利用全球化网络、集团统一采购，充分发挥和利用公司规模效应，以规模优势降低采购成本，提高采购效率。

#### · 供应商管理与合作

公司在供应商选择方面采取严控新货源选择，同时持续优化现有货源价格和品质的双驱动策略。基于业内龙头地位和采购量优势，利亚德的平均采购成本国内同类企业中领先于竞争对手。

利亚德重视合作方利益，努力构建互利共赢的产业链集群生态，与广大供应商共同发展，共同成长。公司不断推进供应商体系建设，促进长期稳定合作关系的建立和发展；不断优化各种材料的采购渠道的同时形成了自己的核心供应商队伍；与主要供应商签订长期的框架协议，建立了长期的合作关系。此外，公司重视供应商品质管理，加大公司质量方针的宣传力度，增强供应商质量意识，强化采购过程的监督和测量，严把质量关。

#### · 数字化采购管理

为助力企业信息化、数字化战略的提升，集团采购管理体系正在升级现代化的企业互联网采购服务平台。

该平台基于利亚德采购管理定制化需求而开发设计，集供应商管理、采购寻源、采购协同以及电商撮合交易等功能为一体的数字化采购系统，构建全球供应商网络资源库，帮助企业实现全球采购，构建数字商业新生态;同时，该采购平台与公司原有 ERP 系统信息连通，并预留了与 PLM 系统、CRM 系统的对话接口，保障全公司的数字化规则和流程控制环节逐步完成整体升级

#### · 扩建海外工厂 布局全球供应链

2016 年，利亚德用定增资金建设了斯洛伐克工厂，2018 开始投产，可节省 14% 欧盟关税，且公司销往国外的 LED 显示产品所用主要原材料 LED 灯及 PCB 板均采购自台湾。斯洛伐克工厂建成后，可直接从海外采购原材料，从根本上解决了贸易壁垒问题，产能也足够满足欧洲和美国市场。





· 特色渠道管理

利亚德的渠道销售模式在经过渠道产品研发、渠道合作伙伴开发后，进入与渠道合作伙伴统一销售战略规划全国市场推广阶段。2018 年 4 月开始，公司推进视听科技体验终端的“千店计划”。

该计划是利亚德集团中长期发展坚守的目标，致力于通过渠道打造综合展示、综合业务与各区域客户的展示平台、合作平台、资源平台、信息平台和价值平台，最终实现集团产品全覆盖、行业全覆盖、区域全覆盖的战略目标。

为了更好的连接产品与客户，利亚德渠道一直都在积极完善全国各地区的整体渠道战略布局，通过“千店计划”把利亚德全板块业务、全系列产品、全方位信息以及全方位发展目标等分享给全国的经销商及合作伙伴。



为社区创造价值

利亚德全面贯彻《国务院关于印发“十三五”脱贫攻坚规划的通知》精神，结合公司核心业务优势，探索社会扶贫新途径和可持续扶贫新模式，力求建立扶贫脱困长效机制，打造“立足产业、立体扶贫、精准担当”的精准扶贫模式。

精准扶贫——教育扶贫

扶贫必扶智，教育扶贫是脱贫攻坚的治本之策。利亚德将社会公益作为公司经营活动中的重要环节，凭借自身尖端技术和优质产品实现良好经营成果，并将这些成果通过社会公益活动真诚地与社会共同分享。

秉持“积极承担社会责任，关注民生回报社会”的慈善理念，根据政府政策方向、社会认同程度、企业力所能及等因素，选定教育扶贫方向，全面推进社会公益实践。



芷江侗族自治县楠木坪镇中学创办于 1969 年，座落在湖南省怀化市芷江侗族自治县楠木坪镇集镇东南方的禾梁山上。2002 年以来得到利亚德光电股份有限公司先后捐资 100 多万元（含学生资助），办学条件得到了进一步的改善，所以又称为“利亚德希望学校”。



繁星教育基金

利亚德繁星教育基金成立于 2014 年，旨在帮助中国贫困地区教育扶贫工程。基金成立之后，坚持集团化运作、规范化管理、品牌化发展；同时基金严格遵守中华思源工程扶贫基金会的相关捐赠规定，确保每笔捐赠都公开透明，落到实处。

以此为准则，繁星教育基金先后在河北、湖南、湖北、内蒙古、四川、贵州等地进行援助援建活动，5 年来，累计捐款物 2000 多万元，衣物 2700 余件，捐助学校 347 所，捐助学生 3600 余人，教师 1000 余人，捐赠智慧教室 44 所（已建成 8 所，其余 36 所计划 2020 年建成）。

2019 年，利亚德及繁星教育基金用于精准扶贫资金总计 489.7 万元。其中，资助贫困学生 1700 人，资助贫困学生金额 107.6 万元，用于改善贫困地区教育资源金额 382.1 万元。

· 基金专注范围

<p><b>捐助贫困学生</b></p> <p>援助贫困地区品学兼优、家境贫寒的中小学生的学费、生活费，帮助他们顺利完成学业。</p>	<p><b>捐助优秀教师</b></p> <p>援助贫困地区教学成绩优秀、坚持在贫困山区任教的优秀教师，以鼓励她们继续为贫困地区教育事业服务。</p>
<p><b>科技夏令营</b></p> <p>定期组织优秀学生开展暑期夏令营活动，以开阔学生视野、激励学生学习。</p>	<p><b>教育设施建设</b></p> <p>援助贫困地区学校建设、配套设施建设、改善硬件办学条件。</p>

公益项目

► 希望小学

孩子是中国的希望，“教育兴则国家兴，教育强则国家强”。利亚德自 1995 年成立之初便心系贫困地区教育问题，在湖南芷江县楠木坪乡建立“利亚德希望学校”，并设立利亚德奖学金，用于奖励优秀教师和优秀学生以及资助贫困学生，24 年来从未间断。

► 课后一小时 & 智慧教室

2018 年，思源·芭莎公益慈善基金发起“思源芭莎·课后一小时”公益项目，利亚德集团第一时间定向捐赠 200 万元，2019 年再次捐赠 100 万元。

一间教室换一个课后乐园。利亚德希望利用科技的手段，通过改造乡村学校的物理教室空间并匹配软件教育课程，让寄宿留守儿童享受到和城市儿童一样先进的教育理念和体验。



► 爱的分贝

“爱的分贝”是由众多播音员主持人共同发起的一项针对贫困聋儿进行救助的公益项目，旨在通过人工耳蜗手术植入资助、听力语言康复资助、听障儿童家长培训、爱耳知识宣传等多样化的形式，从资金支持、政策咨询、就医指导、康复教育培训等多个方面为听障儿童及家庭提供支持和帮助，让这些儿童能够早日回归有声世界。

2019 年，“爱的分贝”公益伙伴联盟正式成立，利亚德成为联盟首批公益伙伴。

案例



► 2019 年 6 月，利亚德集团董事长兼总裁李军带领繁星教育基金的志愿者们，到湖南省怀化市芷江侗族自治县楠木坪镇中学支教捐赠，并体验田间劳作。



► 每年一期的“利亚德繁星基金暑期夏令营”又开营了。今年的主题是“科技点燃梦想”。



► 利亚德集团“智慧教室”捐赠仪式

# 感谢信

2019 年 7 月，每年一届的“利亚德繁星基金暑期夏令营”又开营了。这一次，来自湖南芷江利亚德希望学校和湖南邵东县的近百名优秀学子，从湖南到北京，开启了为期七天的“科技点燃梦想”之旅！

尊敬的李军总：  
您好！

人类社会的发展离不开科技，一个国家的科学技术标志着一个国家的强弱，为了让青少年能更好的了解科技。我们很荣幸地得到了您的资助，我们在教育局尹局长和老师的带领下来到了你们的公司—利亚德光电股份有限公司。

通过这次北京之旅我清楚地了解到利亚德公司自 1995 年成立以来，已在全国各地承建了 5000 余个项目，安装了数十万块显示屏，已经发展成为了 LED 视频及信息发布显示屏领域的引领者。在李董您的领导下，利亚德公司凭借高品质的产品、领先的技术水平和一流的服务能力树立了非常好的品牌信誉。

国庆 60 周年华诞天安门广场两侧的全彩屏显示屏和人民英雄纪念碑前的巨型模幅全彩屏，利亚德公司以优异的音质、美丽的画面、精致的制造工艺，向全世界展示了中国 60 周年华诞的视觉盛宴。

俗话说：“百闻不如一见。”因为您是我们的家乡人。虽然我听过不少关于利亚德的辉煌业绩。可如今来到这里还是忍不住为它的规模、环境所吃惊。随着工作人员的介绍，我们来到了一个五彩缤纷的“世界”，突然舞台上闪起了白色的灯光，出现了几个高大、帅气、漂亮的舞者，舞姿十分优美，我们在台下看的津津有味，突然舞台背景就变成了其他场景。此时我们感到非常奇妙：这怎么还会突然变场景呢？等看完了表演，我们才知道，原来舞台上根本没有什么人，全都是全息投影的效果。这全息投影立体感非常强，非常逼真，几乎到了可以以假乱真的地步。

除此之外，我们还玩了有趣的虚拟现实游戏。它通过构建一个全方位的 3D 虚拟世界，模拟视觉、听觉、触觉，使人产生身临其境的真实感。那里完全就是孩子们的天堂。如果说来之前我们是待机的电脑，那么到了这里，我们就被成功激活了，全都放飞了自我。

这便是科技的力量，科技的发展推动了人类的发展，给人类一个崭新又奇妙的世界，带给人们安居乐业的美好生活。

为了培养我们成材，您还给我们希望学校捐建了“智慧教室”，并免费提供硬件安装和课件系统服务。拓展了智慧教室项目学校学生的学习空间，提升学生的科学素质，开拓视野，丰富我们的学习经历和生活体验，培养了我们热爱祖国的情感。

这次参观让我体会了一句话：“时代在进步，科技在发展。”同时也让我看到了祖国的强大，更让我开阔了眼界，增长了知识，懂得了许多的道理……

所以说，现在的我要更加努力、专心致志地学习，希望能像李军叔叔您一样成为为祖国崛起、为人类造福、更为家乡做出了卓越贡献的人！

李叔叔：您是我的偶像，我代表棠下桥希望学校全体同学衷心的感谢您，也代表棠下桥全体人民衷心的感谢您！

感谢人：棠下桥希望学校 李伊曼

2019 年 7 月 30 日



# 环境友好

## 节能环保策略

高速的经济发展伴随着巨大的环境压力。利亚德深知作为企业公民所应承担的环境责任，积极引入可持续发展的运营模式，以减少业务发展对环境造成的负面影响；充分利用技术优势，推广绿色产品与可持续发展的运营模式，汇聚力量共同应对全球气候变化等环境问题。

集团践行绿色低碳发展策略，严格遵守《中华人民共和国环境保护法》等对集团有重大影响的环境法律法规，持续完善环境管理制度体系，强化环境管理责任，大力探索环境保护的有效途径，务求构建资源节约型、环境友好型企业。



## 绿色生产 节能产品

LED 类产品作为节能环保的典型产品，在政商领域大放异彩。照明和显示屏是 LED 应用最广的两个产品大类。身为 LED 行业市场的领航者，利亚德致力于以技术创新带动整个 LED 产业健康、持续发展；同时，为中国广大绿色城市的建设提供技术保障。

公司生产、销售的 LED 产品不仅满足国家、行业标准，而且从产品的设计、原材料获取、产品生产、产品使用等环节，综合考量资源属性、能源属性、环境属性，为消费者提供环境友好型产品，追求节能降耗、提高资源利用率、保护和改善环境、为实现可持续发展贡献自己的力量。

利亚德小间距产品具备超清超薄的特点，实现真正无缝拼接技术，高亮度根据环境光度进行自适应调整，实现全天候的优质成像效果和最佳观感体验，高效率 PFC 电源轻松节能，促进低碳环保。

