



Annual Report

2023-2024

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The Company

Established in 2000 with support from the Quality Education Fund, Hong Kong Education City (EdCity) was incorporated in 2002 to become a wholly-owned company of the HKSAR Government. Its mission is to enable better adaptation to changing curriculum initiatives through technology.

As the prime one-stop professional education portal in Hong Kong, the EdCity portal (EdCity.hk) is replete with information, resources, interactive communities and online services, and promotes the use of information technology (IT) to boost the effectiveness of learning and teaching. With the vision of 'Actualising Future Ready Education', EdCity continuously develops and introduces new services since its establishment, and endeavours to collaborate with all schools in Hong Kong to promote and adopt eLearning and innovative education. It is also devoted to seizing new opportunities arising within the education sector.

EdCity is dedicated to developing high-quality online services across the region, with the aim of:



facilitating exchanges in educational resources and information among schools and teachers while building a professional teachers' community



encouraging students to make effective use of eLearning resources, as part of the growing trend of student-centric self-directed learning



empowering parents to nurture their children's whole person development and encourage them to become lifelong learners

Through synergy arising from interaction among teachers, students and parents, and close collaboration with our partners, we are proactively building an interactive service platform that is beneficial to both learning and teaching.

Message from the Chairman



In today's knowledge-based economy, technology is undoubtedly the driving force of societal progress and has become integral to our daily lives. Hong Kong needs young people with both skills and integrity who can leverage innovative technology, knowledge, and advanced equipment to

contribute to the sustainable development of our nation and Hong Kong. Education has always been a vital asset of a powerful nation, and EdCity is committed to working alongside the education sector to nurture patriotic future leaders who are ready to embrace the honourable mission of the great rejuvenation of the Chinese nation!

To deepen students' understanding of our own country, EdCity organised the inaugural National Identity Mobile App Design Competition last year, encouraging students to actively explore our nation's remarkable and diverse achievements. Moreover, we supported the Education Bureau in hosting various national education activities and online competitions, including the Hong Kong Cup Diplomatic Knowledge Contest, the Constitution and Basic Law Territory-wide Inter-school Competition, the Territory-wide Inter-school National Security Knowledge Challenge, the National Constitution Day Online Quiz Competition, and the National Education Mascots Naming Competition. These efforts have consistently shattered participation records, with a total of 344,645 participants, thus demonstrating the education sector's commitment to national education.

With the growing influence of generative AI on the world, the education sector is entering an era filled with challenges and changes. Nevertheless, it remains committed to helping students develop a wide range of skills and positive values, aiming to cultivate new, quality productive forces and a new generation capable of meeting the demands of the 21st century. At the same time, the Chief Executive announced a series of educational measures in the Policy Address and confirmed collaboration with EdCity to further promote the use of AI and other digital tools in the education sector. This will enhance learning and teaching efficacy, allowing students to familiarise themselves with new technology early on, learn with AI, and become versatile individuals.

Seizing this opportune moment, EdCity is tasked with the important mission of expanding AI education by launching

various self-learning courses and workshops to make new knowledge easily accessible for beginners. Our 'Computational Thinking & Artificial Intelligence' online workshops and self-learning courses are examples of such initiatives. These courses and workshops incorporate interactive learning elements to create an engaging learning environment where students can effectively master cutting-edge concepts like computational thinking and AI in a fun way. Students also get to develop self-learning and problem-solving skills, thus enhancing their core competencies. Moreover, EdCity will continue to seek different resources and partnerships to actively promote the development of AI education.

Additionally, renowned EdTech specialists and scholars gathered at Learning & Teaching Expo to provide an opportunity for members of the local education sector to broaden their horizons. Attendees got to hear success stories and gain insights into integrating technology in education, encouraging them to anticipate future trends of education. New topics this year included strategies and case studies on the application of AI in education, the learning outcomes of STEAM and maker education, enhancing language learning, and fostering cross-cultural education. EdCity firmly believes that high-level observation and exchange will improve the efficacy of learning and teaching within the local education sector. Moreover, the Smart City Consortium has become a partner of Learning & Teaching Expo, making the expo a prominent educational event in Asia Pacific.

EdCity has consistently advocated the use of information technology to enhance educational effectiveness. For nearly a quarter of a century, we have partnered with the education sector on this journey together, strengthening our resolve in the face of adversity and innovating amidst change, all while remaining true to our original aspiration and founding mission. Thus, we are happy to work with all stakeholders in the education sector to overcome new challenges, embrace new opportunities, and reach new heights together.

On behalf of the board of directors, I hereby extend my heartfelt gratitude to Mr Ken Ngai Yuen Keung for his leadership in driving EdCity's innovation over the past two years, and it is with deep regret that I see him step down from his position. The board of directors will continue to fully support EdCity as we work together to advance educational quality through technological innovation.

