



**豐盛生活服務有限公司**  
**FSE LIFESTYLE SERVICES LIMITED**  
Stock code: 331.HK

## **FSE Lifestyle awarded HKEJ Excellence in Conglomerate Lifestyle Services**

### **A Robust Service Portfolio enabling an Outstanding Brand**

30 May 2024, Hong Kong – **FSE Lifestyle Services Limited** (“FSE Lifestyle” or the “Company”, together with its subsidiaries, the “Group”, stock code: 331.HK) received the **"Excellence in Conglomerate Lifestyle Services Award"** at the Corporate Brand Awards of Excellence 2024 organized by Hong Kong Economic Journal (HKEJ). This award recognizes the Group's commitment in pursuing excellence in brand building, continuously optimizing brand management strategies and striving to create an ideal service experience for the customers. The award ceremony was held today at The Mira Hong Kong in Tsim Sha Tsui.

Mr. Patrick Lam, Executive Vice-Chairman and Chief Executive Officer of FSE Lifestyle, stated, "This award affirms our determination to continuously improve the quality of services for our customers and fulfill our social responsibilities. FSE Lifestyle has a well-defined brand management mechanism that assures our brand image aligns with the customer needs, from brand positioning and business promotions to service standards. Meanwhile, we stress on service innovation, consistently introducing new services to meet the ever-changing market demands."

With substantial market experience and insights, FSE Lifestyle possesses a profound understanding of local culture and the business environment, allowing the group to tailor the most suitable service solutions for their customers based on accumulated experience and timely adjustments. This customer-centric service philosophy has garnered significant recognition in the market.

Mr. Lam emphasized, "With a rapidly changing market, the management team at FSE Lifestyle maintains a flexible and adaptable mindset, closely monitoring industry trends, capturing market opportunities and developing innovative solutions to meet customers' needs. This forward-thinking strategic approach has enabled the group to maintain our strong competitiveness and build an outstanding brand."

The Corporate Brand Awards of Excellence is organized by HKEJ to recognize corporate brands that excel in brand management, service satisfaction and social contributions. The awards evaluate outstanding corporate brands across four major categories: "Real Estate and Finance," "Information and Technology," "Retail and Lifestyle," and "Social Responsibility and Services," honoring the efforts and achievements of various corporate teams over the past year and inspiring the industry to strive for excellence.

- End -



Mr. Thomas Soon (right), Executive Director of FSE Lifestyle, receives the “Corporate Brand Awards of Excellence” from HKEJ.

#### **About FSE Lifestyle Services Limited**

FSE Lifestyle Services Limited is a leading lifestyle services conglomerate with three major business segments: property and facility management services, city essential services and E&M services. Our business units are the market leaders in their respective industries, including Urban Group, Kiu Lok Group, Waihong Services Group, Far East Engineering Services, FSE Environmental Group, Nova Insurance Group, General Security Group, Perfect Event Services and FSE Engineering Group.

Leveraging the extensive experience, professional expertise and market knowledge of our business units, as well as the substantial synergies generated among the companies under FSE Lifestyle, we have established a robust service network. We provide comprehensive "one-stop" professional services to renowned clients and major building contractors engaged in property development, public infrastructure, education and transportation facilities, as well as the entertainment and tourism industries in Hong Kong, Macau and Mainland China.

This press release is available for downloading from the FSE Lifestyle Website: [www.fse.com.hk](http://www.fse.com.hk)

**For inquiries, please contact:**

Ms. Karin Chan

Manager, Branding and Communications

(852) 2626 7670

[karinchan@fse.com.hk](mailto:karinchan@fse.com.hk)