目前，利亚德 LED 产品相比 2016 年，在使用阶段的能源消耗平均减少了 49%。



## · 独创共阴驱动技术

利亚德创新设计驱动电路，发明了共阴驱动技术，从源头降低驱动 IC 功耗，大幅降低了高密度全彩 LED 显示屏幕的整体使用功耗。

LED 驱动电路中驱动 IC 是驱动高清 LED 电视产品大量 LED 发光的关键器件。由于其本身的功耗始终存在，因此有效控制驱动 IC 的功耗，是高密度 LED 显示屏幕节能的关键。采用精准电压控制技术，通过分析 R、G、B 三基色光电特性，将 LED 芯片供电器件集中封装在一个转换电路内，并对驱动芯片进行精准电压控制，使得产品功耗显著降低。

## 安全生产管理

利亚德的各个工厂，都依据公司自身特点，排查工艺系统、基础设施、作业环境、防控手段等硬件方面存在的隐患，以及安全生产体制机制、制度建设、安全管理组织体系、责任落实、事故查处等软件方面的薄弱环节。通过技术控制、管理控制和安全文化控制来治理隐患。

利用技术手段消除或减少隐患造成的损失，严格按照各种规章制度办事，公司上下各级管理人员切实肩负起各自的职责，及时发现隐患并落实整改。完善企业的各项安全规章制度；定期组织员工参加安全知识与安全应急预案的演练，增强员工的安全意识；督察工作要到位、细致、亲切、人性化，让员工切实体会到安全与他们时 时相伴，培养员工主动要求安全的习惯，从而形成良好的安全文化氛围。

## · 节能环保

利亚德通过 ISO 14001 第三方认证，建立了完善的运营环境管理体系。我们对生产运营中可能产生的污染类型作了预估，制定了相应的控制流程：《废气废水污染防治控制程序》、《固体废弃物控制程序》、《环境噪声污染防治控制程序》、《土壤污染防治控制程序》以及《化学品控制程序》。确保把控运营各环节对环境产生的影响，实现经济与环境共发展。



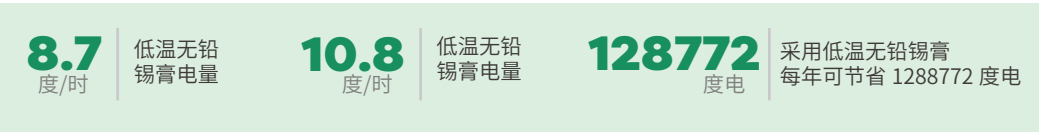
·能源管理

利亚德不断探索，通过设备节能改造和技术工艺提升能源利用效率；同时不断有效利用清洁能源，房屋供暖采用天然气无压真空锅炉供暖，降低能耗和二氧化碳排放量。2019 年，公司单位产值能耗为 6 千克 / 万元，同比下降 5%。

	我们的生产和安装过程中无工艺废水排放。
废水管理	工厂建有 650 吨生活污水处理系统，食堂污水经隔油池过滤后排出，并定期监测达标排放情况；生活污水并入市政污水管网处理。污水排放执行《城镇污水处理厂污染物排放标准》GB18918-2002 标准一级 A 标准要求。
	在制造过程中，副产品不可避免地会影响大气和水质。利亚德通过油烟净化系统、锅炉配备了“低氮氧化物”燃烧器等措施，降低氮氧化物和二氧化碳的排放量，最大限度地减少了污染物对环境的负面影响。
废气管理	
	利亚德在生产车间设置废弃收集系统，实现对废弃物的安全妥善处置；同时，公司通过技术创新有效利用资源，积极为废弃物、废旧产品寻找可以再利用的途径。
废弃物管理	
	针对化学品使用及搬运中的泄漏，生产 / 安装过程中产生的废品，生活垃圾 / 厂区内施工垃圾，设备漏油、维修时产生的油污等可能对土壤产生的污染，明确各责任部门。规定相应的控制流程、污染测定方式和应急处置措施。
土壤安全管理	
	我们根据供应商提供的化学品《物质安全资料表》，结合相关法律法规要求，编制《危险化学品清单》。对化学品的贮存、标识、搬运、使用和过期处置等制定相应的要求和操作指导。
化学品管理	
	我们定期委托资质单位对工厂噪音进行监测,每年至少 1 次。噪声排放严格执行《工业企业厂界环境噪声排放标准》(GB 12348-2008 3 类 )。监测结果在环保局排污申报登记时进行反映，并通过环保局审核。
噪声管理	

生产节能与回收利用

我们制定《节能降耗控制程序》，以期降低企业日常运营所需的水、电、纸张、原料等消耗，有效减少生产和安装过程中资源能源的浪费，控制废弃物数量。为此，我们在每年年初编制《节能降耗年度计划》，由主管经理审批并监督实施，分析每月各项能源消耗，及时发现能耗问题，调整后执行更合理的节能方案。



在产品生产中，利亚德通过不断提升设备效能、改进工艺流程使产能不断提高。我们优化了焊锡膏选型，约 4 成产品专用低温焊锡膏，减少回流焊供电能耗。

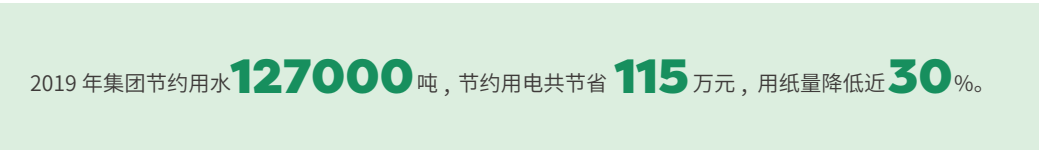


我们编制《固体废弃物分类一览表》，提高部门人员的分类、节能意识，倡导优先使用可回收再生的材料，关注废弃物的回收利用，致力于降低生态负荷，为建设绿色中国贡献己力。2019 年，公司废物安全处置达率 100%。

绿色办公

利亚德提倡绿色办公，优先采购节能环保的办公耗材。公司通过优化办公家具、设备等配置，盘活存量资产，减少资产的闲置浪费。

我们积极推广电子化、无纸化办公，优先使用环保再生纸、再生鼓粉盒等资源再生产品，营造绿色办公环境。我们倡议员工离开房间随手关灯、关闭空调，节省用电从点滴做起。



绿色宣传

环境保护需要社会大众的共同参与，利亚德充分利用自身的资源优势，积极向员工、合作伙伴、供应商等利益相关方传递绿色环保理念。集团总部及各业务板块定期组织多元化的环保活动，以提升利益相关方的环保意识、鼓励他们在日常生活中努力践行绿色行为，携手共同实现绿色可持续发展。

**对员工**，集团定期通过多渠道向员工传输环保知识，于办公区域设置环保标识及温馨小贴士，以提醒员工注意节水节电。

**对合作伙伴**，通过各类线上线下活动号召合作伙伴节水节电、参与垃圾分类等环保行动。



## 读者反馈表

尊敬的读者：

您好！

非常感谢您在百忙之中阅读《利亚德集团 2019 企业社会责任报告》。我们非常重视并期望聆听您对利亚德社会责任工作和社会责任报告的反馈意见。您的意见和建议，是我们持续推进社会责任管理和实践的重要依据。我们将非常欢迎并由衷感谢您的宝贵意见！

利亚德集团  
2020 年 4 月

姓名：		单位：			
联系电话：		电子邮箱：			
您对本报告的评价：		非常好	好	一般	较差
1	您认为本报告结构是否合理？				
2	您通过报告是否能了解公司的责任理念和实践特点？				
3	您认为报告是否友好易读？				
4	您认为报告的内容安排和板式设计是否合理？				
5	您对报告的总体评价如何？				
您对利亚德企业社会责任报告的建议：					
您对利亚德履行企业社会责任的建议：					
您可以将上表发送邮件至（leyard2010@leyard.com），也可以将上表传真至（+86-10-62877624）。我们承诺将认真对待您的意见与建议，并承诺妥善保护您的上述信息不被第三方获取。					
您也可通过以下方式联系我们：					
利亚德光电股份有限公司总部					
地址：北京市海淀区颐和园北正红旗西街 9 号					
网址：http://www.leyard.com/					
邮编：100091					
联系人：胡海霞					
电话：010-62864532					

## 未来展望

2020 年，是利亚德成立 25 周年，也是第三个战略周期的关键之年。2020 年，利亚德将继续秉承开放、沟通的积极态度，在新的国内外形势下，继续深耕智能显示主业，实现长期稳健高质量发展。与此同时，继续积极履行跨国企业的市场责任、社会责任和环境责任，将对各利益相关方的承诺落到实处，为实现“提升人类视听享受”的美好愿景而努力奋斗！

### 把脉时代发展趋势，更新履责战略目标

利亚德始终密切关注责任领域的全球政策动态、行业发展需求和市场经营环境、利益相关方诉求等多方面因素。未来，我们将紧跟国家“新基建”战略和“精准扶贫”政策，积极分析国内外形势的动态变化，及时调整社会责任战略目标，保障企业更好地推进社会责任实践。

### 长期稳健高质量发展，打造国际化企业形象

作为一家全球化企业，利亚德致力于以不断创新的技术、产品和服务，最大限度地创造经济价值，实现长期、稳健、高质量发展，与我们的投资者、合作伙伴与朋友共享商业价值。未来，我们将通过持续创新和最优化运营，继续为世界提供最好的产品和服务，打造更加国际化的企业形象，为社会繁荣做出贡献。

### 开拓创造社会价值，做受人尊敬的公司

作为全球企业公民，利亚德自觉对标联合国可持续发展目标 (SDGs)，积极承担创造社会价值的更大责任。我们确定了与商业行为高度相关的目标，在创造经济价值的同时，密切监控我们在整个过程中给社会和环境带来的各种影响，并积极应对，最大限度地发挥积极影响、减少负面影响，做一家受人尊敬的公司。



**LEYARD GROUP**

**CORPORATE SOCIAL RESPONSIBILITY REPORT 2019**



# About this Report

This is Leyard Group's fourth CSR report released to public. Taking into account concerns of key stakeholders (e.g. shareholder, customer, employee and society), this report describes economic, social and environmental responsibilities we performed in 2019 and their impact.

## Reporting Period

This report covers the period from 1 January 2019 to 31 December 2019 and also includes some historical information.

## ReleaseTime

This is an annual report. Generally, the report of the first year is released in the first quarter of the second year.

## Reporting organization

This is the fifth CSR report released by Leyard Group to public. Leyard Group is also referred to as "Leyard" or "we" in this report for convenience.

## Reporting Data

All of the data of 2019 disclosed herein is audited and taken from our official documents and statistical reports.

## Reference Standards

The 2030 Agenda for Sustainable Development, UN  
GRI (Global Reporting Initiative) Sustainability Reporting Standards (GRI Standards)  
Guidance on Social Responsibility Report (GB/T 36001-2015)  
ISO 26000:2010 Guidance on Social Responsibility  
China CSR Reporting Guide (CASS-CSR4.0)

## Availability

View or download the electronic edition of this report at <http://www.leyard.com/>.

