



Report Summary

Provided by ASM Pacific Technology Limited

Company Background

As a global technology and market leader, ASM Pacific Technology Limited (“ASMPT” or the “Company”) (HKEX stock code: 0522) develops and provides leading edge solutions, consultancy, services and materials for the semiconductor assembly and packaging industries. The Company’s solutions are deployed to a wide range of end-user markets including electronics, mobile communications, automotive, industrial and LED.

Leadership

“Enabling the Digital World” is ASMPT’s vision for a world where the Company’s solutions help connect people and processes through digital technologies to share information and knowledge, to exchange ideas and opinions, thus creating a world of new opportunities.

Senior Leaders have different platforms of two-way communication with employees. Various programs are in place to drive the achievement of our Mission, such as ASM Quality Award (AQA) Program, Young Talents Development Program, Management Development Program and Business Excellence Program.

ASMPT has policies and well-structured governance systems to assure the accountability and healthy development of the Company as well as open and transparent communication channels with stakeholders.

The Company cares for people, environment and community through CSR activities involving employee and their family members and community engagement programs. ASMPT makes an impact to Hong Kong industry development by supporting engineering young talent development in Hong Kong via internship programs, ASM Technology Award and scholarships for local university students, opportunities to visit HK and overseas ASM R&D and manufacturing centers by award winning teams, sponsorship to technology and engineering education events and competitions.

報告摘要

本報告摘要由ASM Pacific Technology Limited提供

公司背景

作為全球技術和市場領導者，ASM Pacific Technology Ltd. (“ASMPT” 或 “公司”) (香港交易所股票代碼：0522) 為半導體裝配和封裝行業開發和提供領先的解決方案、諮詢、服務和材料。公司的解決方案被廣泛使用於不同的應用市場，包括電子、移動通信、汽車、工業、LED 照明及顯示。

領導才能

「開拓數碼化世界」是 ASMPT 的願景，通過公司的解決方案及數碼科技的應用，連繫各個角落的人和事，促進資訊、知識和意見的分享及交流，從而創造一個充滿新機遇的世界。

管理層與員工有不同的雙向溝通平台。公司制定了各種計劃推動使命的實現，如 ASM 品質獎、青年人才發展、管理人才發展和卓越企業計劃等。

ASMPT 制定了嚴謹的企業管治及問責政策和制度，以及公開和透明的溝通管道，以確保公司的健康發展及保障持份者的利益。

公司通過鼓勵員工及其家庭成員參與公益活動，體現了對人、環境和社區的關懷，以及其企業社會責任。ASMPT 透過多種計劃，支持香港青年科技人才發展：例如為大學生提供實習計畫、舉辦 ASM 科技大獎及提供獎學金、讓得獎師生參觀香港及外地的 ASM 科研及製造中心、及贊助科技和工程教育活動等。

Strategy

In terms of Strategy Planning Process, individual Business Unit (BU) of the Company will formulate its own strategies through a series of Operation Review (OR) and roadmap meetings. The BU Strategies will be reviewed in the EXCO meeting for alignment and endorsement.

The Strategic Risk Review Committee who meets regularly to identify and evaluate internal and external risks, then formulate strategies to mitigate the risks that may have high impact to the Company's business.

Strategy Implementation is achieved through Wildly Important Goals / action plans (WIGs) developed by each BU and supporting functions. A dedicated owner will be assigned to each action to drive the attainment of goals. Monitoring and performance metrics will be formulated based on the action plans to ensure the progress is on the right track.

Customers

Voice of customer (VOC) are collected through channels like direct visits, e-communications, social media, customer survey, product demo evaluations and R&D co-development projects. Potential customers are approached and understood through social media, roadshows, seminars and exhibitions, 3rd party market researches, and analysis of competitors' business and technology roadmap. VOC will be consolidated as inputs for BU to transform into actions and directions for product offerings and marketing strategies.

The Company has local sales and service supports in more than 30 countries to provide direct contacts and quick responses to customers such as product knowledge, value-added technical advice and assembly know-how.

To enhance engagement with key customers, Key Account Managers (KAM) will organize annual top management business reviews, technology roadmap seminars, co-development programs on new products and solutions.

Measurement, Analysis, and Knowledge Management

To measure, analyze and improve organizational performance, the Company has developed a set of Key Performance Indicators (KPI) which are converted from the company strategies and WIGs.

To capture, review and share knowledge, Knowledge Management (KM) Portal is built up to centralize the collected knowledge and aim to enhance the accessibility of the captured knowledge. KM administrators support the execution and effective use of KM Portal.

策略

各業務單位會通過營運、業務及產品發展路線圖會議制定策略。各業務單位的策略會在 EXCO 會議上進行討論、調整和確認。

策略風險審查委員會定期舉行會議，以識別和評估內外部的風險並制定策略，以降低對公司業務可能產生重大影響的風險。

業務單位和支援部門制定頭號目標/行動計劃，以執行策略。每一項行動均由專責人員負責。公司亦制定了相關的監控及績效指標，以確保行動計劃能有效執行。

客戶

公司是通過直接探訪、電子通信、社交媒體、客戶調查、產品演示和與客戶共同研發專案等渠道收集客戶的聲音和意見。公司亦通過社交媒體、路訊通、研討會、展覽、協力廠商的市場研究和競爭對手的業務和技術發展路線圖分析等，接觸和瞭解潛在客戶。業務單位會將資料整合，以轉化為產品及行銷的策略和行動。

公司在三十多個國家設有銷售和服務中心，為客戶提供直接及快速支援和服務。

為加強與主要客戶的互動，客戶經理會組織高層管理業務會議、研發路線圖研討會、新產品和解決方案的共同開發計畫等。

評估、分析和知識管理

為了評估、分析和提高績效，公司根據策略和頭號目標，制定了一套關鍵績效指標。

公司建立了知識管理中心，負責獲取、審查和分享知識的工作。

Grand Award 大獎

ASM Pacific Technology Limited – Hong Kong Operations

Best practices are captured and shared through various activities such as AQA Program, R&D Innovation Summit and Global Technology Conference for cross learning and continuous improvement of the entities under the ASMPT Group.