Armstrong Lee Hon Cheung
Chairman, Board of Directors

Executive Director's Report



The importance of eLearning was manifested by an unfortunate hit of the COVID-19 pandemic since the beginning of 2020. During the extended period of school closures, it resulted in huge challenges in learning and teaching. The demand for eLearning tools and the skills to ride on the technology to teach and

learn was overwhelming. As the 2023/24 academic year marked the first full return to face-to-face teaching after the pandemic, the education sector's pursuit of integrating technology into education has reached new heights. EdCity has continuously strived for progress by working with fellow educators to provide teachers and learners with a wide range of services and activities that promote the holistic development of students.

National education plays a crucial part in our education system. EdCity launched the inaugural National Identity Mobile App Design Competition, integrating technology education with its practical applications. The competition received overwhelming support from teachers, with a total of 191 participating teams from primary and secondary schools, consisting of over 800 participants. Blending educational technology with national education, this innovative competition served as a unique platform for students to demonstrate their technological skills. Some entries even utilised advanced technologies like artificial intelligence (AI) and augmented reality (AR). Not only did this initiative deepen the students' understanding of their nation's history, culture, and achievements, but it also cultivated a sense of identity and belonging to their country.

Furthermore, EdCity's key initiatives have achieved remarkable results. One of these is the integration of new technologies in Online Question Bank (OQB), a platform developed by EdCity with support from the Hong Kong Examinations and Assessment Authority. Over the past year, two major services were introduced: the Diagnostic Feedback System (DFS) and the Data-driven Assessment Enhancement Programme. These upgraded services and tools have provided valuable feedback to both teachers and students, emphasising that 'learning is more than scoring'. By identifying learning challenges through assessments, they facilitate improvements that enhance learning effectiveness. Notably, the number of OQB users has increased by 17% compared to the previous year, a testament to its effectiveness.

Reading is the foundation of learning, and EdCity continues to incorporate new elements to foster a culture of reading in schools. Over 64,000 reading charter cards were activated under the Reading Charter programme introduced last year, and eBook views reached an impressive 6.2 million. In conjunction with the inaugural Hong Kong Reading for All Day, EdCity organised 'Free eBook Week' and offered more than 3,000 high-quality eBooks to primary and secondary school students, further fuelling a city-wide interest in reading. In addition, the number of student voters for the 21st Top Ten Book Picks reached a new high, exceeding 50,000 votes for the first time.

EdCity will be celebrating its 25th anniversary in 2025 and is honoured to be one of the pioneers of technology-driven education. Together with teachers and students, we have witnessed and experienced the growth of technology education, enriched the learning and teaching experience, overcome the challenges of remote teaching, and pressed on with determination.

Lastly, I sincerely thank the board of directors for the trust and support, for the hard work and dedication of the entire team of staff, and for their invaluable assistance of our partners. We at EdCity, including myself, are grateful for all that we have achieved. Please, let's not stop here. Let us work together with the education sector and strive towards progress to contribute to an even more prosperous future for our nation.

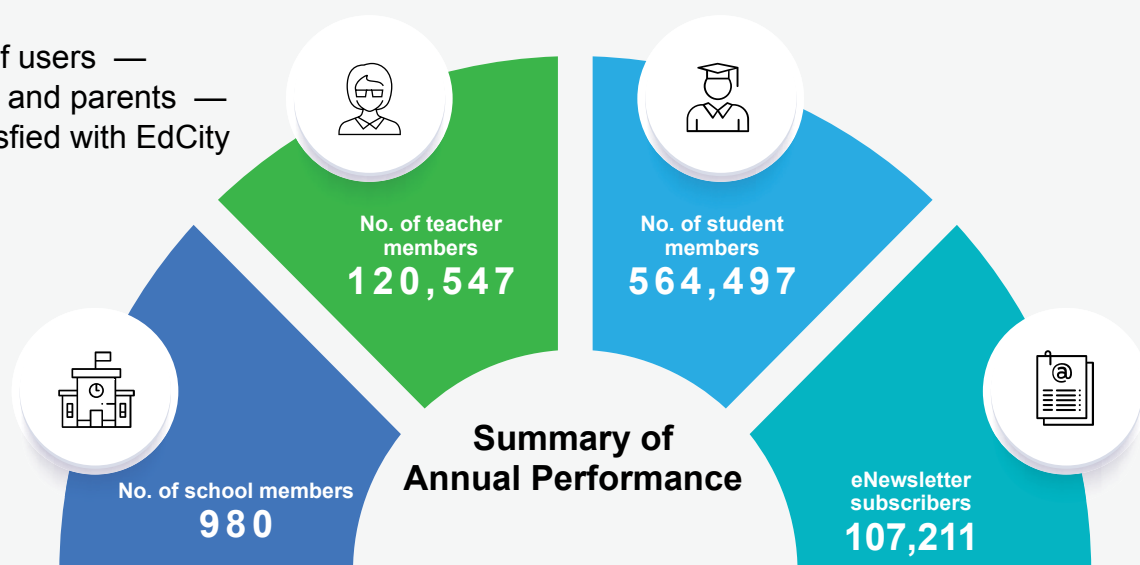
I wish continual success and prosperity for EdCity.

Ken Ngai Yuen Keung
Executive Director

Summary of Annual Performance

2023/24,

Over **90%** of users — teachers, students, and parents — reported being satisfied with EdCity services.