## Contact

Leyard Optoelectronic Co., Ltd.  
Address: 9, West Zhenghongqi Street, North Summer Palace, Haidian District, Beijing  
Telephone: 010-62864532

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# Chairman's Speech

## We forged ahead in 2019 – top 10 news

1. Leyard display adds lustre to the military parade and evening gala of the 70<sup>th</sup> National Day, bringing unforgettable visual shock;



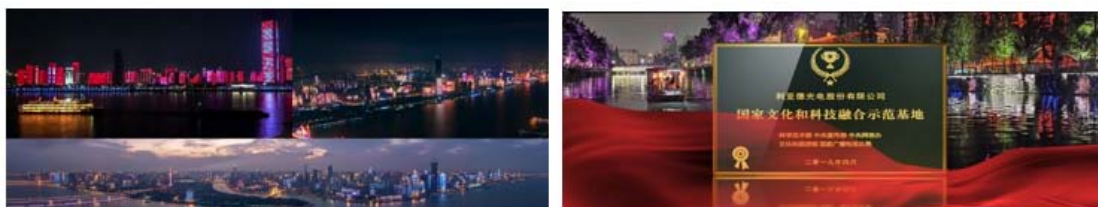
2. The world's first Mini/Micro LED mass production joint venture is established, construction of Longhua production base begins in Shenzhen, and fine pitch display business grows rapidly abroad (the European base began mass production);

3. Leyard, the main producer (general contractor) of the 2019 Military World Games, stuns the world with a visual feast, opening up a new era of 3D performance;



4. We remain world No.1 in LED display for three consecutive years (No.1 under MIIT's individual category) and post operating income growth despite economic slowdown (issue CNY 800 million convertible bond successfully);

5. Better nightscape along banks of two rivers in Wuhan (and a dozen of other cities) helps people show their love for China and boosts night economy;



6. We are named “culture and technology integrated model enterprise” (only Leyard and Leafun were approved out of sixteen enterprises) by five ministries and commissions, Jinjiang night tour gets thumbs-ups, and Huangshan Mountain CNY 100 million culture travel program launches;

7. Ultra-thin, cost-effective HD LED display is developed successfully, focusing on conference display system and entering the large screen home using TV market;



8. Secretary Cai leads a research by leadership, bringing us key support at municipal and district levels;

9. NaturalPoint is set up, putting VR operations on track for rapid growth in various applications;



10. We add lustre to large events, serving Spring Festival Gala, Macao's return and China-Japan-ROK leaders meeting in Chengdu with perfect visual effects.

## ABOUT LEYARD

### I. About Us

Leyard Optoelectronics Group (ticker symbol: 300296), listed on Shenzhen Stock Exchange in 2012, is a global leader in audiovisual technology, products and their applications. Think global, act local – we have been committed to serving people and sharing culture since 1995. After 25 years of efforts, we now have nearly 5,000 people (including 700 expatriate staff) working in 29 domestic holding companies, 21 overseas enterprises, 9 production bases and 7 international marketing centers and more than 4,000 partners across the world. We are dedicated to technology R&D and product innovating and hold more than 1,500 patents and copyrights, including granted and pending. We carry out business activities in intelligent display, night economy, new cultural tourism and VR technology and have provided visual services for state events and domestic and foreign institution and project activities including the 50th, 60th and 70th anniversary celebrations and opening and closing ceremonies of Beijing 2008 Summer Olympics, and the 7th Military World Games. We have been named the National Scientific and Technological Innovation Model Enterprise, China.



## II. Sustainable Development Performance

### 1、Economic Indicators

CNY 9.047 billion of operating revenue, up 17.49% YoY;

CNY 704 million of net profit attributable to shareholders of listed company; over CNY 913 million of operating cash flow, up 11.3% YoY;

LED display, fine pitch LED display and indoor LED display remained No.1 in global market share for three consecutive years.

### 2、Environmental Indicators

CNY 502,000 of work safety investment;

CNY 275,000 of environmental investment;

127,000t of water saved; CNY 1.15 million of electricity-saving;

6kg/¥10,000 of energy consumption per unit output, down 5% YoY;

28.4kg/¥10,000 of carbon dioxide emissions per unit output, down 2% YoY;

100% of waste safely disposed.

### 3、Social Indicators

391 of new jobs;

CNY 510 million of taxes paid;

CNY 370 million of total R&D investment, increased from the same period of last year;

1534 patents granted;

CNY 4.897 million contributed to precision poverty alleviation; helped 1,700 students, donated 44 smart classrooms, donated CNY 1.076 to fund needy students and CNY 3.821 million to improve education resources.

## III. Some of Our Awards and Rewards

Time	Award & honor	Granted by
Apr. 2019	National Culture and Technology Integrated Pilot Base	Ministry of Science and Technology, Publicity Department of the CPC Central Committee, Cyberspace Administration of China, Ministry of Culture and Tourism, National Radio and Television Administration
Apr. 2019	Beijing AAA Credit Rating Enterprise	Beijing Informatization Association
Apr. 2019	National Radio, Film and TV Technology Innovation Award	China Federation of Radio and Television Associations
May 2019	Beijing IPR Model Enterprise 2019-2021	Beijing Municipal Intellectual

		Property Office
Jun. 2019	China Top 100 Software and IT Service Enterprises in Overall Competitiveness	China Information Technology Industry Federation
Jun. 2019	China Information (Smart Public Security) Demonstration Award 2019	China Electronics Chamber of Commerce
Jun. 2019	First prize of the “12 <sup>th</sup> China Society of Motion Picture and Television Engineers Technology Progress Award	China Society of Motion Picture and Television Engineers
Jun. 2019	CES Asia Product Innovation Award	Consumer Technology Association (CTA)
Jul. 2019	2019 Brand Image Awards	China Finance and Economics Summit, Organization Committee
Aug. 2019	2019 (33 <sup>rd</sup> ) Top 10 Electronic Information Enterprises	China Information Technology Industry Federation
Aug. 2019	First Prize of Outstanding National Corporate Culture Results 2018-2019	China Enterprise Confederation China Entrepreneurs Association
Oct. 2019	Advanced Collective of Beijing Preparation and Service Support for the 70 <sup>th</sup> National Day Celebration of China	Beijing municipal committee, the People's Government of Beijing Municipality
Oct. 2019	National Culture and Technology Integrated Pilot Base (Top 10 Individuals)	Evaluation Technology of Cultural Brands,
Oct. 2019	Outstanding Company in Making Employees Happy	People's Daily
Nov. 2019	Individual Competitive Product of Manufacturing – fine Pitch LED Display	Ministry of Industry and Information Technology, China Federation of Industrial Economics
Nov. 2019	Beijing Top 100 Private Enterprises Beijing Top 100 S&T Innovation Private Enterprises Beijing Top 100 CSR Private Enterprises	Beijing Federation of Industry and Commerce
Nov. 2019	Beijing Top 100 Software and Information Service Enterprises in Integrated Strength 2019	Beijing Software and Information Service Industry Association
Nov. 2019	Beijing Advanced Entity in Harmonious Labor Relations	Beijing Municipal Human Resources and Social Security Bureau, Beijing Federation of Trade Unions
Jan. 2020	High-integrity Enterprise of System Integration 2019	Beijing Safety and Security Industry Association



## IV. Corporate Governance

### 1、Governance Structure

We have been optimizing our internal control system and standardizing operation in accordance with the Company Law of the PRC, Securities Law of the PRC, Guideline on Articles of Association of Listed Companies and other applicable laws and regulations for the purposes of protecting the interest of our shareholders, employees ,customers and other stakeholders and maintaining good corporate governance.



#### (1) Board of directors

The board of directors is the highest decision-making body of the group. It discusses and determines the strategic direction, major investment and financing projects, key personnel and position adjustment and major topics of the group through the “board meeting”, which is convened by the board secretary and held on a quarterly basis.

#### (2) Management

The management discusses and resolves everyday management matters, commands business groups and functional systems of the group, and overseas and coordinates management of member companies to ensure the legitimacy and efficiency of the group’s overall operations. The management does their daily task through the “president office meeting”, which is convened by the CEO and held on a monthly basis.

#### (3) Functional systems

We have five functional systems to operate and manage 5 business groups efficiently. For standardizing business management and improving operational efficiency, all of our member companies have implemented SAP and OA.

## **2、 Compliance Management**

Observing business ethics and laws and regulations concerning business operations is the underlying principle of our compliance management. We have developed compliance management system in fair competition, IP protection, consumer protection and business ethics and improved compliance management rules for related transaction, outbound investment, information disclosure, insider information management and entertainment of particular visitors.

For fair competition, we have created a system that requires filing of application in advance, compliance guidance in process and registration afterwards to avoid unfair competition.

We require all of our units to control every production process and service strictly for protecting consumers and providing them with better and safer products and services. We also introduced personal information policy to protect consumers' personal information.

For business ethics, we require every employee and middle and top management to carry out activities in accordance with the highest standard of business conduct for establishing Leyard as a leading compliance brand and achieving sustainable development together with our partners around the globe.

In the last year, we cracked down on trademark infringement and unfair competition for maintaining our good brand image and making contribution to socialist economy under the rule of law.

## **3、 Risk Prevention**

We have developed an audit system for our business units, wholly-owned and holding subsidiaries, branches and offices to audit and monitor the authenticity, legitimacy and effectiveness of their financial revenue and economic activities for controlling operational risk, upholding integrity and lowering production costs.

In 2019, we tightened internal audit on major projects and control over risk of payment collection. The implementation of each major project is audited by internal auditor and other departments related to ensure safety, orderliness and compliance. Control over risk of payment collection is tightened by analyzing our customer base and implementing a stricter contract approval procedure for customers in industries and regions from which it is difficult to collect payment and customers with bad credit for lowering payment collection risk and improving cash flow.



#### **4、 Fair Competition**

We always respect our competitors and outshine the competition with excellent technology, reliable product and premium service on a level playing ground.

We are against gaining a competitive advantage by damaging the reputation of our competitors. To this end, we have developed a strict news and advertising review system to prevent comments that may cause damage to competitors' reputation.

We are against using unfair tricks to limit or eliminate competition. To this end, we have developed an internal audit system to avoid unfair competition or monopoly.

We respect the intellectual property rights and trade secrets of others. To this end, we train our employees from time to time and expressly forbid any of our employees to use unlicensed software or commit misappropriation.

#### **5、 Communication With Investors**

We communicate with our investors through a number of channels.

We publish investor research record and Q&A under the interactive column at the website of Shenzhen Stock Exchange to answer questions of concern for investors. We open an investor relations column at our official website to provide real-time stock price, regular report and interim announcement and allow investors to access our business information and financial data. We keep our investors updated with progress by WeChat, Sina Weibo and Tik Tok. We also carry out the Investor Reception Day activity to communicate with investors about our strategy, operating and financial conditions.

We have developed and implement the Company Information Disclosure Affairs Management System in strict accordance with applicable laws and regulations and disclose true, accurate and complete information in a timely and fair manner to ensure that all shareholders are entitled to equal access to information.

In 2019, we received 213 persons from 24 investors by field research and teleconference, answered more than 800 questions raised by investors through [irm.cninfo.com.cn](http://irm.cninfo.com.cn) and email, and handled 10 inquires over the phone. We held each two results presentations and new product releases online and on site in the presence of institutional investors.

# Responsibility Management

Over the past 25 years, we have been “enhancing human audio/video experience”, integrating sustainable development management into strategic decision-making and business activities, measuring our own economic, environmental and social impact by taking all factors into account, communicating with stakeholders and factoring their concerns in decision-making, delivering new value and making contribution to social sustainability.

## I. Our View on CSR

We perform the social responsibility of “rejuvenating country, boosting industry and benefiting people” with our strength in technology and share our S&T innovations with the world.



**Rejuvenating country:** as a visual service provider of significant political and cultural events in China, we always remain true to our original aspiration to “earn respect with quality”, follow national strategy, base ourselves on industry, serve the country by industry and establish Leyard as a responsible national brand.

**Boosting industry:** we always pursue innovation-driven development by breaking through technological barriers and spurring product innovation to meet and exceed customer expectations and push the industry forward. We seek to take our group



global by promoting opening up and cooperation and expanding overseas M&A for achieving mutual benefit and win-win results. We stick to technology and culture integrated development by empowering the cultural industry with technology and building a presence in the age of big culture.

**Benefiting people:** we have been responsible for our customers, society and employees. This has never been changed over the 25 years. We established Siyuan Stars Education Fund five years ago to serve precision poverty alleviation, support teachers' development with love and ignite children's dream and future with technology.

## **II. Our Corporate Culture**

While the name Leyard means we value “morals over profits”, the essence of our corporate culture is “sharing”. We incorporate these factors into our mission, vision and values to get our group on the same page and drive our group forward over the past 25 years.