Workforce

As part of the strategy planning process, the Company reviews the workforce capability and capacity through the HR Budgeting system.

The Company has formed committees to consolidate suggestions from various levels and empower the staff to contribute, build and maintain a safe, healthy, attractive and enjoyable working environment, e.g. Safety Committee, Floor-in-charge Committee, 5S Committee, Learning and Development Committee, and Great Place to Work Steering Committee.

The Company has structural Learning and Development Programs to develop talents. An “ASM Institute” is set up to plan and deliver a strategic leadership development program to nurture and develop the future leaders. A well-defined Career Development Program is set up to drive for talent development with a solid and defined career path from junior engineers, senior engineers to management in order to ensure sufficient talent pools for business development.

Operations

The key work processes of ASMPT HK are R&D, Sales & Marketing and Supply Chain Management (SCM). A Stage Gate System is used to manage and control R&D related activities. As for Sales & Marketing, a Customer Relationship Management System is used to manage and control Sales & Service activities. SAP ERP System is used to manage the SCM related processes. For all the key work processes and supporting processes, there are KPIs to monitor the performance and drive continuous improvement.

As for cybersecurity and reliability, IT Security team regularly conducts risk assessment, prioritizes risks identified and takes actions. The Safety Committee performs regular and comprehensive risk assessment and takes appropriate action for prevention.

通過ASM品質、研發創新峰會和全球技術研討會等活動，公司收集和分享集團內各研發及製造中心的最佳做法，以推動互相學習和持續改進。

工作團隊

公司通過人力資源預算系統對人才發展進行規劃。

公司成立了不同的委員會，以收集及整合員工的建議，並授權員工，為建立和保持一個安全、健康和愉快的工作環境作出貢獻。

為培養人才和未來的領導層，公司制定了完善的學習和發展計劃，也成立了ASM Institute。公司亦制定了明確的職業發展計劃，為業務發展儲備優秀人才。

營運

ASMPT香港的營運主要包括了研發、銷售和市場行銷，以及供應鏈管理。公司使用了Stage Gate系統以管理研發相關的工作。在銷售、市場行銷和服務方面，公司採用了客戶關係管理系統。SAP ERP系統則是用於供應鏈管理。公司對於所有主要營運系統及支援流程，都制定了關鍵績效指標，以便監控並推動持續改進。

在網路安全和可靠性方面，資訊科技安全團隊會定期進行風險評估，並根據風險評級採取行動。

安全委員會定期進行全面的風險評估，並採取適當的預防行動。

Grand Award 大獎

ASM Pacific Technology Limited – Hong Kong Operations

Results

The consistent dedication, hard work and intelligence of all ASM staff are further validated with excellent business results and the numerous recognitions, it has received from all sectors in the industry.

- #1 Worldwide Market Position in Semiconductor Back-end Assembly and Packaging Equipment Market since 2002
- Earned a “triple crown” from VLSIresearch for “RANKED 1st”, “10 BEST Supplier”, and “THE BEST Supplier” from 2017-2018
- Recognized as “Top 100 Global Tech Leaders” by Thomson Reuters in 2018
- As winner of Technological Achievement Grand Award of the Hong Kong Awards for Industries (HKIA) in 2015 and 2017
- Directors of the Year Awards 2018 (Individual Director Categories) by Hong Kong Institute of Directors
- Directors of the Year Awards 2017 (Collective Board) by *Hong Kong Institute of Directors*
- Awarded “Asia Best CEO (Investor Relations)” by *Corporate Governance Asia* in 2017 to 2018
- Awarded “Best Investor Relations Company” by *Corporate Governance Asia* in 2016 to 2018
- Honored with the “18 District Caring Employers” Award in Hong Kong since 2012
- Honored with the “Caring Company” logo by the *Hong Kong Council of Social Service* [every year] since 2012
- Gold Award - 2018 Best Corporate Social Responsibility Award by *Career Times*
- 2018 Best Office Facilities Award by *Career Times*

業績

ASMPT員工一貫的敬業精神、努力和智慧獲得了來自業內的認可，並得到出色的業績及多個獎項和殊榮。

- 自2002年起成為半導體後端裝配和封裝設備市場全球第一位
- VLSIresearch 2017及2018年度客戶滿意度調查三重冠 — 「半導體設備供應商排名第一」，「10佳半導體設備供應商」與「最佳半導體設備供應商」
- 湯森路透「2018年全球百大科技領袖」
- 2015及2017年度「香港工業獎 — 科技成就大獎」
- 香港董事學會「2018年度傑出董事獎」（董事個人）
- 香港董事學會「2017年度傑出董事獎」（董事局）
- 《亞洲企業管治》雜誌2017至2018年「亞洲最佳CEO大獎」（投資者關係）
- 《亞洲企業管治》雜誌2016至2018年「最佳投資者關係企業（香港）」
- 自2012年起榮獲香港「十八區關愛僱主」殊榮
- 自2012年起榮獲香港社會服務聯會發「商界展關懷」標誌
- Hong Kong Career Times「2018年最佳社會企業責任大賞 — 金獎」
- Hong Kong Career Times「2018年員工最愛辦公室設施大賞」