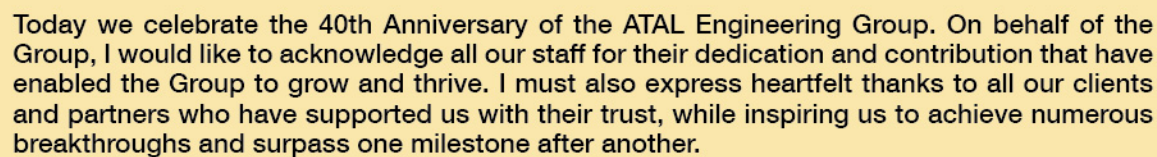




## Embracing Challenges



Over the past four decades, ATAL has grown from a small electrical equipment trading company to a diversified engineering group consisting of 16 subsidiaries with over 2,200 employees. This period saw remarkable changes taking place in Hong Kong, Macau, Mainland China and the world as a whole. Capitalising on those changes, we have played important roles in many significant projects in different cities.

We are particularly proud to have grown in tandem with Hong Kong, one of the world's most vibrant metropolises that boasts unbeatable efficiency. Today, our accomplishments can be found almost everywhere throughout the territory, from residential and office buildings to schools, theme parks, hospitals and many more. We may as well be behind you when you use a mobile app, and whenever you pass through the Immigrations' e-channel in Hong Kong's border check

As we embark on a new era after laying a solid foundation in the past 40 years, I am pleased to introduce to you the ATAL Group's new corporate logo and slogan. The hexagonal graphic in the logo, like two hands joined together, represents the robust bond between us and our partners. The hexagon also suggests a bee hive, which symbolises the meticulous and efficient integration of the business of all our subsidiaries.

Our new slogan - *Engineering with passion* - underpins our core value: *We commit • We perform • We deliver*. But this is not just a slogan. It's a motto that impels us to live up to our clients' expectations - we must do all we can to ensure the quality, timeliness and cost-efficiency of the services we provide.

Innovation and sustainability are the key to future development for both our Group and the industry as a whole. In the face of intense market competition, we must enhance our competitiveness in terms of pricing, service and innovation while putting more stress on sustainability. At the same time we must also seize opportunities for expansion, both in the region and around the globe.

Looking ahead, I am confident everyone in our Group will work together to honour our commitment to our clients. By churning out more innovative designs, providing more diverse products and delivering more quality engineering projects, we hope to play a part in the betterment of the world, enabling people in different communities to live in a more convenient, comfortable and eco-friendly environment.

Ir Dr Otto Poon  
Chairman  
ATAL Engineering Group

ATAL Engineering Group (ATAL) began as a trading company specialising in E & M equipment 40 years ago. Over time, we have evolved into a market leader providing diverse services and products ranging from building services and environmental engineering to data centre infrastructure, intelligent & green building solutions, and lift & escalator installations. In recent years, we have also branched out to cover integrated ICT solutions as well as infrastructure & healthcare engineering.

*Our journey from a humble start to where we are however has not been a straightforward and easy one. Instead, it is a road full of ups and downs and a never-ending learning process. We have lived up to all the challenges by focusing on our goal and adhering to our core values - delivering quality and value-added services to clients in a timely manner.*

*We treat every single project seriously. To ensure optimal results, we encourage our staff to go beyond the call of duty, think outside the box and maximise their potential. Our vision is to become an innovative and sustainable multi-disciplinary engineering corporation, providing solutions to enhance the quality of life in the communities we serve. Our motto is "Engineering with passion".*

We take particular pride in serving our home city. In a fast-moving metropolis like Hong Kong, can you imagine what frustrations and loss will be caused when mobile communications and information exchanges experience even a short delay or interruption? So here we are, providing reliable, efficient and secure data centres to ensure our city move ahead smoothly. When you make use of the facilities in the buildings you live and work or at a MTR station, go through the e-channels at the airport or border check-points, or make fun on the roller coaster in Ocean Park, have you ever wondered what makes it work? Who is working behind the scene to ensure their smooth, efficient and safe operations? Or can you imagine what will happen to our city if the waste water produced daily by 7 million people is not properly treated? Again, our teams spare no effort to ensure the water treatment plants are functioning efficiently.

## Promoting Innovation

At ATAL, we take innovation as one of our guiding principles. While treasuring the experience we have gained in the past 40 years, we cannot afford to be complacent. To us, innovation is not a mere high-sounding word, but a responsible and pragmatic approach to bring life into all our products, services, working processes and business developments.

Innovation is not necessarily brand new inventions. On a more down-to-earth level, it means how we derive the most suitable solution for individual projects and scenarios.



Innovation also means breakthrough and achieving significant improvements over existing standards. We encourage our staff to make suggestions for improving working processes and conditions. We are setting up an innovation team and injecting part of our proceeds into an innovation fund. This will facilitate integration of the work across the existing R&D departments in our various subsidiaries to boost synergy and maximise the use of our innovation assets.

## Cherishing Sustainability

Sustainability, another key aspect of our vision, requires both proper mindset and advance technologies to extend our achievements into the future and accelerate improvements. To start with, we must equip our staff and management teams with the necessary capabilities.