### **1、 Vision, Mission and Values**

Our “sharing” corporate culture is backed by the values of “equal respect, trustful cooperation, win-win results”.

With “trust”, “equality”, “respect”, and “cooperation” in mind, we have created a company culture focusing on enhancing human audio/video experience, making ourselves a global audio-visual technology leader, and improving customer satisfaction with quality, service, integrity and dedication.

### **2、 Spirit of sharing**

As the essence of our company culture, the “spirit of sharing” enables us to build a strong bond with our employees, customers, community and investors.

For “sharing with employees”, we have granted shares of stock to all employees at the head office. More and more employees at Leyard are sharing the benefits of growth.

For “sharing with customers”, we improve customer satisfaction with quality, service, integrity and dedication, build a good reputation by putting the customer first, grabbing market share by word of mouth and reporting to customers by “sharing”, and rely on product, service and growth sharing to establish and maintain a successful partnership.

For “sharing with the community”, we established Siyuan Stars Education Fund in 2014 to fund “poverty alleviation through education” program in poor areas, help poor students gain access to education and light up their lives.

By “sharing with investors”, investors are proud of our growth in market value and participation in urban construction exactly as we are.

We are dedicated to serving the country with industry, performing social responsibility, focusing on commercial and civilian markets of audiovisual technology and applications, and pursuing high-quality development through S&T and management innovation for providing better audio-visual experience.

### **III. Our Sustainable Development Strategy**

Our sustainable development strategy, which is inseparable from our business strategy, has been part of our company, integrated into the daily operations of our business and functional units and rooted in our core strategy and corporate governance. Our commitment to and efforts for sustainable development are reflected by people-oriented ideas, innovation-driven development, support for public welfare undertakings and close cooperation with stakeholders.

#### **1、 Sustainable development strategy**

##### **People Oriented :**

Diverse talent is the cornerstone of business success. Our rapid development is the joint effort of our employees from different countries, with different ages, different technical backgrounds and true integrity, as well as employees of our business partners and suppliers up to the same standards. They fulfill commitment to serving country, boosting industry and benefiting people in healthy and safe workplaces.

##### **Innovation-driven :**

We drive technology and management upgrade through strategy, management, technology, business model and culture innovation to meet customers' increasingly higher audiovisual requirements, respond to the needs of disruptive innovation of display technology in the 5G era and lead the display industry towards “Made by China”.

##### **Public welfare and environmental protection:**

We help improve the learning environment for children in the mountain areas and local quality of life by setting up a nonprofit foundation, carrying out charitable activities and making donations. We stick to green and environmental friendly production and operations and provide novel and energy efficient products and technologies to bring our customers with the experience of efficiency and environmental protection and make contributions to all-around sustainable development.



### **Collaboration with stakeholders:**

We value communication and collaboration with the governments, shareholders, customers, suppliers, community and employees and understand what is their priority regarding sustainable development and what they expect of us. We mobilize resources properly through collaboration and promote all-around sustainable development by communicating philosophy, providing training, building capacity, and giving suggestions on policy.

## **2、Key topics**

We make it a part of our culture, mission and overall development strategy to take more social responsibilities and benefit society while creating economic benefits.

We analyze substantive issues of sustainable development while combing through our own business strategy and expectations of stakeholders in accordance with Sustainable Development Reporting Standard (G4), ISO 26000 and other CSR related international standards and policies for disclosing information in a more specific manner.

We select key topics of CSR report to develop an array of topic and discuss the same with respective units in charge to ensure that all of the topics are advanced by relevant management and reflected in our decision-making and operations management.

## **IV. Our Sustainable Development Management**

At Leyard, we struggle to contribute to global progress by creating economic, social and environmental value through sustainable development management.

### **1、Background of sustainable development and our response**

<b>Creating economic value</b>	<b>Background</b>	<b>Our response</b>
economic value	Creating an open, innovative and green eco-economic model	1、Achieving our long-term goal of “establishing Leyard as a timeless national brand with own intellectual property rights” ; 2、Launching innovative technologies and products to drive profitability and growth and lead industry update;

		3、Discovering novel business models and integrating technology into culture to create a new open and shared ecosystem in culture industry;
social value	For responding to 17 sustainable development goals of the 2030 Agenda for Sustainable Development	1、 We are people-oriented, provide equal employment opportunities and care for employees' development; 2、 We are always thankful and achieve great results to give back to shareholders, partners, employees and society; 3、 We have established Siyuan Stars Education Fund to make contribution to precision poverty alleviation and ignite children's future with technology.
<b>environmental value</b>	For coping with global warming and conserving natural resources and biodiversity	1、 We control all stages from design to raw material and production strictly to offer energy efficient and environmental friendly products; 2、 We adhere to green office and purchase sustainable goods to reduce our carbon footprint; 3、 We introduce sustainable development to our service system to help consumers build green consumption awareness.

## 2、 Communication and participation of stakeholders

We identify internal and external stakeholders who are crucial to our success according to our daily operations and management, scope of topics and impact level. We closely communicate with key stakeholders and community to build trust, reach a consensus on sustainable development and maximize our value creation potential.

We analyze substantive issues of sustainable development while combing through our own business strategy and expectations of stakeholders in accordance with Sustainable Development Reporting Standard (G4), ISO 26000 and other CSR related international standards and policies for disclosing information in a more specific manner.



Stakeholder	Expectation and requirement	Responsibility areas and initiatives
Government	Compliance management Tax compliance Job creation Economic development support	<ol style="list-style-type: none"> <li>1. Observing laws and regulations, operating in compliance, and creating a good business environment;</li> <li>2. Paying taxes in full and on time according to law;</li> <li>3. Creating jobs and promoting local economy through development;</li> <li>4. Responding to the government's call to facilitate public affairs;</li> </ol>
Investor	Corporate governance Return and growth Risk control S&T innovation	<ol style="list-style-type: none"> <li>1. Building a scientific and reasonable governance structure;</li> <li>2. Disclosing accurate business information in a timely manner;</li> <li>3. Convening general meeting on a regular basis, improving responsible management and investment strategy and protecting investors' interest;</li> </ol>
Employee	Compensation and benefits Health and occupational safety Promotion and development space	<ol style="list-style-type: none"> <li>1. Protecting the rights and interests of employees, paying wages on time and in full, and making contributions to social security;</li> <li>2. Providing equal opportunities in employment and encouraging employees to achieve self-worth;</li> <li>3. Creating a healthy and safe working environment and arrange regular physical examinations for all employees;</li> <li>4. Providing training opportunities and development space to help employees improve their working skills;</li> </ol>
User	Product quality After-sales service Privacy security	<ol style="list-style-type: none"> <li>1. Offering high-quality products and total solutions addressing user' s needs;</li> <li>2. Quickly responding to user feedback and dealing with customer complaints properly;</li> <li>3. Respecting and protecting users' privacy and information;</li> </ol>
Partner	Commitment Mutual benefit Sustainable development	<ol style="list-style-type: none"> <li>1. Building a long-term mutual benefit cooperation mechanism and developing strategic partnership;</li> <li>2. Establishing partnership in project to promote technological innovation;</li> </ol>

		3. Leading healthy and sustainable development of the industry;
Community	Social Welfare Social stability Care of vulnerable populations	1. Supporting the strategies of prevision poverty alleviation and poverty alleviation through education 2. Establishing Siyuan Stars Education Fund to assist poor teachers and students; 3. Organizing employee volunteering activities;
Environment	Efficient use of resources Energy conservation and emission reduction Climate change response	1. Complying with applicable environmental protection regulations, international standards and internal regulations; 2. Continuously improving technology and process at all stages from R&D to production and sales for environmental protection; 3. Encouraging and leading the reuse of resources;
Media	Science and technology innovation Corporate governance Excellent service	1. Creating a regular information disclosure mechanism to provide open and transparent information about product and service; 2. Maintaining effective communication with the media and accepting interviews and supervision to establish ourselves as a responsible enterprise.

## Implementing Acts

### I. Strengthen the nation and prosper the industry

#### 1、The VFX (visual effects) service provider for major political and cultural activities in China

Since its establishment in 1995, the company has undertaken thousands of projects and installed hundreds of thousands of display products all over the country. It has now developed into a leading enterprise around the globe in the field of audio-visual technology products and its application platforms.



The company has built a savory brand reputation in the industry with its high-quality products, leading technology and first-class service capability, and has become the VFX service provider for major political and cultural activities in China. It has successively provided VFX services and integrated solutions for major events and activities at home and abroad, such as the 50th, 60th and 70th anniversary for the National Day, 2008 Beijing Olympic Games, 2010 Shanghai World Expo, 2014 APEC Summit, 2017 BRICS National Summit and 2018 SCO Qingdao Summit, the 7th CISM Military World Games, and the 2020 CCTV Spring Festival Evening Gala.

### 【Case】

- Leyard has provided 14,000 square meters of various display products and display systems for the 70th anniversary of the National Day and Arts Festival -- "the LED display of the square red ribbons", the 0.9mm fine-pitch display screens for the military parade command center, the display products for the parade floats, the 1,400-square-meter of ultra-high definition (UHD) carbon fiber screen for the soiree in the Great Hall of the People, the 5,400-square-meter of giant video walls for the evening party, the display screen for the seven 2,200-square-meter clerodendrum quadriloculare and the 3,290 handheld light screens.



- Leyard is responsible for the general production (the general contractor) of the 7th CISM Military World Games. This is the first time that the private enterprise has independently undertaken this responsibility in major national activities.

- Leyard has provided 1,000-square-meter arc screen and nearly 500-meter-wide movable ice screen for "the 20th Anniversary of Macao's Return to the Motherland Gala".



·As the officially designated VFX service provider for the Eighth China-Japan-South Korea Summit, Leyard has provided hundreds of square meters of HD LED display screens for the event.

·To ensure the efficient operation of Beijing Daxing International airport, Leyard has provided nearly 200 LED display products, including the display screens for flight information, information monitoring center, as well as the advertising, etc.

·Leyard has been serving CCTV Spring Festival gala for 20 years, witnessing the whole process of changes in the stage art and display technology.

## **2、 The responsible Chinese national brand**

China is the world's largest market for LED R&D, production and its application, possessing an apparent advantage in the whole industrial chain, from chip, packaging, to display application. Among them, the market share of Chinese enterprises in the global LED display industry chain is more than 70%; Chinese LED display enterprises have undertaken more than 80% of the global manufacturing. It is fair to say that China has already sold LED displays to all corners of the world.

### **(1) The market share of Leyard has ranked top 1 for three consecutive years**

At present, the global fine-pitch LED has grown by 46% year-on-year, reaching \$2.6 billion; the conventional products have grown by 24% year-on-year, reaching \$3.1 billion. Among them, China accounts for half of the global LED display market sales.

In August 2019, Futuresource Consulting, an authoritative international research institution, disclosed the market research report of the industry data in 2018.

According to the report, the total sales volume of global LED display market is 5.7 billion US dollars. And for three consecutive years, Leyard has ranked top 1 globally in the market share of the LED display, fine-pitch LED and indoor LED.

### **(2) National brand, win respect with quality**

In addition to the dominant position in quantity, Chinese enterprises also have a strong voice in technology. As the representative of national brands, Leyard is the first enterprise in the world with the most advanced LED fine-pitch original technology.

Leyard has independently developed Micro-LED display screen with Mass Transfer Technology, which can not only reduce the chip size, but also effectively increase the bright dipping area, and significantly improves the reliability and stability of fine-pitch products below P1.0.

With its advanced technology and excellent product quality, Leyard's products are all over the world. From the United Nations Headquarters, the German Parliament, the Russian Ministry of Defense to NASA, Leyard wins the respect of the whole market



with its high quality, which makes the world recognize the audio-visual technology of the Chinese people.