Teacher

Events, Seminars and Workshops (online and offline)

No. of events

110

No. of participants

3,605



Go eLearning

View times (minutes)

699,329



Edcity Teacher

EdCity Teacher App

No. of downloads

2,482



教學資源庫

Resources Depository

No. of resources downloaded

412,939

School



Students Schemes

No. of schools

950

Student Participation

422,965

Note 1: Scheme including student schemes, competitions and events co-organised with the Education Bureau.



網上試題學習平台
Online Question Bank

Online Question Bank

No. of schools

266

No. of student users

38,176



Small Campus

No. of users

85,846



eRead Scheme

No. of schools

808



STAR Online Assessment Platform

No. of schools

322

No. of teacher users

3,695

No. of student users

93,884

Key Initiatives in 2023/24





Learning & Teaching Expo

The 13th Learning & Teaching Expo was successfully held at the Hong Kong Convention and Exhibition Centre from 13 to 15 December 2023. For many years, Learning & Teaching Expo has received the support of the Education Bureau and educators across the Asia-Pacific region. Under the theme of 'Shaping Education for a World of Change', this event successfully brought together over 400 local and international education experts, government representatives and scholars to engage in the sharing of ideas, and hosted more than 270 themed presentations, open demo classes, seminars, and showcases. The expo also provided over 520 booths for exhibitors to showcase the latest global education trends and the best and latest educational resources and solutions.

This year's expo focused on three major themes, which were artificial intelligence and the latest science teaching pedagogy, innovative education in the Greater Bay Area, and holistic development of students. It also covered topics like digital literacy, STEAM, mental and physical well-being, innovative learning, digital skills development,

service learning, student entrepreneurship development, national education, and more. Furthermore, renowned educators from countries including the UK, the US, and Australia, such as Professor Rose Luckin from the UCL Knowledge Lab at University College London and Professor Monica Lam from the School of Engineering at Stanford University, were invited to discuss how AI could reshape the future of learning and teaching, and the challenges and opportunities it could bring. Additionally, thanks to support from the Department of Education of Guangdong Province, well-known scholars from the mainland, such as Professor Hu Weiping from the Key Laboratory of Modern Teaching Technology at the Ministry of Education, as well as several school representatives, were invited to Hong Kong to participate in a number of presentations and seminars, facilitating the sharing of knowledge between educators from Guangdong, Hong Kong, and Macao. The expo attracted a total of 16,517 participants, shattering previous attendance records.

Visitor comments:

‘LTE is an energising event featuring amazing exhibitions and presentations. It shows that Hong Kong is a city dedicated to education, and people within the region fundamentally care about learning and teaching. LTE brings together many relevant thought leaders and policymakers from across the world. Everyone is trying to offer some level of educational innovation. This is the place that I want to visit again for new connections.’

Professor Dragan Gašević

Distinguished Professor of Learning Analytics; Director, Centre for Learning Analytics, Faculty of Information Technology, Monash University, Australia

‘Our school strongly supports LTE, positioning it as an annual teacher development programme. The Expo serves as a one-stop platform, providing us with access to the latest education resources, ranging from information technology solutions, ed-Tech, and teaching materials to school furnishing and supplies. Therefore, I highly encourage my team to participate and explore the diverse offerings at the Expo.’

Ms Cheng Sze Sze

Principal, S.K.H. Holy Spirit Primary School





EdCity Teacher Award 2023

Educators often need to maintain an innovative spirit to keep up with the new era of education. As such, EdCity has established the EdCity Teacher Award to encourage teachers to effectively utilise technology and innovative teaching methods to enhance their teaching effectiveness. The award recognised teachers who adeptly integrate educational theories, pedagogies, and technologies to boost both learning and teaching outcomes.

The theme of the EdCity Teacher Award 2023 was 'Actualising Future Ready Education'. Two awards were presented: namely, the EdCity Teacher Award for Innovative Teaching and the EdCity Teacher Award for Outstanding Teaching. The winning teachers and teams were selected by the judges based on criteria including teaching strategies, practices, and outcomes. Aside from learning outcomes, the judges also took into account how teachers helped students to develop an interest in learning and unleash their potential.

This year's EdCity Teacher Award attracted over 50 participating units. Many innovative teaching methods were showcased, such as maker education, transdisciplinary learning, career development, and more. One school incorporated games and fun elements into English teaching activities, while another school combined STEAM and innovative technologies with the Eduverse and field research. These innovative

efforts shared the goal of bringing about a more diverse learning experience for students while boosting students' participation and motivation to learn.

The winning teachers also shared their innovative teaching methods at Learning & Teaching Expo 2023. Not only did this facilitate knowledge sharing and progress among educators, but it also highlighted the importance of EdCity as Hong Kong's education hub. Such a platform has the potential to strongly inspire teachers and motivate them to perform better in their work.





eResources for Learning, Teaching, and Assessment

Assessments play a crucial role in learning and teaching, for they assist teachers and students in understanding their progress in learning. Through eAssessments, teachers can analyse and identify a student's strengths and weaknesses digitally. By offering timely and substantial feedback on assessments, teachers can achieve the goal of improving a student's performance. To meet the education sector's demand for digital teaching and assessment, EdCity introduced the Online Question Bank (OQB) and the STAR platform, offering comprehensive online assessment resources for teachers and students from Primary 1 to Secondary 6.

