

HUMAN RESOURCES DEVELOPMENT

In 2014, the Group implemented its human resources strategy to keep in pace with the comprehensive and deepened reforms of China. Under the principles of “controlling total headcounts, optimizing employment structure, strengthening staff team, enhancing capability, reforming mechanism, pursuing harmony”, the Group focused on the strategy of talent management. A market-oriented human resources management system was established to further enhance the overall efficiency and value for future innovation and transformation of the Group.

In 2014, adhering to the value-driven principle, the Group improved the allocation of human resources for higher efficiency and tilted human resources allocation towards key business, quality business and core talents team. The Group has studied the competitiveness of its compensation packages with a view to optimizing the relationship between labour costs and profits. Dispatch workers were employed by the Group strictly in compliance with the amended Labour Contract Law and the Interim Provisions of Labour Dispatch to further refine its staff structure. As at the end of 2014, the Group had a total of 118 thousand staff. Revenue per headcount amounted to RMB619 thousand per year.

In 2014, the Group put a great emphasis on human resources management and provided more development opportunities to outstanding staff. The “Talents Project” was implemented across the Group by giving priority to human resources development, workforce restructuring, selection of talents and innovation of human resources system so as to cultivate a team of managers with entrepreneurial spirit. The Group carried out the building of “four channels” for market-oriented talents, expanding their career development. Strategies were systematically deployed in the selection, appointment, appraisal, cultivation and motivation of high-end talents, by which core talents were effectively motivated and retained, and the core competitive edge of the Group was enhanced for different customers, regions and professionals.

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In 2014, the Group highly emphasized the cultivation of talents. Comprehensive on-the-job trainings on leadership, professional skill and competency were orderly facilitated by allocating the internal and external resources of the Group, which effectively enhanced the work capability of staff. The Group organized in-house instructors training courses for marketing managers to improve their capabilities and expand our training capacity and methods.

In 2014, the Group kept on with its “people-oriented” philosophy and aimed to create a caring working environment for its staff. The Group contributed to the building of a harmonic and happy enterprise and shared the achievements of business development with its staff. The Group determined the compensation packages according to market statistics with a view to promoting the initiative and passion of the key personnel. The Group abided the relevant national laws and regulations, improved its enterprise pension system and established a healthy and harmonious work environment for its staff as well as built stable labor relationship with its employees. The health and safety of staff are under effective protection.