United Nations Headquarters



German Parliament



2018 football World Cup

### (3) Quality products and services

#### **-Quality management**

Leyard has taken the production of high-quality and safe products as the key responsibility of the company and strictly controls the product quality. The company has established a perfect quality management system, which runs the idea through the whole process of product design, purchase, production and sales.

**In the design section**, the company strictly standardizes the establishment, implementation, verification, review and confirmation of technical design;

**In the purchase section**, the company insists on using high-quality raw materials and strictly controls its quality;

**In the production section**, the company improves the stability of its product quality by improving its automatic level and modular production;

**In the sales section**, the company attaches great importance to the after-sales service, providing fast and high-quality after-sales guarantee for customers, which improves the market competitiveness and customer recognition of the products.

Leyard has made continuous research in improving its product quality. It has improved the control board yield prompt project, LED display panel indefinite-on project, and established a mechanism for handling defective products, constantly optimizing its product quality. We have successively obtained CB certification, CE certification, FCC certification, cTUVus certification, BIS certification, EAC certification, CCC certification, CECP, CQC, low-blue-ray certification, HDR display certification. We have obtained the global high-end market and customer recognition with stable and reliable quality.

#### **-Product safety**

To ensure the safety of customers in the process of using the product, we take into account the actual use environment of consumers in real life, and specially detect and evaluate the factors affecting the safety of the product such as electric leakage, fire, accidental injury and the abnormal operation of the product.

The company has developed its products according to international standards, and has already passed ISO9001 Quality Management System Certification, ISO14001

Environmental Management System Certification, OHSAS18001 Occupational Health and Safety Management Systems and GJB9001C-2017. Behind these certifications is the hard work of Leyard's employees. And these certifications are also the high recognition of Leyard's quality management system and product safety.

#### **-Quality service**

In order to provide fast and convenient services, Leyard provides 7 \* 24-hour online customer services and offline exclusive services, and has gradually realized full coverage of the city. At the same time, Leyard continues to expand its online after-sales service. At present, the company provides a variety of service channels, such as customer service phone, e-mail, remote network service, to satisfy the after-sales needs of the customers.

In addition, the company strengthens communication and exchanges with customers, listens to the customers' opinions through various ways, and realizes deep-seated interaction with them. Apart from the telephone negotiation, it also provides a variety of all-round service modes, such as remote negotiation and online negotiation.

To provide customers with consistent and high-quality services, Leyard concentrates its efforts on improving the service concept, perfecting the organizational system, optimizing the business process and strengthening the communication channels, constantly improving its service standards, building a "customer-centric" full chain service system, and providing customers with clearer, faster and more individualized comprehensive VFX service.

In the company's customer satisfaction survey in 2019, we have won the satisfaction and recognition of our customers. We will always stay true to our original aspiration, forge ahead and provide better services for our customers.

List of 2015-2019 customer satisfaction scores							
Year	Goal	Actual performance	Very satisfied	satisfied	Basically satisfied	Not satisfied	Very unsatisfied
2019	96%	96.47%	83.00%	9.00%	8.00%	0	0
2018	96%	96.76%	80.00%	13.00%	7.00%	0	0
2017	96%	96.68%	82.50%	8.50%	9.00%	0	0
2016	96%	96.75%	80.00%	16.00%	4.00%	0	0
2015	96%	96.81%	87.00%	11.00%	3.00%	0	0

#### **(4) Intellectual property protection**

Leyard respects the intellectual property rights of others and protects its own

intellectual property rights. At the group level, Leyard uniformly and strictly regulates the intellectual property rights, such as patents, copyrights and trademarks, opposing any infringement of intellectual property rights, and strives to maintain the brand and the image of goodwill of the enterprise.

### **3、Innovation-driven development**

Since its establishment, Leyard has always adhered to the road of innovation-driven development, occupied the world's high-end display market with original fine-pitch LED technology and independent intellectual property rights, and has become a representative enterprise of China's intelligent manufacturing. With the integration and vigorous development of the new round of national scientific and technological revolution and energy revolution, Leyard has continued to improve its innovation capability, concentrated its efforts to conquer the major core technologies such as LED fine pitch, Mini/Micro LED, and continued to consolidate and expand its technological leading advantages in the industry, so as to promote the leading position of China's intelligent display industry in the world.

#### **(1) The innovation system of Leyard**

Leyard regards innovation as the root of enterprise development. Therefore, it continuously increases its R&D investment, and is willing to share new technologies and products with the society. At the same time, the company has been trying to provide a more flexible environment for "open innovation" and actively looking for new business opportunities. It has achieved remarkable success in many fields. Through these practices, Leyard has obtained a more efficient innovation system, which will ensure the growth of the company's business in the future.

More importantly, we hope that our technology will not only create profits for enterprises, but also can be shared to the whole society, and create a more sustainable society through innovative technology.

The innovation system of Leyard = R&D investment ——results ——sharing with the society

#### **R&D Investment:**

Internal (encourage internal innovation, increase R&D investment, constantly improve system and process to ensure competitiveness),

External (open platform, strategic cooperation, overseas M&A, innovation project investment incubation)

Results: constantly break through the technical barriers of the industry and enrich its product lines; ensure that the enterprise continues to obtain new growth momentum and lead the reform and development of the industry

Sharing with the society: collaborative innovation, high and new technology sharing



## **(2) Technological innovation**

Leyard always takes the leading technology as the development basis of the company, and closely integrates the company's innovation spirit with the sustainable development of the society, and is committed to leading the change and reform in the industry. In 2019, the company released its original 4in1 micro LED display technology with a minimum point spacing of 0.6mm, and took the lead in realizing mass production in the industry.

Over the years, the company's R&D investment has been continuously increasing, with a total R&D investment of 370 million yuan in 2019; in 2019, the company has established a special intelligent display Research Institute to promote the R&D of innovative technologies and products.

While continuously increasing investment in technological innovation, Leyard has also actively constructed the intellectual property protection system and achieved fruitful results. As of December 31, 2019, Leyard has a total of 1534 patents authorized and applied for, including 17 patents authorized and applied for in the field of MicroLED, ranking first in the industry.

### **【Data】**

#### **Cumulative number of patents (authorization and application)**

Total patents: 1534; patents for invention: 213; utility model: 515; design patents: 201; foreign patents: 125; MicroLED patents: 17

#### **Number of patents in 2019**

Total patents: 166; patents for invention: 25; utility model: 95; design patents: 27; foreign patent: 19

Number of participating in the formulation of national, industrial and association standards: 14

### **【Case】**

On December 25, 2019, Leyard signed the Cooperation Framework Agreement on Mini LED and Micro LED Display Project with Taiwan EPISTAR (Yuanfeng New Technology Co., Ltd.) and the people's Government of Liangxi District, Wuxi City. They will register and establish a joint venture company to build the world's first large-scale mass production base in Wuxi that produces the MicroLED with mass transfer technology, and to accelerate the layout and development of Micro LED market.

The project includes the whole "industrial chain" of design, development, production and sales of Mini LED and Micro LED in the mainland. In the early stage, the joint venture will invest 1 billion yuan for the construction of the base. It is expected that the joint venture will be put into production in the fourth quarter of 2020 and reach production capacity in 2022. The future sales volume is expected to reach 5 billion yuan.

### (3) Product innovation

The company adheres to the enterprise philosophy of "high quality, excellent service, value integrity, realize responsibility and serve the customers to their greatest satisfaction", striving to build the most competitive LED application enterprise in the world, leading the development of the industry and contributing to customers and society.

Leyard has always led the research and development of fine-pitch LED, Micro LED / Mini LED technology and products, and constantly realized the innovation leap of technology and product.



#### 【Case】

· In January, at the new product release meeting of Leyard, they have released the latest research achievement of Micro LED technology and a 4 in 1 LED display products with a point spacing of 0.9mm based on this technology, together with a HD intelligent conference AIO. And its innovative strength has attracted attention from all walks of life.



· In June, at InfoComm exhibition, Leyard has launched a 0.6mm Micro LED products with fine pitch, which made all of the audiences amazed. This product has been exhibited in China for the first time after its first show in the Infocomm exhibition in North America.

· In November, at the Leyard fall launch, a number of new large-scale TV products (including Micro LED 135 inch TV) were exhibited, which means that Leyard has officially entered into the large-size consumer electronics market.



- PLANAR AI Smart TV 100A90S TV"Smart TV Technology Innovation Gold Award of the Year"
- PLANAR Micro LED 135Y90S TV"Micro LED TV Technology Innovation Gold Award of the Year"

#### 4、Deepen the global layout

One third of Leyard's business is overseas. Only by increasing R&D and innovation cooperation at home and abroad can we ensure that Leyard's scientific and technological products stand at the forefront. At the same time, increasing the investment in the international marketing system and realizing a steady growth are the best choice for Leyard to become the leading company in the global intelligent display industry as well as to live long and strong.

The group has 29 domestic holding enterprises, 21 overseas enterprises, more than 4000 distribution partners, 9 production bases and 7 international marketing centers all over the world.

##### **(1) Remarkable achievements in localized operation of international market**

Global strategy represents the ability to build localization in all regions of the world, integrate global R&D resources, innovate according to the individualized needs of customers in different regions, and meet the needs of local users.

In the construction of the Belt and Road Initiative as well as the internationalized operation, Leyard has set up a clear and sustainable development goal, actively fulfilled corporate social responsibility, promoted international projects according to the principles of achieving shared growth through discussion and collaboration as well as mutual benefit, and persisted in market-oriented operation, long-term operation, localization operation, strict law abiding operation. Leyard has always respected for local cultures, religions and customs, and actively integrated into the local community, promoted the common development and progress of enterprises and global economic society, and practiced the concept of community of shared future of mankind with practical actions.

##### **(2) Steadily promote overseas M&A investment and operation**

Chinese technological enterprises need not only original technology, but also international vision. Only when they go out to participate in global competition, can



they become bigger and stronger. To this end, Leyard has actively distributed around the world, carried out extensive international cooperation, and introduced the world's cutting-edge technology through the implementation of the international strategy of "going out" and "bringing in" with equal emphasis, so as to inject new impetus into the development of enterprises.

Since its listing in 2012, Leyard has successfully achieved a leap from domestic market to international market with 13 acquisitions. After the successful acquisition of Planar Electronics and Natural Point, the company has realized a whole new layout of the international market and full product line coverage of all the mainstream display technologies in the electronic professional display industry.

## **II. Well-being of the people**

### **1、Create value for employees**

Talent is Leyard's most valuable treasure and core competitiveness. The company always attaches great importance to sharing the dividend of enterprise development with employees and providing competitive remuneration for employees; create sustainable development space and opportunities for each employee, and encourage employees work together and grow together with the company. Leyard provides employees with the space to grow.

#### **【Employee Care 4H】**

Heart: focus on mental health and rich cultural activities

Health: Physical health, occupational safety, relaxed working environment

Hope: create hope and working together to make your dreams come true

Home: family culture, harmony and common prosperity advocacy

#### **【2019 employee Profile】**

By December 31, 2019, the group had 4,783 employees, with 391 more employees and an increase of 8.9% compared to 2018, including 713 overseas employees.

Male: 3224 (67%) Female: 1559 (33%)

Domestic: 4070 people (85%) Overseas: 713 people (15%)

Age:

Under 30: 1785 (37%)

31-40: 2009 (42%)

41-50: 706 (15%)

Over51: 283 (6%)

Education:

Master's degree or above: 163(3%)

Undergraduate: 1582(33%)

Junior college: 1162(24%)

High school and below: 1876(40%)

### **(1) Protect employees' rights and interests**

The company has always insisted on equal employment, standardized employment, respect human rights, to protect the employment of employees from discrimination. Once employed, employees are entitled to the salary, welfare, vocational training, development path and other treatment matching their position.