Currently, the STAR platform's online assessment question bank contains over 65,000 questions, covering Chinese Language, English Language, and Mathematics from Primary 1 to Secondary 3. Its questions and services will be continuously updated to meet students' diverse learning demands. To better cater to the teaching and learning needs of both teachers and students, the platform offers a range of features, including split-screen display for tasks, interactive online games, centralised listening assessments, and cloud-based answer storage. These features not only help teachers conduct effective assessments and teaching both inside and outside the classroom, but they also improve students' learning efficiency. Teachers can also select suitable assessment content based on the school curriculum and receive targeted and graphical presentations of reports to collaboratively raise students' standards. In the 2023/24 academic year, the STAR platform was widely used, with over 300 schools and nearly 4,000 teachers adopting it, and more than 93,000 student users. The STAR platform will be continuously improved to introduce more features, taking its teaching and assessment services to new heights.

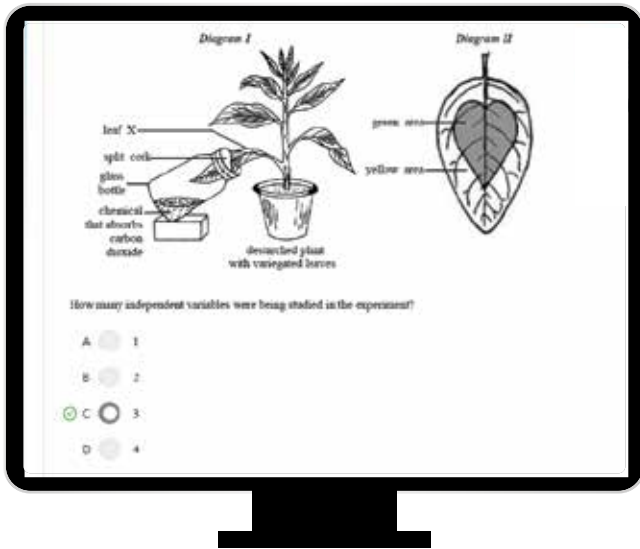
**Cooking Classes for Children
with Auntie Anna**



| | |
|--|---|
| Class B <i>Apple Pie</i> 1 st , 8 th , 15 th April (Thursdays) 9 am – 11 am \$270 | Class A <i>Sushi</i> 8 th , 15 th , 22 nd March (Mondays) 3 pm – 5 pm \$300 |
|  Sara's Activity Centre 20/F, Ming Building | Class C <i>Pizza + Cookies</i> 7 th , 9 th , 14 th , 16 th April (Wednesdays and Fridays) 10 am – 12 noon \$400 |

Choose the best answer.

- The children learn to make _____ in Class A.
 - apple pie
 - cookies
 - pizza
 - sushi
- Class B is on _____.
 - Mondays
 - Wednesdays
 - Thursdays
 - Fridays
- David wants to join Class C. He must pay _____.
 - \$270
 - \$300



Meanwhile, OQB is designed for Secondary 4 to Secondary 6 teachers and students. With support from the Hong Kong Examinations and Assessment Authority, publishers, associations, and experienced schoolteachers, OQB provides past exam papers of the Hong Kong Diploma of Secondary Education (HKDSE), as well as both paid and free questions, allowing teachers and students to use this online assessment platform for ‘assessment for learning’. The platform’s features are becoming increasingly diverse, with questions categorised by subject, topic, level of difficulty and year. What’s more, OQB is equipped with automatic marking and instant feedback functions, making it convenient for students to assess their learning progress independently. Teachers can also adjust their teaching strategies based on the assessment reports.

This academic year, the preset assessments on OQB cover ten subjects: Mathematics, Physics, Biology, Chemistry, Economics, Geography, Information and Communication Technology, Business, Accounting and Financial Studies, Tourism and Hospitality

Studies, and Physical Education. The question bank has accumulated a total of 15,080 questions, including 9,300 from past HKDSE examinations and 5,780 from past Hong Kong Certificate of Education examinations. As of the end of this academic year, 266 schools have subscribed to OQB, with a total of 38,176 students using the platform.

Nevertheless, OQB is constantly evolving. This academic year, the newly added Diagnostic Feedback System (DFS) further supports schools in effectively using assessment data to enhance teaching effectiveness and assessment quality. Not only does DFS include multiple-choice questions from the ten HKDSE subjects mentioned above, but it also estimates students’ expected HKDSE grades, highlights their strengths and weaknesses, and identifies the key knowledge areas and answers for incorrectly answered questions. Additionally, subject experts provide feedback tailored to the needs of students and teachers, offering targeted guidance to ensure alignment with students’ actual exam preparation requirements.

eRead Scheme



Nowadays, eReading has become a trend and revolutionised the way we read. Leveraging the flexibility and convenience offered by eBooks can help to promote a culture of reading. Hong Kong Reading City provides a one-stop eReading service and is committed to enhancing literacy among students and fostering a 'Read and Share' culture.

