

封面主題

COVER THEME

此報告設計理念以本集團「以人為本，改善人民生活」的文化為依歸。

本報告封面藉著優雅的家居氣氛，刻劃出華潤「由家出發」與大眾一起編織美好家居生活的目標，這和公司「與您攜手，改變生活」的口號互相輝映。由於「華」字與「花」字在古時意思相同，兩者均包含著優美悠閒及燦爛光輝的意思，故構圖上採用了花卉的不同韻態將暖意家居及和諧閒雅的氣息呈現眼前。

The design of this report aims to convey the well established corporate culture of the Group, "Dedicated to people and improving people's lives".

To illustrate the Group's belief, the design of the report cover employs the concept of elegant home decoration to relate the idea of cultivating an ideal home to building a "Better Life Together", which is the corporate tagline of the Group. The first Chinese character of the Group "Hua" is synonymous with the Chinese character "Flower" in ancient times. Both are symbolic of glamour, elegance and leisure. Therefore, several kinds of flowers with their unique characteristics are put together to create a warm and homely atmosphere.