Measure	Specific Initiatives
Compensation System	Leyard adheres to the concept of comprehensive salary management, continuously optimizing the level of salary management, and improving the salary level of employees based on the salary basis according to position, ability, performance and market.
Employee Benefits	Leyard provides employees with working meals, health check-ups, rich cultural and sports activities, holiday condolences, birthday congratulations, paid vacations, commuters, employee dormitory and other benefits to ensure that employees enjoy more diverse and comprehensive benefits according to the actual development of the company,
Equal Employment	Leyard strictly abides by relevant laws and regulations including labor law and labor contract law, formulates personnel rules and regulations in accordance with democratic, legal and open procedures, and signs labor contracts with employees in accordance with prescribed procedures in order to provide employees with a stable employment environment. In 2019, the employee labor contract signing rate reached 100%.
Female Rights	Leyard follows the "Special Collective Contract for the Protection of Rights and Interests of Female Employees", and realizes equal pay for equal work for men and women in terms of fixed salary, salary adjustment and various benefits and treatments, and gives full play to the active role of female employees in business management.
Prohibition of Child Labor and Forced Labor	Leyard insists on compliance with laws and regulations in the process of recruitment and employment. It requires original and copy of ID card during recruitment, and strictly prohibits the use of child labor and forced labor.

### **(2) Implement talent training**

#### **- Professional development channel**

Leyard has established a perfect employee growth system. Through the talent echelon

training mechanism at different levels, employees are encouraged to improve themselves and enhance their work enthusiasm;

Leyard strengthens internal selection and training mechanism of talents through the perfect employee incentive system and personnel promotion system and optimizes the career growth path of talents.

#### **· Employee training system**

Adhering to the concept of "talent first", Leyard attaches great importance to cultivating employees' various abilities and professional qualities and enhancing employees' core competitiveness.

Leyard continued the internal trainer system built in 2017 and formed a group of internal trainer teams through selection and training. The trainees passed the TTT (Training the Trainer to Train) course and internal course trial lectures, and eventually became an internal trainer of the training academy. From learners to teachers, they undertake the internal training and teaching tasks of Leyard. (As of 2019, there are 45 certified internal trainers and 50 training courses developed)

#### **Participating:**

Proactively integrate into the business and establish close partnerships with business departments and managers

Participate in key routine meetings and business meetings of the business departments / managers served, grasp demands in a timely manner, and provide targeted learning services

Establish close cooperation / resource exchange and mutual assistance relationship with company leadership and key managers

#### **Guiding:**

Promote managers and business backbones to participate in training by serving as internal trainers and project leaders

Provide customized course development services for middle and senior level managers, and support managers to transform "speech" into "course package"

Provide instructional skills guidelines for middle and senior level managers to help managers overcome obstacles from "speaking" to "lecturing"

Provide a safe trial environment for middle and senior level managers to help managers overcome the fear of unsuccessful teaching

#### **【Data】**

Various internal trainings the company organized in 2019: 21 sessions

Key personnel participated in training: 618 person/time

Total training time: 510 hours

Training satisfaction: 4.6 out of 5

#### **【Orientation Training】**

For newly recruited employees, Leyard follows the principle of "training first, then on board", help newly recruited employees conduct in-depth study of corporate culture, core



values, business philosophy, etc through diversified courses and practical activities. At the same time, Leyard devotes to improve employees' communication, innovation and teamwork capabilities through training.

**【On-the-job Training】** Leyard provides business skills training through a comprehensive promotion system and employee incentive mechanism, provides business skills training, strengthens role recognition, and helps capable employees achieve self-worth.

### **【Team Learning】**

Leyard regularly organizes leadership training for middle and senior level managers, and continuously improves the leadership skills they need in the process of organizational management, helping them effectively manage the team and ensure organization's steady continuous development.

### **(3) Occupational Safety and Physical and Mental Health**

Leyard attaches great importance to the occupational safety and health of employees, strictly complies with relevant laws and regulations, continuously improves and implements the safety management system and daily training. To create a safe, healthy and comfortable working environment for employees, Leyard promotes work-life balance to ensure the physical and mental health of employees.

#### **- Ensure Occupational Safety**

##### **【Management System】**

In terms of occupational safety, Leyard has developed a sound safety management system, including "occupational, safety education and training system" and other management systems as operating guidelines for employees. In addition, Leyard ensures occupational safety of employee through training activities, establishment of recreational equipment, regular safety inspection and other ways.

##### **【Management Structure】**

Leyard has continued to improve the safety management structure over the years. The project management center and the project department are responsible for supervising and managing the safety production of projects under construction, clarifying the division of safety management responsibilities of the group, supervision units, and construction units, gradually improving safety capabilities, and strictly implementing supervision and inspection. It also introduces management accountability, reward and punishment mechanisms, implements rectification and optimization measures, and strictly prevents the occurrence of security accidents.

##### **【Management and Evaluation Mechanism】**

Leyard establishes a strict management mechanism, adopts regular and fixed-point inspections, safety supervision and other management methods to eliminate potential safety hazards; at the same time, it establishes an internal safety indicator evaluation

mechanism to regularly monitor and evaluate the safety performance of each company.

### 【Education and Training】

Leyard actively builds the internal health and safety culture of the enterprise and carries out occupational health and safety production training such as first aid training. For new employees, new technologies, new processes, etc., after passing the safety training assessment, they will be allowed to work; for special types of work, on the basis of general safety education, they also need to receive safety technical education of this type of work and complete relevant qualification exams to ensure the safety of employees' operations and improve employees' safety awareness and ability.

### 【Data】

0 deaths due to work; 0 days lost due to work;

Occupational safety and health training: 36 sessions

### · Concern about Employees' Physical and Mental Health

Leyard always pays attention to the physical and mental health of employees. On the one hand, we regularly organize comprehensive medical examinations for employees; on the other hand, we encourage employees to establish scientific mental health concepts, help employees learn to cope with occupational pressure as soon as possible, adapt to the professional environment, and help employees with happier and healthier family life.

We continue to enrich internal health culture content of the company. Through establishment of sports interest groups, provision of free fitness venues and equipment and various health lectures, we encourage employees to participate in various types of sports, enhance physical fitness, enrich their lives and encourage them to live a healthy life.

### 【Data】

Employee medical examination coverage rate: 100%

By the end of 2019, Leyard headquarter organized 32 events, involving 4,780 employees

### 【Case】

- In October, Leyard was selected as "Outstanding Company in Making Employees Happy in 2019" by People's Daily.
- In August, Leyard organized a "skills competition" for sales employees, which set off a wave of learning in the company: "Learning and Catching!"
- In order to enrich the summer vacation cultural life of the children of Leyard employees, the company opened the Leyard summer parent-child day on August 15. The children watched a special animation movie in the company cinema, visited the company exhibition hall, participated in the intangible cultural heritage hand-made class-gold leaf and architectural decoration "Carving Beam and Painting Building", and enjoyed a delicious buffet dinner in the company cafeteria.
- In April, in order to solve the problem of difficult medical treatment for employees and

implement the enterprise culture of healthy Leyard, the trade union, together with the Haidian District Federation of Trade Unions, specially invited famous experts from top three hospitals to the company, providing free face-to-face, one-to-one and heart-to-heart free medical treatment services for employees.

#### **(4) Share Company Dividends**

During the period of high growth of the company's performance, employees have enjoyed the stock appreciation bonus through multiple incentive systems.

##### **· Employee Stock Ownership Plan**

Name of employee stock ownership plan	Incentives person-time	Scale
2015 employee stock ownership plan (one-year period)	50	180 million
2016 employee stock ownership plan (one-year period)	350	300 million
2014 employee stock ownership plan (three-year period)	465	238 million
2017 employee stock ownership plan (one-year period)	427	500 million

Leyard takes employees as the core, always attaches great importance to sharing dividends of enterprise development with employees, provides corresponding rich returns to high-quality employees who make special contributions to the enterprise. Since the company went public in 2012, Leyard has started the employee equity incentive plan, benefiting more and more employees from dividend during the stable and rising period of the enterprise.

##### **· Holdings Increase of Employees**

Based on confidence in the company's continued growth in future performance and recognition of the company's long-term investment value, in order to maintain market stability, and in view of the company's good fundamentals, and chairman Mr. Li Jun's confidence in development, Mr. Li Jun twice proposed that Leyard and all employees of its wholly-owned subsidiaries and holding subsidiaries actively buy stocks of the company, and promised to compensate the losses caused within a specific period according to the relevant rules of the proposal. The two initiatives and implementation are as follows:

From August 8, 2018 to August 20, 2018, a total of 290 employees of the company, wholly-owned subsidiaries and holding subsidiaries increased their holdings of the company's shares through the secondary market, with a total of 3,670,413 shares, an average price of 10.69 Yuan/share, and a total amount of 39,228,509.67 Yuan.

From October 17, 2018 to October 26, 2018, 99 employees of the company,



wholly-owned subsidiaries and holding subsidiaries have increased their holdings of the company's shares through the secondary market, accumulating their holdings of 1,785,883 shares, with an average price of 8.01 Yuan/share and a total amount of 14,310,534.53 Yuan.

#### **· Holdings Increase of Controlling Shareholders and Concerted Parties**

Based on confidence in the company's future development, optimistic about the company's long-term investment value, the company's controlling shareholder and concerted party Ms. Yang Yani increased their holdings of 5,466,142 shares of the company through centralized auctions, with an average price of 16.01 yuan, and the total amount of the increase was approximately 87.53 million Yuan from February 9, 2018 to June 7, 2018. Implementation of this shareholding increase plan has been completed. From February 7th to February 8th, 2018, the company's controlling shareholder and concerted action person, Ms. Yang Yani, increased their holdings of 712,541 shares of the company through centralized bidding, with a total increase of approximately 12.86 million Yuan, and two increases of approximately 100.39 million Yuan.

#### **· Holdings Increase of Top Executives**

Based on the confidence of the company's future development prospect and the investment value of the company, within six months since September 7, 2018, three top executives of Leyard bided 289 million shares respectively in a secondary market by way of centralized price, increasing more than \$20 million Yuan to promote sustained, stable and healthy development of the company, and earnestly protect minority shareholders' interests and capital market stability.

## **2、 Create value for investors**

Leyard wants to share the growth of the company's market value with investors and the pride of participating in the construction of the city.

### **(1) Business Performance**

In 2019, the company increased the growth rate of intelligent display plate by launching new products and expanding new markets; meanwhile, it established a special group receivables management department to strengthen the management of receivables and ensure the increasingly optimized operational cash flow.

As of December 31, 2019, the company's operating revenue was 9.047 billion yuan, up 17.49% year-on-year; of which, the main business intelligent display revenue was 6.444 billion yuan, up 25.93% year-on-year, and the business accounted for more than 70%.

In 2019, the company's net profit attributable to the parent is RMB 704 million, with a net profit margin of 7.798%; the operating cash flow is RMB 913 million, with a year-on-year growth of 11.3%, with a weight of 129.73% compared with the net profit.

## (2) Cash Dividends

Leyard attaches great importance to reporting to shareholders, and Layard's Articles of Association clearly stipulates a relatively stable and reasonable profit distribution policy. The board of directors of the company will formulate a profit distribution plan according to the company's annual operating performance every year to effectively protect the legitimate rights and interests of shareholders, especially minority shareholders.

Company advanced division of common stock in latest three years (including this reporting period)

Year	Amount of cash bonus (Tax included)	Net profit distribution amount (ten thousand yuan)
2019 年	151,104,683.94	21.47%
2018 年	201,841,023.92	15.96%
2017 年	186,477,615.61	15.41%

## 3、Create value for partners

Leyard insists on sharing the innovation achievements with partners and consumers, which is the premise and foundation for us to give back to the society and lead the industry.

### (1) Featured Supply Chain Management

Leyard implements a global supply chain policy and manages the supply chain fairly and transparently.

The company has set up a supply chain management center and professional procurement management, plan management, warehousing management, logistics management, import and export customs and other branch functions. Digital system support platform, with long-term and stable strategic cooperation supplier resources, mature lean manufacturing platform, comprehensive quality control system, and agile supply chain rapid response delivery capabilities are also set up to ensure that customer orders can be delivered on time with quantity and quality.