The eRead Scheme, an eBook subscription service, has partnered with over 50 local and overseas publishers, enabling schools to customise reading packages from more than 5,000 Chinese and English eBooks of varying reading levels on positive themes. In response to the government's method of promoting STEAM education via accessible, fun, and diverse methods, the eRead Scheme has added the 'Young Scientist — STEM Reading Package 23/24' and the 'SUEP Reading Package 23/24'. Covering topics like popular science and general knowledge, the books enrich students' reading options, pique their interest in subjects like science, engineering, history, and art, and broaden their horizons. The eRead Scheme plans to add more topics in years to come, including national education, values and moral education, cross-curricular reading, and more, to further improve the knowledge of students and develop their character.

To complement the eRead Scheme, the EdBookShelf app offers teachers and students unlimited access to their subscribed eBooks via the browser on their computers, tablets, and smartphones at any time. It is just like visiting a 24-hour library. Teachers can even utilise the app's book distribution function and 'Teacher's Recommendation' feature to recommend good books to students. The system provides a wide range of reading statistics of students, including the download time of an eBook, the cumulated reading time and completion rate of an eBook for teachers to better understand students' reading habits and progress and cater to learning diversity.

EdCity invited professionals from the academic and publishing sectors to its eRead Day on 8 and 9 July 2024 with the objective of providing a richer and more meaningful reading experience for students. During the event, education representatives demonstrated the features of the eRead Scheme, while fellow education workers learned about the latest digital teaching and learning resources and tools from publishers. They also participated in themed sharing sessions and exchanged ideas on how to best use reading materials to supplement teaching, foster students' creativity, increase civic learning efficiency, and much more.

As of the end of this academic year, a total of 808 schools have subscribed to the eRead Scheme, and more than 100,000 teachers and students have used EdBookShelf.



A One-Stop Professional Development Platform

EdCity has set up a one-stop professional development platform, Go eLearning, to promote professional development among teachers. As of the 2023/24 academic year, a total of 699,329 minutes of viewing time was recorded. These videos aim to help teachers keep abreast of the latest education trends, expand their skills, and claim professional development hours. Other related services include Resource Depository and the eREAP programme.



Teacher CPD Series



EdCity is committed to providing high-quality professional training for teachers. We introduced the upgraded Teacher CPD Series in the 2023/24 academic year and included more content on educational technologies and values education. Experienced individuals from the educational sector were invited to these training sessions to share their valuable experiences, helping teachers to apply the latest educational trends to their classroom teaching. The Teacher CPD Series covers topics such as leveraging eAssessment tools to enhance learning and teaching, utilising digital learning tools, values education and promoting a culture of reading.



Over the course of the year, the series has garnered nearly 1,000 visits. One of the most popular seminars is 'Leveraging eAssessment Tools to Enhance Learning and Teaching', which explains the latest assessment methods and academic trends to teachers. Another seminar series, 'Values Education', supports educators in fostering students' moral values, social responsibility, and ethics, preparing them to become thoughtful and socially aware citizens. Not only did the seminar on values education address the latest teaching requirements, but it even provided teachers with practical teaching strategies through the sharing of individual cases. For example, the seminar shared how teachers could utilise online courseware or tabletop games to present positive values to students in an interesting manner. Aside from enriching teaching methods, these examples have also helped students to internalise positive values, laying a solid foundation for positive education.

National Identity Mobile App Design Competition



To strengthen students' sense of national identity and deepen their understanding of their country, EdCity launched the inaugural National Identity Mobile App Design Competition in the 2023/24 academic year. Blending elements of national education, creativity, and technology, the competition promoted national education in an innovative and fun manner by allowing students to unleash their creativity and combine it with technology and knowledge of their country. The competition had six main themes: 'The Road to National Development', 'Historical and Natural Landscapes', 'Sports and Arts', 'Cultural Heritage', 'Technological and Astronomical Achievements', and 'Values and Customs'.

The submission from the Primary division's champion is 'Cross-border Homeland Learning Diary'. In the app, users get to tour the national museum with an AI guide through virtual reality (VR) and learn about the nation's history, culture, technology, aerospace, and more. The app encourages students to explore the many sides of their nation in great detail. Moreover, it boosts their creativity and helps them learn more about their country through VR. Meanwhile, the submission from the Secondary division's champion, 'Space Exploration Chronicles', centres around using virtual reality (VR) games and videos to transform the nation's aerospace history into an interactive story, allowing users to better understand the nation's aerospace development. Aside from making learning fun, this sort of interaction also guides students into thinking about the impact of technological advancement on social development.



The National Identity Mobile App Design Competition was hugely popular among students and attracted about 800 participants. 191 teams were involved, reflecting the students' enthusiasm towards events related to the nation.

