



Allied Sustainability and Environmental Consultants Group Limited

(Stock Code: 8320.HK)

AEC Group Sets up a JV Company with SNML to Expand ESG-based Financial Public Relations and Commercial Media Services

[Hong Kong – 16 February 2021] Allied Sustainability and Environmental Consultants Group Limited (“AEC Group” or the “Company”; Stock Code: 8320.HK; together with its subsidiaries, the “Group”) is pleased to announce that it has entered a joint venture agreement (the “JV Agreement”) with Share News Media Limited (“SNML”) for the establishment of a new company named New Economy Communications Ltd. (“NEC”) which, upon incorporation, will be 51% owned by the Group and 49% owned by SNML. NEC will focus on the provision of sustainability communications as well as Environmental, Social and Governance (“ESG”)-based financial public relations and business media services to listed and unlisted companies in various industries to promote ESG within the financial markets and greater business community. Ms Chan Pui Kei, who is currently the director of SNML and managing director of Cloud Communications Limited, will be appointed as General Manager of NEC.

NEC will synergistically combine AEC Group’s deep expertise in sustainability strategies and ESG consulting, and SNML’s rich experience in financial public relations and commercial media services. It will also help AEC Group further expand its service area, and carve out a larger position in an increasingly competitive market. NEC is set to provide services in four major areas: (i) Sustainability Business Operation Advisory, (ii) Sustainability Communication, (iii) Sustainable Finance, and (iv) Sustainability Academy introduced by NEC. Details are as follows:

(i) Sustainability Business Operation Advisory – NEC takes a systemic approach to help companies identify material ESG issues and gaps and make recommendations on how to integrate ESG strategy into corporate strategy and business planning processes.

(ii) Sustainability Communication – NEC takes a strategic and holistic approach to communicate our clients' achievements on sustainability and the values to their stakeholders through different media platforms and marketing activities.

(iii) Sustainable Finance – NEC provides green finance consultancy services from planning, execution to completion.

(iv) Sustainability Academy introduced by NEC – NEC will also form the Sustainability Academy which offers various sustainability courses, forums and seminars to curate the most updated and diverse information on sustainability trends and best practice.

Ms Kwok May Han Grace, Chairman and Executive Director of AEC Group, said, "The new partnership between AEC Group and SNML will create a strong foundation for us to expand our one-stop service offerings. With the increasing importance of ESG in the financial markets and the business world, the new company will help us capture new market opportunities and explore other business markets, generating new revenue sources for the Group. Looking to the future, the Group will focus on growing and developing the new JV, while exploring and capitalizing on new business opportunities."

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About Allied Sustainability and Environmental Consultants Group Limited:

Allied Sustainability and Environmental Consultants Group Limited (“AEC Group”; Stock Code: 8320.HK) is the first listed company in Hong Kong to provide sustainability and environmental consulting services, offering one-stop, on-demand services in five business areas, including (a) Green and Healthy Building; (b) Acoustics, Audiovisual, Lighting and Theatre Planning; (c) Environmental Consultancy and Sustainable Design; (d) Green Finance, Sustainability Strategies and ESG; and (e) Smart and Green Internet of Things (IoT). AEC Group is developing new services on the provision of advisory services on sustainable financing, investment management, capital raising and real estate in the Asia Pacific area.

For further information, please refer to the Group’s website at www.asecg.com.

About Share News Media Limited:

SNML is a financial and business media group. It is principally engaged in the production of multi-network contents such as video, printed media, website, social media, instant messaging group management and lecturing services on financial and business information. The media brands owned by SNML and its group companies include Stocks Party Weekly, Moment Magazine, Share Finance, Invest360 and Sky Finance Online Channel.

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