

# **General Nice Group – Brief Corporate Overview**

## ***Overall Corporate Profile***

General Nice Hong Kong Group founded in 1992, with its global headquarters set up in Hong Kong and its mainland business operations headquarters set up in Tianjin, China Peoples Reublic.

The General Nice Group (GNG) is principally engaged in resources development and production, logistics and trading in a sustainable manner. It is the international investment holding enterprise group. After many years of development, General Nice Group has formed two main business chains: one is based on coal mining, coal selecting & washing, coking, coke export, gangue electricity generating facility, chemical by product and railway transportation; another chain is based on iron ore mining and iron ore import. The total asset of the group has reached USD 3.5 billion and its global revenue is over USD 7 billion.

Subsidiaries of the GNG are Abterra Ltd., a public-listed company with the Singapore Stock Exchange and Loudong General Nice Resources (China) Holdings Limited listed with the stock exchange in Hong Kong; those are the group's important oversea financing platforms. The Group is currently in a process of becoming a member of the Extractive Industries Transparency Initiative (EITI).

## ***The Inspiration***

The culture of the General Nice Group originated from and was inspired by the 1980s when the corporate founder braved all odds to start the business, or even more, faraway from the founder's childhood. It's just like a torrential river with majestic momentum and mature appeal, which gradually expanded and got enriched all the way.

## **Enterprise Tenet: To create value and to shape the future**

The Group steps on a new stage and makes breakthroughs each year in its development. It always upholds the value creation philosophy "to provide customers both at home and abroad with satisfactory products, to create fair profits for shareholders, to build a broad personal development space for staffs and to make progress together with partners and people". After two decades of development, the Group currently comprises over 50 subsidiary enterprises and has built business presences in more than 80 countries and regions. Its total assets have exceeded USD 5.6 billion and operating revenue exceeded USD 6.8 billion on a global basis.

Meanwhile, while pursuing the corporate development, the Group also attaches much importance to performance of responsibilities as a social and global citizen and creation of intangible value through promoting development of the industry, providing more jobs for the society and implementing ecological and environmental protection projects to benefit the future generations. The incorporation of General Nice (China) Investment Company Limited enables the Group to deeply develop the market of China P.R. and absorbs investments from all over the world, so as to create limitless value and to shape the common future on a larger platform and in a larger space.

**The Code of conduct of our company is therefore: with respect to communities and their cultural values, with great team spirit, professionally focused with a global perspective serving humanity for achieving sustainable development.**

**Operating principle: sound operation, realistic and innovative, relying on principal business, seeking balanced development**

After two decades of exploration and development, the General Nice Group has identified its own development direction and established its strategic positioning, i.e. focusing only on industries related to trading of metallurgical furnace charge, mineral resources development and real estate project construction. Over the past two decades, guided by the corporate philosophy of integrity, creativity and innovation, the General Nice Group has ensured the steady and balanced development of its three business segments.

**Core values: people-orientated, friendly and sincere, advancing with the times, seeking common development and common prosperity for current and future generations.**

As the deep belief of the Group, " people-orientated, friendly and sincere, advancing with the times, seeking common development and common prosperity for current and future generations" well interprets the norm and behavior to act by the General Nice Group. "People-oriented" reflects care and honesty; "friendly and sincere" expresses trust and respect; "advancing with the times" manifests learning and innovation; "seeking common development and common prosperity for current and future generations" interprets hard work and harmonious development. The essence represented by these values has deeply taken root in the General Nice Group. With the flourishing development of the General Nice Group and the establishment and enhancement of its brand in the past two decades, this core idea also guides the Group's exploration into new industries and expansion into new areas.

**Core quality of staff: diligence and dedication, honesty and integrity, responsibility and consciousness, understanding and respect, teamwork, service-focused, learning and progressing together with all stakeholders.**

The enhancement of every employee's comprehensive quality will accordingly be enhanced with that of the Group as a whole. In recruiting new staff and cultivation talent, the Group insists on its own unique selection and cultivation standards: diligence, dedication, honesty and integrity, responsibility, full consciousness, mutual understanding and respect, team work, service consciousness and the willingness to learn and progress. The Company always thinks more highly of core quality of staff than their education backgrounds, recruits various capable personnel and focuses on cultivation, in an attempt to create a cooperative and sharing development space.