Promoting National Education with the Education Bureau

Aside from organising the National Identity Mobile App Design Competition, EdCity has also actively supported the Education Bureau in promoting national education activities. These activities include the 16th Hong Kong Cup Diplomatic Knowledge Contest, 2024 Constitution and Basic Law Territory-wide Inter-school Competition, Territory-wide Inter-school National Security Knowledge Challenge — Online Heat Round, 2023 National Constitution Day Online Quiz Competition, National Education Mascots Naming Competition, and more.

In addition to marketing, EdCity has also provided technical and account management support for these activities, making it easy for students across Hong Kong to participate in them. By doing so, students get to know their country better and express their thoughts and feelings. These activities have had a cumulative participation of around 344,645 people.

The 21st Top Ten Book Picks



Since 2003, EdCity has been organising the Top Ten Book Picks event to let the education sector vote for their favourite books and authors and actively promote a culture of reading. The 21st Top Ten Book Picks was held in 2024. It encouraged students to break free from the limits of time and space through reading and immerse themselves in a broader world of books. The event was held during the months of April and May in 2024, with a voting session held online and on-site concurrently. Once again, the number of voters has reached a new record, with the number of student voters exceeding 50,000 for the first time and nearly 800 teacher voters. This shows the love and support among teachers and students for the Top Ten Book Picks event.

The award ceremony for the 21st Top Ten Book Picks was successfully held at the Hong Kong Book Fair on 22 July 2024. EdCity was honoured to invite Dr Christine Choi Yuk Lin, JP, Secretary for Education, HKSAR, to be the ceremony's guest of honour. In her speech, Dr Choi encouraged students to read and recommended *The Gay Genius: The Life and Times of Su Tungpo* (《蘇東坡傳》) by Lin Yutang to everyone. Additionally, many other well-known figures shared their reading experiences during the event to fuel the public's passion for reading.

Furthermore, EdCity invited renowned authors, athletes and literature professors to recommend quality reading materials to students, as reading quality works can broaden their horizons and inspire them. These

recommended works included Tang Chun-I's *The Experience of Life* (《人生之體驗》), Ho Tsz's *Stamp Albums by the Street Stall* (《地攤上的郵票簿》), and *We Are All Cyclists—A Century of Cycling in Hong Kong* (《我們都是單車人——走過香港單車百年歲月》) by Yeung Ying Hon and Yung Ching Yi (翁靜儀). EdCity recommends good books to students and hopes to offer support to authors and publishers through Top Ten Book Picks. Also, to encourage the publication of local and original works, the 'Local Original Works Grand Prize' was introduced to encourage local authors and publishers to continue unleashing their creativity in creating high-quality reading materials for students.

The 21st Top Ten Book Picks award ceremony received immense support, and 20 primary and secondary school student representatives recited the Reading Charter during the event. Moreover, nearly 150 members of the publishing and education sectors attended this ceremony to witness the announcement of the winners and share their joy, displaying the spirit of reading and sharing.





Reading Charter Cards

To foster a love for reading, EdCity launched the 'Updated Reading Charter' scheme for the 2023/24 academic year. The new programme brings together the concepts of collecting cards and establishing a reading record, ensuring that students still get to have fun while cultivating their interest in reading.

Available in both digital and physical versions, the Reading Charter cards come in eight different designs for both primary and secondary school students to put the fun into reading. The card designs gamify reading by featuring an ingenious blend of educational elements like idioms and riddles. In conjunction with the Year of the Dragon, EdCity launched special editions of the Reading Charter cards during Chinese New Year that heavily featured Chinese culture. Additionally, thanks to these new designs, students become interested in collecting these cards and get to develop their passion for reading too.

The Reading Charter cards have been hugely popular since their launch, and approximately 64,000 cards were activated from November 2023 to August 2024. Many schools even purchased physical Reading Charter cards as reading pack rewards. Evidently, the education sector supports this method of bringing a unique reading experience to students.



Hong Kong Reading for All Day 2024

The Hong Kong SAR government organised the inaugural Hong Kong Reading for All Day in 2024 to foster a culture of reading and encourage citizens to actively participate in reading activities. In accordance with this important day, EdCity hosted many exciting events in April 2024 concurrently, including two reading workshops for parents and children where they could read and create with famous authors and artists. Not only do these workshops bring parents and children closer, but they also cultivate a love for reading among the participants.

To celebrate World Book Day and Hong Kong Reading for All Day on 23 April 2024, EdCity organised the Free eBook Week to let the education sector enjoy the benefits of eReading. During the seven-day event, teachers and students could browse selected eBooks from the eRead Scheme for free. The event was very well received and attracted nearly 3,000 users from approximately 400 schools, breaking a record of more than 8,000 subscriptions.

As always, EdCity strives to support various reading activities in the education sector. This includes being a supporting organisation for the Hong Kong Inter-school Chinese Reading Contest 2023/24 by providing the venue for almost 484 participating students and offering technical and manpower support. Meanwhile, on Hong Kong Reading for All Day on 23 April, EdCity continued to provide support to ensure the event ran smoothly. Members of the senior management team of EdCity even attended the event personally to share the benefits and joy of reading with students.



