

Excellence Award – Tricor Services Limited

卓越獎 – 卓佳香港

Report from the Board of Examiners

Tricor Hong Kong is one of the key business units of Tricor Group. Founded in 2000, it operates as a one-stop professional service provider with a full suite of solutions and services that spans seven categories including financial administration, tax advisory and compliance, regulatory and compliance, company secretarial, HR and payroll outsourcing, trust and fiduciary, as well as enterprise digitization, covering companies from start-up to IPO and beyond.

Tricor Hong Kong is led by the CEO with 20+ senior executives empowered by a well-established governance system comprising the Trivium Board, Audit Committee, Remuneration Committee, and supported by executive committees as well as management systems to ensure proper compliance to legal and regulatory requirements. The clearly structured and implemented client acceptance procedures guided by/under the strict Know-Your-Client scheme is a case in point.

With the vision to be “Asia’s leading business expansion specialist” and supported by the core values of agility, collaboration, passion, care, and integrity, the company sets forth six strategic focuses including technology empowerment, Asia-anchored development, people, commercial-driven initiatives, ESG, and customer-centric mindset, the objectives of which are broken down into annual targets to drive performance. To better manage business performance, the Tricor SSC Monthly Process Performance dashboards help track achievements and effectiveness of action plans.

The company adopts a client-first approach with the slogan “At Your Service”, whereby its product offerings are framed as “Tricor Inside”, showing understanding on clients’ demands of professional support at different stages of their business growth, with particular focus on Finance, Governance, People and Digital Tools. Unique Expectation of Service Quality and NPS surveys are conducted regularly to understand their needs.

In terms of performance tracking, the company also evaluates customer journey analytics regularly on top of conducting ESQ and NPS surveys. Long-term business performance is measured with financial performance including revenue and EBITDA which have doubled since 2010. The company has recorded a 3-year CAGR of 7% in revenue since 2017 with a 17% CAGR in EBITDA, which is impressive performance. Per headcount EBITDA margin and revenue has improved by 11% and 37% respectively in the same period.

評審委員會報告

卓佳香港為卓佳集團的總部。卓佳集團成立於2000年，作為一站式專業服務供應商，提供一站式解決方案和服務，負責的範疇包括財務管理、稅務諮詢與合規、監管及合規、公司秘書、人力資源和薪酬外判、信託和受託管理，以及企業數碼化服務等七大類別，服務涵蓋至初創到 IPO 及上市公司。

卓佳香港由行政總裁的領導下，由擁有20多名高級管理人員的Trivium董事會、審計委員會、薪酬委員會所組成，並得到執行委員會系統化的管理，以確保符合法律和監管要求。依照／遵循嚴格的「認識你的客戶」，該程序結構清晰且實施確認客戶身份程序就是一個很好的例子。

公司的願景是成「亞洲領先的業務拓展專家」，以靈活、協作、熱情、真誠關懷和正直誠實作為核心價值，制定出六大策略性目標，包括科技驅動、亞洲主導、頂尖人才、商業為本、環境、社會和管治和以客戶為先的理念，作為年度目標，以推動更佳的業績表現。為了提升管理業務績效，卓佳共享服務中心 (Tricor SSC) 每月制定績效管理流程，有助跟進行動方案的成就和效用。

公司秉持顧客至上，以「為您服務」為口號，並以「Tricor Inside」作為框架，了解客戶在不同階段業務增長的需求作出專業支援，其中四個非常關鍵要素為財務、管治、人才和數碼化。公司會定期進行獨有的服務品質期望和NPS調查，以了解客戶的需求。

在績效追蹤方面，公司在進行ESQ和NPS調查的基礎上定期為客戶評估及分析。以收入和EBITDA的長期經營績效財務表現作為計算，數據自2010年以來增加一倍。自2017年公司收入的3年復合年增長率為7%，EBITDA的復合年增長率為17%，業績表現令人印象深刻。人均EBITDA毛利率和收入同期分別提高11%和37%。

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Since 2020, the company has embarked on its digital transformation and has had quite a number of achievements. Examples include the SPOT (digital meeting solution for companies holding AGMs), IPO app, ProxyConnect, Boardfolio, and eRental Portal. In terms of knowledge management, the company deploys a user-friendly, cloud-based information platform which is ubiquitously made available to employees with stringent data privacy and security protection to avoid information leakage. For suppliers, partners and clients, shared information is generally encrypted and transmitted via digital portals. Furthermore, process efficiency and effectiveness are improved with the setting up of “Tricor Ace” in Malaysia as a shared service centre with over 100 Robotic Process Automation machines handling repetitive and rule-based tasks.

Workforce collaboration, care and support are underpinned by the strategic focus of “One Tricor”, which aims to create a sense of belonging within the workforce and motivate its members to advance their career and leadership. This is further supported by the Sow, Know, Grow and Flow framework.

Tricor Hong Kong’s overall management and performance have met the requirements of the award criteria of the Excellence Award.

2020年公司開始數碼化轉型，並取得多項佳績。例子包括SPOT（為舉行年度股東大會的公司提供數碼會議方案）、IPO應用程式、ProxyConnect、Boardfolio和eRental Portal。在知識管理方面，公司配置人性化的雲端資訊平台，隨時隨地為員工提供嚴密的數據隱私和安全保護，避免資料洩露。對於供應商、合作夥伴和客戶，共享信息一般經過加密並以數碼門戶傳輸。此外，公司在馬來西亞設立「Tricor Ace」作為共享服務中心，以100多台機械人流程自動化的機器，處理重複性和具有特定規則的工作，提高了程序效率和效用。

「One Tricor」的重點策略是協作、真誠關懷和支援，旨在營造員工在公司的歸屬感，並激勵團隊成員提升自己的職業發展和領導力。這重點策略亦配合Sow、Know、Grow和Flow框架。

卓佳香港的整體管理及表現均達到卓越獎獎項標準的要求。