**Openness:** The procurement process is open and transparent, providing opportunities for cooperation to companies with competitive capabilities including technology and cost;

**Justice:** Leyard abides by the laws and regulations of the place where the procurement activities take place, and promotes all procurement business fairly;

**“Win-win”:** Scientific and effective procurement management can achieve the goal of "win-win". Leyard's procurement strategy is to use the global network and group unified

procurement, give full play to and use the company's scale effect, reduce procurement costs with scale advantages, and improve procurement efficiency.

#### **· Supplier Management and Cooperation**

In terms of supplier selection, Leyard strictly controls the selection of new sources of goods and continuously optimizes the price and quality of existing sources of goods. Based on the leading position in the industry and the advantages of procurement volume, Leyard's average purchase cost is ahead of its competitors among similar domestic companies.

Leyard attaches great importance to interests of partners, strives to build a mutually beneficial and win-win industrial chain cluster ecology, and develops and grows together with suppliers. The company continuously promotes the supplier system construction and the long-term stable cooperative relationship establishment and the development; formed our own core supplier team while continuously optimizing the purchasing channels of various materials; signed long-term framework agreements with major suppliers and established long-term cooperative relationships. In addition, the company places high importance to the quality management of suppliers, strengthens the publicity of the company's quality policy, enhances the quality awareness of suppliers, strengthens the supervision and measurement of the procurement process, and strictly controls the quality.

#### **· Digital Purchasing Management**

In order to enhance the improvement of enterprise informatization and digitalization strategies, the group's procurement management system is upgrading modern corporate internet procurement service platform.

The platform is developed and designed based on the customized requirements of Leyard's procurement management. It integrates the functions of supplier management, procurement sourcing, procurement coordination, and e-commerce matching transactions; builds global supplier network resource library to help companies achieve global procurement and build a new digital business ecology; at the same time, communicates with the company's original ERP system information, and reserves a dialogue interface with the PLM system and CRM system to ensure that company's digital rules and process control links gradually complete overall upgrade.

#### **· Expansion of Overseas Factories and Layout of Global Supply Chain**

In 2016, Leyard built the Slovakia factory with fixed capital and launched production in 2018, which saves 14% of EU tariffs. The main raw materials for LED display products sold abroad are LED lamps and PCB boards purchased from Taiwan. After Slovak factory is completed, it can directly purchase raw materials from overseas, which fundamentally solves the problem of trade barriers. Its production capacity is enough to meet the European and American markets.

#### **(2) Featured Channel Management**



After channel product development and channel partner development, Leyard's channel sales model enters the national marketing stage of unified sales strategy planning with channel partners. Starting from April 2018, the company promoted the "Thousand Store Plan" of audiovisual technology experience terminals.

This plan is the goal that Leyard Group adheres to in the medium and long-term development. It is committed to creating a comprehensive display, integrated business and customer display platform, cooperation platform, resource platform, information platform and value platform through the channel, and finally realizes the entire product Coverage, industry coverage, and regional coverage.

In order to better connect products and customers, Leyard Channel has been actively improving the overall channel strategic layout of all regions of the country. Through the "Thousand Stores Plan", Leyard's full-segment business, full range of products, comprehensive information and comprehensive directional development goals are shared with dealers and partners across the country.

By December 31, 2019, there are approximate 400 cooperative stores, nearly 200 have been completed, 25 are under construction, and 169 are planned for construction.

#### **4、Create Value for Community**

Leyard, fully implements Notice of the State Council on Issuing the "13th Five-Year Plan", combined with the company's core business advantages, explores new ways of poverty alleviation and sustainable poverty alleviation new pattern, makes every effort to establish long-term effective mechanism of poverty alleviation, creating targeted poverty alleviation of "based on industry, three-dimensional poverty alleviation, precise responsibility".

##### **(1) Precision Poverty Alleviation- Poverty Alleviation for Education**

Poverty alleviation must support intelligence. Poverty alleviation through education is a fundamental strategy to overcome poverty. Leyard regards social charity as an important part of the company's business activities and achieves good business results with its own cutting-edge technology and high-quality products. Later, these results are sincerely shared with the society through social charity activities.

Adhering to the charity concept of "actively taking social responsibility and paying attention to people's livelihood in return to society", we selected the direction of education for poverty alleviation and comprehensively promoted social welfare practice according to factors such as government policy direction, social recognition, enterprises capabilities.

##### **(2) Siyuan Stars Education Fund**

Leyard Siyuan Stars Education Fund was established in 2014 to help poverty alleviation projects in China's poverty-stricken areas. After the fund was established, it adhered to group operation, standardized management, and branded development; at the same

time, the fund strictly abided by the relevant donation regulations of the China Siyuan Foundation for Poverty Alleviation to ensure that donation was open and transparent and implemented.

Taking this as a guideline, Siyuan Stars Education Fund has carried out aid and construction activities in Hebei, Hunan, Hubei, Inner Mongolia, Sichuan, Guizhou and other places. In the past five years, it has donated more than 20 million Yuan, more than 2,700 pieces of clothing, and 347 schools in total, including more than 3,600 students, 1,000 teachers, and 44 smart classrooms (8 have been built, and the remaining 36 are planned to be completed in 2020).

In 2019, Leyard and Siyuan Stars Education Funds targeted precision poverty alleviation funds totaled 4.897 million yuan. Among them, 1,700 poor students are subsidized, the total amount achieving 1.076 million Yuan, and 3.821 million yuan was used to improve education resources in poor areas.

### **【Fund Focus Range】**

#### **A. Donation for Poor Students**

Assist tuition and living expenses for elementary and middle school students in poor areas who have good academic performance and poor families to help them successfully complete their studies

#### **B. Donate for Outstanding Teachers**

Assist outstanding teachers with excellent teaching achievements in poor areas and who insist on teaching in poor mountainous areas to encourage them to continue to serve the education in poor areas

#### **C. Technology Summer Camp**

Regularly organize outstanding students carrying out summer camp activities to broaden students' horizons and encourage students to learn

#### **D. Construction of Educational Facilities**

Assist in school construction, supporting facilities construction and hardware conditions improvement in poor areas

### **【Public Welfare Project】**

#### **Hope Primary School**

Children are the hope of China. "Education is prosperous and the country is prosperous, while education is strong and the country is strong." Since its establishment in 1995, Leyard has been concerned about the education of poor areas. We have established the "Leyard Hope School" in Nanmuping Township, Zhijiang County, Hunan Province, and established a Leyard Scholarship to reward outstanding teachers and outstanding students, continuously supporting poor students for 24 years.

#### **One hour after class & wisdom classroom**

In 2018, Siyuan Bazaar Public Welfare Charity Fund launched public welfare project of "Siyuan Bazaar · one hour after class". Leyard group donated 2 million Yuan in the first

time and another 1 million Yuan in 2019.

One classroom is an after-school playground. Leyard hopes to transform the physical classroom space in rural schools using technology, so that boarding left-behind children can enjoy the same advanced educational concepts and learning experiences as urban children by transforming the physical classroom space of rural schools and matching software education courses.

### **Ihearu Charity Fund**

"Ihearu Charity Fund" is a public welfare project for poor deaf children co-sponsored by many announcers and hosts. It aims to provide cochlear implant surgery funding, hearing language rehabilitation funding, parents training for hearing-impaired children, and ear protection knowledge promotion. Knowledge publicity are provided for support and assistance to hearing impaired children and families from various aspects such as financial support, policy consultation, medical guidance, rehabilitation education and training, etc., so that these children can return to the sound world early.

In 2019, the "Ihearu Charity Fund" Charity Oartnership Alliance was officially established, and Leyard became the first charity partner of the alliance.

### **【Case】**

In June 2019, Li Jun, chairman and president of Leyard Group, led volunteers of Siyuan Stars Education Fund to donate to the Nanmuping Town Middle School in Zhijiang Dong Autonomous County, Huaihua City, Hunan Province to donate and experience field work.



### **[Thank-you Letter]**

The annual Leyard Siyuan Stars Education Fund Summer Camp began in July 2019 again. This time nearly a hundred outstanding students from Leyard Hope School in



Zhijiang and from Shaodong gathered together in Beijing to start a 7-day “technology fuels dreams” journey!.

Dear Chairman Li:

The development of human societies is inseparable from science and technology, a sign of a nation's strength. We were lucky enough to visit your company – Leyard Optoelectronic Co., Ltd. as led by Director Yin of the Education Bureau and our teachers with your help and gained more knowledge of science and technology.

Through this trip to Beijing, I knew that Leyard has undertaken more than 5,000 projects, installed hundreds of thousands of display screen across China and established Leyard as a leader in LED display for release of video and information since 1995. Under your leadership, Leyard has established reputation for quality, technology and service.

Featuring superior sound quality, beautiful pictures and exquisite workmanship, Leyard's full color displays on sides of Tiananmen Square and giant full color screens in front of the Monument to the People's Heroes brought the world a visual feast at the 60<sup>th</sup> anniversary of the founding of New China.

As the saying goes, “seeing is believing.” We have heard a lot about Leyard's achievements as you are a fellow-townsmen. But we cannot help being surprised when seeing Leyard's scale and environment with our own eyes. The staff's explanation took us into a colorful world: with white lights flashing suddenly, several tall and handsome/beautiful persons danced gracefully on stage. When we were enjoying the performance, the backdrop changed all at once. We all wondered what happened. We didn't find out about until the end of the performance. It turned out that there was nothing on stage but holographic effects. They are very three-dimensional and realistic. We almost can't tell the difference between these and real ones.

We also played VR games. They created an immersive 3D world by building a full-scale 3D virtual environment and simulating senses such as touch, hearing, and vision. It's a paradise for children. If we were computers in standby mode before the trip, we are successfully activated and flied ourselves here.

This is the power of science and technology, a power promoting human development, creating a wonderful new world and making our life happier.

For training us, you have donated money to build the “smart classrooms” at our school and provided free hardware and courseware system service. These help expand our learning space, improve our scientific literacy, broaden our horizons, enrich our learning and life experiences and cultivate and nurture our spirit of patriotism.

This visit made me realize that “times are changing, technology is advancing”. I also saw the strength of our nation, expanded horizons, increased knowledge, and learned a lot... From now on, I will work harder and concentrate better on my study in hopes of being someone like you who has made a great contribution to the rise of China and benefitted mankind and hometown when I grow up!

Uncle Li, I'm a big fan of yours. On behalf of all students of Tangxiaoqiao Hope School and all people of Tangxiaoqiao, I would like to thank you from the bottom of my heart!

Li Yiman  
Tangxiaoqiao Hope School  
July 30, 2019

### **III. Environmentally Friendly**

#### **1、Energy-saving and environmental protection strategies**

High-speed economic development is accompanied by huge environmental pressure. Leyard is well aware of the environmental responsibilities it should bear as a corporate citizen, and actively introduces a sustainable operating model to reduce the negative impact of business development on the environment; Leyard makes full use of technological advantages, promotes green products and sustainable operating models, and gathers forces to jointly address environmental issues such as global climate change.

The Group implements green and low-carbon development strategies, strictly abides by environmental laws and regulations that have a significant impact on the Group, such as the "Environmental Protection Law of the People's Republic of China", continuously improves the environmental management system, strengthens environmental management responsibilities, and vigorously explores effective ways to protect environment, so as to build a resource-saving and environment-friendly enterprise.

Environmental management strategy: green production + green office + green promotion

#### **2、Green Production**

##### **(1) Energy-saving Products**

As a typical product of energy saving and environmental protection, LED products show unique charm in the political and commercial fields. Lighting and display screens are the two broadest product categories in LED applications. As a leader in the LED industry market, Leyard is committed to driving the healthy and sustainable development of the entire LED industry with technological innovation; at the same time, Leyard provides technical support for the construction of many green cities in China.