‘Computational Thinking & Artificial Intelligence’ Online Self-Learning Courses and Workshops

EdCity consistently strives to cultivate the innovation and technology skills of students in order to prepare them for the digital era. At the end of 2023, EdCity launched the ‘Computational Thinking & Artificial Intelligence’ online self-learning courses and workshops, teaching students to master coding, computational thinking, AI knowledge, and 21st century skills. These courses and workshops aim to nurture their interest in information technology and innovative technologies. The courses adopt both real-time and self-paced learning modes, catering to the diverse learning needs of different students and helping them learn more effectively. The content covers topics such as programming languages and advanced AI technologies, ensuring that students can master these essential skills progressively.

Since their launch, the courses have received immense support from schools, with nearly 6,000 students participating in both learning modes, generating an enthusiastic response. Students generally commented that the course content was rich and practical, and it improved their programming skills and AI knowledge effectively. Many students also mentioned that these courses sparked their interest in the field of technology and opened up new possibilities for their future studies and career planning.

Innovative Activities, Games, and a Competition on Innovative Technologies

EdCity is dedicated to developing students’ scientific spirit, innovation, and creativity. In the 2023/24 academic year, EdCity launched a number of self-learning games on Small Campus to nurture students’ creative mindset. At the same time, EdCity launched 10-Minute Science and Summer Science and co-organised the Wild Wisdom Global Challenge 2023. Over one million students participated in each activity, thus contributing to the creative mindset and energy of the education sector.

Aside from joining InnoCarnival 2023 to promote a spirit of innovation, EdCity also served as a leading organiser of the Hong Kong ICT Awards 2024: Student Innovation Award by the Office of the Government Chief Information Officer (now known as the Digital Policy Office) in 2024. Students were encouraged to apply innovative strategies and put innovative technology concepts into practice. It attracted 400 participating teams from primary and secondary schools across Hong Kong.





Creative Speech Platform

Although the content of classroom subjects is constantly evolving, the core of learning ultimately lies in expressive language skills and a creative mindset. As a means to boost creativity, nurture a positive mindset, and improve confidence in English communication among students, EdCity launched the Creative Speech platform and competition. Students from Primary 4 to Secondary 4 had the opportunity to deliver speeches in English and share their creative ideas.

The Creative Speech platform places an emphasis on expressing oneself and a creative mindset. Moreover, positive thinking elements are also incorporated in the presentation topics to encourage students to develop a positive mindset. 'If I were a fish' was the most popular topic among the Primary division, and many students got to talk about the importance of protecting the environment. On the other hand, the most popular topic among the Secondary division was 'Thanks for

making me angry', which highlighted the importance of mental resilience.

The Creative Speech competition received overwhelming support from the education sector and attracted over 1,400 participants. The final round and the award ceremony were held on 7 June 2024, where all 40 finalists delivered talks in front of a panel of judges. By applying creativity, the students demonstrated positive values and remarkable public speaking skills. In doing so, students got the opportunity to think and practise what they learned, allowing them to break out of their comfort zone and build confidence.



Self-Learning Activities to Improve Language Skills

Biliteracy and trilingualism are the foundation of learning in Hong Kong. EdCity helped students to strengthen their language skills through self-learning by developing the 'Chinese Campus' self-learning platform and the 'eWorks' Chinese-language submission platform. In accordance with the Student Scheme, these platforms constantly offer diverse self-

learning and practical opportunities for students. This year, EdCity even combined values education with the Chinese-language self-learning platform to offer more values-based learning materials for students. Both initiatives attracted over 8,000 participants in the 2023/24 academic year.

Parent Activities Promoting Positivity

In the 21st century, schools are not the ones who are solely responsible for education, as parents play an important role as well. EdCity strived to develop parent education in the 2023/24 academic year by launching a brand-new website for parents. Apart from regularly writing and publishing parenting articles, EdCity also organised on-site and online seminars for parents to share their experiences. These activities aim to promote positive values and assist parents in establishing proper communication with their children. The topics for the seminars include positive education, digital skills, revision strategies, adolescence development, Mandarin story-time, and special educational needs.

In particular, the seminars on revision strategies and positive education were very well-received. The seminar on revision strategies focused on helping children to establish effective learning habits, which encompass time management, concentration training, memory techniques, and more.



On the other hand, the seminar on positive education assisted parents in practising positive education in their daily lives to nurture a positive mindset among their children, enhance their physical and mental well-being, improve their relationship with their children, and establish harmony within the family. Furthermore, the seminar demonstrated ways to create a positive atmosphere within a family, such as setting family rules together and using praise and encouragement to strengthen a child's positive behaviour. Not only do these methods help to strengthen family ties, but they also cultivate a sense of responsibility and participation among children and encourage them to build self-esteem.

Many parents remarked that they felt more confident about tackling challenges with their children after implementing these strategies. The seminars attracted more than 700 participants.