Fully understanding that our staff is our crucial asset, we began to provide training programmes for technicians and graduate engineers 20 years ago. We consider people development one of our Corporate Social Responsibilities. We are happy to allocate handsome resources to training young people, who will eventually become pillars of the industry and society as a whole. We recruit graduate trainees annually through the HKIE's Scheme A Programme for Graduate Trainees. Our Chairman Ir Dr. Otto Poon is currently mentor of five graduates. He takes great pleasure in working with young engineers who are eager to propose new ideas.

We encourage all our staff to engage in life-long learning, be it for advancing professional knowledge, developing leadership skills, boosting language proficiency, or for the attainment of higher academic qualifications.

Many of the projects we undertook have played a part in coining the shining development of Hong Kong in the past few decades. These include our Design, Build and Operate (DBO) projects at Siu A Chau, Pillar Point, Stone Cutter Island and San Wai. Each of these contracts lasted over 10 years.



The Low-Level Radioactive Waste Storage Facilities at Siu A Chau was the first DBO contract we undertook for a waste facility. The project began in 2003, and has been put into service since 2005. With a capacity designed to cope with local needs for more than 50 years, it was then the only low-level radioactive waste storage facility in Hong Kong. Our operation contract for the first decade ended in January 2016, but our excellent track record has earned us another 10-year operation contract that will last until 2026.

Coincidentally Ocean Park is also celebrating its 40th anniversary this year. We are proud to have participated in many of its projects, among which the most challenging but rewarding one is the installation of the roller coaster train. We faced immense difficulties in transporting and installing the train cars in mid-air, high above steep slopes. But we never shrink back from difficulties - we embrace them! And we take pleasure in churning out the safest and most efficient solutions for our clients.

With the same approach, we worked on Ho Man Tin Station of the MTR's Kwun Tong Line Extension Project. After devoting more than four years of hard work, we have contributed to the success of the extension project.

Recently we are proud and honoured to be part of two grand infrastructure projects - the Hong Kong Boundary Crossing Facilities (HKBCF) of the Hong Kong-Zhuhai-Macao Bridge and the Organic Waste Treatment Facilities at Siu Ho Wan. Both projects are highly sophisticated and require the application of advance technologies, but we will rise to every challenge with resolution and commitment.

## Focusing on Safety

Sound safety measures are equally important as, if not more important than, effective technical designs to the success of a project. Therefore we take occupational health and safety very seriously.

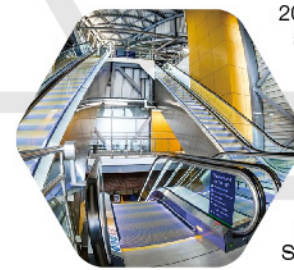
Site safety remains our top priority at all times. We have put in place an Operation Safety Team to lay down guidelines and provide trainings to ensure a safe working environment for all our staff members and contract workers.

Our efforts did pay off. We are proud to have received from the Labour Affairs Bureau of the Macao SAR three awards under its 2015 Construction Safety Construction Award Scheme. We also took home a total of four awards in Hong Kong under the 21<sup>st</sup> Considerate Contractors Site Award Scheme. Next month, we are going to receive an award of the Construction Industry Safety Award Scheme 2016/2017 for the Taikoo Place Phase 2A Development we are working on. We will continue to make sure every member of our staff is safety conscious and responsible for taking care of their own safety as well as their co-workers'.

## Stretching Our Wings



2016 was a fruitful year for us as we won numerous awards both in and outside Hong Kong. We claimed the "Excellent Intelligent Green Building System – APIGBA Hong Kong Award" alongside with project developer Swire Properties. Our coastline Perimeter Intrusion Detection System was acknowledged by the Hong Kong Security Association under the category of Innovative Technical Security Solutions. In Mainland China, we were awarded the Shanghai Municipality Government Engineering Gold Prize for the Bailonggang Wastewater Treatment Plant Expansion Phase 2.



Our business in China has been developing steadily and healthily. We focused primarily in E & M installations for commercial buildings and shopping malls, water, sewage and solid waste treatment plants and data centre infrastructure. We believe intelligent green building systems is becoming the focal point of the E & M industry on the Mainland. We are ready to set up our pivot in this area.

Our business is also reaching out to markets outside Greater China. Through ANLEV, one of our subsidiaries, we are selling lifts and escalators in the United Kingdom, Germany, Italy, Spain, Australia, the USA and other countries around the globe. Furthermore, our data centre infrastructure and related products and services have been attracting favourable attention from potential customers all over the world. We are convinced that our high-quality services and good reputation in the industry will give us a broader exposure and gain us access to an immensely wider market.

Back to basics, engineering is all about people. It can create a better living environment and transcend the quality of life. Its impact falls not only on our contemporaries, but also the generations to come. We have every reason to laud ATAL's accomplishments in the past four decades, but we shall not rest on our laurels. Having celebrated our 40<sup>th</sup> Anniversary, we shall continue with our quest for excellence and get geared up to satisfy ever-changing market needs and rise up to the most daunting challenges.