The LED products produced and sold by the company not only meet national and industry standards, but also comprehensively consider resource attributes, energy attributes, and environmental attributes from various aspects such as product design, raw material acquisition, product manufacturing, and product usage. Leyard is committed to providing consumers with environmentally friendly products, pursuing energy conservation and consumption reduction, improving resource utilization, protecting and improving the environment, and contributing its own strength to achieving sustainable development.

The small-pitch products produced by Leyard are characterized by ultra-clear and ultra-thin. Their high brightness can be adjusted adaptively according to the ambient light, to achieve all-weather high-quality imaging effects and the best viewing experience. The high-efficiency PFC power supply easily saves energy and promotes low-carbon environmental protection.

At present, Leyard's LED products have reduced energy consumption by 49% on average compared to 2016.

#### • **Original common cathode drive technology**

Leyard innovatively designed the drive circuit and invented the common cathode drive technology, which reduces the power consumption of the drive IC from the source and greatly reduces the overall power consumption of high-density full-color LED display screens.

The driver IC in the LED drive circuit is a key device for driving a large number of LEDs of high-definition LED TV products. Since its own power consumption always exists, effective control of the power consumption of the driver IC is the key to energy saving of high-density LED display screens. The driver uses precise voltage control technology. By analyzing the photoelectric characteristics of the three primary colors of R, G, and B, it encapsulates the LED chip power supply device in a conversion circuit, and performs precise voltage control on the driver chip, which significantly reduces the power consumption of products.

#### **(2) Safety production management**

Every factory of Leyard, according to the company's own characteristics, investigates the hidden dangers in hardware of the process system, infrastructure, operating environment, prevention and control measures, and checks for weak links in software of the safety production system and mechanism, system construction, safety management organization system, responsibility implementation, accident investigation. The company also manages hidden dangers through technology control, management control and safety culture control.

Leyard uses technical means to eliminate or reduce the losses caused by hidden dangers, and strictly handles business in accordance with various rules and regulations.



The management personnel at all levels of the company shoulder their respective responsibilities, discover hidden dangers in time and ensure the completion of rectification. Leyard improves various safety rules and regulations of the enterprise; regularly organizes employees to participate in safety knowledge training and safety emergency plan drills, so as to enhance employees' safety awareness; Inspecting work shall be appropriate, meticulous, friendly, and humanized to ensure that employees feel a constant and stable sense of security, so as to cultivate their habit of demanding safety, and form a good cultural atmosphere of security.

### **(3) Energy saving and environmental protection**

Through the third-party certification of ISO 14001, Leyard has established a perfect operating environment and management system. We have estimated the types of pollution that may occur during production operations and formulated corresponding control procedures of "Procedures for the Prevention and Control of Exhaust Gas and Wastewater Pollution", "Solid Waste Control Procedures", "Procedures for the Prevention and Control of Environmental Noise Pollution", "Procedures for Prevention and Control of Soil Pollution" and "Chemical Control Procedure". The company ensures that it controls the impact of all aspects of operations on the environment, so as to achieve the common development of economy and environment.

#### **• Energy management:**

Leyard has been exploring ways to improve energy efficiency through energy-saving renovation of equipments and technical processes; meanwhile, Leyard continuously and efficiently utilizes clean energy, and uses natural gas pressureless vacuum boilers for heating to reduce energy consumption and carbon dioxide emissions. In 2019, the energy consumption per unit output value of the Leyard Beijing plant was 6 kg / 10,000 yuan, a year-on-year decrease of 5%.

#### **A. Wastewater management:**

There is no discharge of process wastewater during the production and installation of our plant. The factory is equipped with a 650-ton domestic sewage treatment system. The canteen sewage is filtered through the grease trap before being discharged, and is regularly monitored to meet the discharge standards; the domestic sewage is merged into the municipal sewage pipe network for treatment. Sewage discharge implements the requirements of Level A of "Cities Sewage Treatment Plant Pollutant Discharged Standard" (GB 18918-2002).

#### **B. Exhaust gas management:**

During the manufacturing process, by-products inevitably affect the atmosphere and water quality. Through measures such as oil fume purification systems and "low nitrogen oxide" burners equipped with boilers, Leyard has reduced the emission of nitrogen oxides and carbon dioxide, and minimized the negative impact of pollutants on the environment.

### **C. Waste management:**

Leyard has established a waste collection system in the production workshop to achieve the safe and proper disposal of waste; at the same time, the company uses innovative technologies to efficiently utilize resources, and has been actively looking for ways to reuse waste and waste products.

### **D. Soil safety management**

The company has clarified the responsibilities of each department to deal with chemical leakage during usage and handling, waste products during production / installation, domestic garbage / construction waste in factory areas, oil leakage of equipment, oil pollution during maintenance, and other possible pollution to the soil. The company has stipulated the corresponding control procedures and pollution measurement methods, and formulated emergency measures.

### **E. Chemical management**

The company has clarified the responsibilities of each department to deal with chemical leakage during usage and handling, waste products during production / installation, domestic garbage / construction waste in factory areas, oil leakage of equipment, oil pollution during maintenance, and other possible pollution to the soil. The company has stipulated the corresponding control procedures and pollution measurement methods, and formulated emergency measures.

### **F. Noise management**

Leyard regularly appoints qualified units to monitor the noise of the factory at least once a year. Noise emission is strictly carried out in accordance with "Emission Standard for Industrial Enterprises Noise at Boundary (GB 12348-2008 Class 3)". When the sewage declaration is registered in the Environmental Protection Administration, the monitoring results are reflected and approved by the Environmental Protection Administration.

#### **• Energy-saving production and recycling**

We have formulated the "Energy Conservation and Consumption Reduction Control Procedures" to reduce the consumption of water, electricity, paper, raw materials, etc. required by the daily operation of the enterprise, effectively reduce the waste of resources and energy during production and installation, as well as control the amount of waste. To this end, at the beginning of each year, we will compile the "Annual Plan for Energy Conservation and Consumption Reduction", which will be reviewed and supervised by the manager. The plan analyzes the monthly energy consumption, finds energy consumption problems in time, and then implements a more reasonable energy-saving plan after adjustment.

Leyard improves production capacity by continuously improving equipment efficiency and technological processes in product production. We have optimized the selection of solder paste. About 40% of the products are dedicated to low-temperature solder paste, which reduces the power consumption of reflow soldering.

### 【Data】

The power consumption of low-temperature lead-free solder paste is 8.7 kWh, while the power consumption of leaded solder paste is 10.8 kWh. Using low-temperature lead-free solder paste can save 128,772 kWh per year.

In 2019, Leyard's unit energy consumption dropped from 143 degrees/m<sup>2</sup> to 132 degrees/m<sup>2</sup>, a decrease of nearly 8.3%, realizing a benign interaction between production and the environment.

We have compiled the "Forms for the Classification of Solid Waste" to raise the awareness of the classification and energy saving of department personnel, advocate the priority to use recyclable materials, and pay attention to the recycling of waste. Our company is committed to reducing the load on the ecology and contributing to building a green China.

In 2019, the company's waste disposal rate reached 100%.

### 3、Green office

Promoting green office, Leyard strictly implements the procurement system of energy-saving and environmentally-friendly products, and gives priority to the procurement of energy-saving, water-saving and material-saving products. By optimizing the configuration of office furniture and equipment, the company revitalized the stock assets and reduced the idleness and waste of assets.

In terms of work, we promote electronic and paperless office to reduce the issuance of paper documents and materials; we advocate the use of television and telephone conferences, promote the use of environmentally friendly recycled paper, recycled toner cartridges and other resource recycling products to create a green office environment.

In life, we encourage employees to turn off the air conditioner when they leave the room to save electricity for air conditioning; we provide solar hot water for staff washing and restaurant cleaning; we promote heating in winter to reduce power consumption. This year, we saved about 127,000t of water, CNY 1.15 million of electricity-saving. Paper consumption reduced by nearly 30%.

### 4、Green promotion

Leyard fully understands that environmental protection requires the common participation of the general public, so the company is committed to using its own resource advantages to actively convey green environmental protection concepts to employees, partners, suppliers and other stakeholders. The group headquarters and various business segments regularly organize diversified environmental protection activities to raise the



environmental awareness of stakeholders, encourage them to practice green behaviors in daily life, and work together to achieve green and sustainable development.

#### **For employees**

The Group regularly transmits environmental protection knowledge to employees through multiple channels, and sets up environmental protection signs and warm tips in the office area to remind employees to pay attention to water and electricity saving.

#### **For partners**

Through various online and offline activities, the Group calls on partners to save water and electricity, and participate in environmental protection actions such as waste sorting.

## **Future outlook**

2020 marks the 25th anniversary of the establishment of Leyard, and is also a crucial year for the third 3-year plan. In 2020, Leyard will continue to uphold the positive attitude of openness and communication, and deepen the main business of intelligent display under the new domestic and international situation, and achieve long-term stable and high-quality development. At the same time, Leyard will continue to actively fulfill the market responsibilities, social responsibilities and environmental responsibilities of multinational companies, will honor the promises of various stakeholders, and strive to achieve the beautiful vision of "enhancing human audio-visual enjoyment"!

#### **Grasp the development trend of the times and update the strategic goal of fulfilling responsibility**

Leyard always pays close attention to many factors such as global policy dynamics in the field of responsibility, industry development needs and market operating environment, and demands of stakeholders. In the future, we will closely follow the national "New Infrastructure" strategy and the "Precision Poverty Alleviation" policy, actively analyze the dynamic changes in the situation at home and abroad, adjust social responsibility strategic goals in a timely manner, and ensure that enterprises better promote social responsibility practices.

#### **Long-term stable and high-quality development to build an international corporate image**

As a global enterprise, Leyard is committed to creating economic value to the greatest extent with continuous innovation in technology, products and design, thereby achieving long-term, stable and high-quality development, and sharing business values with our investors, partners and friends. In the future, we will continue to provide the world with the best products and services through continuous innovation and optimized operations, build a more international corporate image, and contribute to social prosperity.

### **Pioneer innovative social value and become a respected company**

As a global corporate citizen, Leyard consciously benchmarks the United Nations Sustainable Development Goals (SDGs) and actively assumes greater responsibility for creating social value. We have identified goals that are highly relevant to business behaviors, while creating economic value, we closely monitor the various impacts the company has on society and the environment throughout the process, and respond accordingly to actively maximize the positive impact and minimize negative impact, so as to become a respected company.

## **Reader Feedback Form**

Dear readers:

Hello! Thank you very much for reading the "Leyard Group CSR Report 2019" during your busy schedule. We take it very seriously and look forward to hearing your feedback on Leyard's social responsibility work and social responsibility report. Your comments and suggestions are an important basis for our continuous promotion of social responsibility

management and practice. We will warmly welcome and sincerely thank you for your valuable comments!

Leyard Group  
April 2020

Name:		Employer:			
Contact number:		E-mail:			
Your evaluation of this report:		Very good	Good	Average	Poor
1	Do you think the structure of this report is reasonable?				
2	Can you understand the company's responsibility philosophy and practical characteristics through the report?				
3	Do you think the report is friendly and easy to read?				
4	Do you think the content arrangement and board design of the report are reasonable?				
5	What is your overall evaluation of the report?				
Your suggestions for Leyard corporate social responsibility report:					
Your suggestions for Leyard to fulfill its corporate social responsibility:					
<p>You can send the above form to (leyard2010@leyard.com) or fax the above form to (+ 86-10-62877624). We promise to take your opinions and suggestions seriously, and promise to properly protect your above information from accessing by third parties.</p> <p>You can also contact us in the following ways:</p> <p>Leyard Optoelectronic Co., Ltd. Headquarters</p> <p>Address: 9, West Zhenghongqi Street, North Summer Palace, Haidian District, Beijing</p> <p>Website: <a href="http://www.leyard.com/">http://www.leyard.com/</a></p> <p>Postcode: 100091</p> <p>Contact: Hu Haixia</p> <p>Phone: 010-62864532</p>					