'e-Generation Joyful Internet Surfing' Parent Seminar

Aside from hosting its own seminars, EdCity also collaborated with the Education Bureau to launch the 'e-Generation Joyful Internet Surfing' parent seminar series, where it offered marketing, manpower, and technical support. More than 970 parents participated

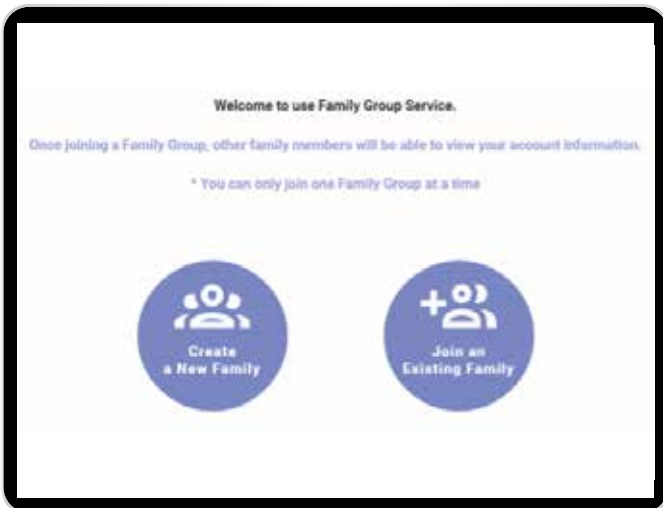
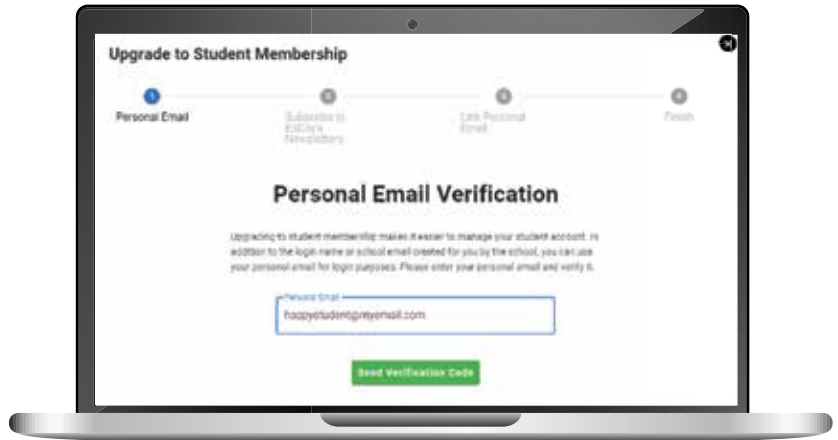
in these seminars. EdCity will continue to develop parent education and assist parents in effectively supporting their children's holistic development to create a positive learning environment.

Teachnology Development



Membership Management

EdCity has enhanced its membership services. Students can now create their personal membership accounts on EdCity to enjoy a full range of personalised services. The 'Upgrade to Student Membership' feature allows students to link their school-based accounts to their personal membership accounts. Students being the account owners, can manage their account and view their complete user profile and activity history on EdCity, even when they move on to the next study level or transfer to a new school.



EdCity has also introduced 'Family Link', a service that brings family members together. EdCity members can create a 'family' on the platform and link family members together to make it easier to interact through EdCity's mobile apps. The system can record the learning progress of student members, while parents can keep track of their children's activities across EdCity's various platforms, boosting communications and fostering closer family ties.

Moreover, EdCity is committed to ensuring the security of the membership management system, especially the accounts of school administrators. This is because administrators control the services registered by their school on EdCity and can modify sensitive data, such as staff and student accounts. This makes it essential to protect school administrator accounts from unauthorised access. Since July 2024, EdCity has implemented mandatory two-factor authentication (2FA) for all school administrator accounts. Two-factor authentication is an effective security measure. When a user logs in with a password, the system will require them to enter a verification code sent to their pre-registered email, such as an email address, to complete the login.



Mobile Learning

Since the launch of the EdCity Teacher App in 2023, EdCity has been actively developing mobile apps for parents and students, with most of the testing already completed. These two apps employ Artificial Intelligence (AI) to help users draft messages, give praises, and show gratitude within their family groups. With the support of AI, communication between parents and students will be improved to promote harmony among family members. Furthermore, the mobile app for students offers features and content specifically designed for self-directed learning to support their educational needs holistically.



Learning Solutions

EdCity has launched a newly designed website to cater to the needs of different personas. The new website offers dedicated interfaces and functions for teachers, primary and secondary school students, and parents, allowing users to browse relevant content more conveniently and easily access information on events and services. The new website utilises advanced cloud computing technology and a content management system, which helps to add more new features and improves browsing speed and stability.



Moreover, the Small Campus platform, which is hugely popular among primary school students, is being revamped. The new Small Campus will provide users with more vivid graphics and animations. Users can navigate through different areas and complete missions to earn rewards. By taking care of their virtual pets through the new pet feature, users will also cultivate a sense of love and responsibility to become young, capable owners. The new Small Campus will significantly boost students' motivation to learn by offering more innovative online games and incorporating more diverse learning elements. The new platform is about to enter the testing phase, and students will be able to experience the new game-based learning platform in the near future.

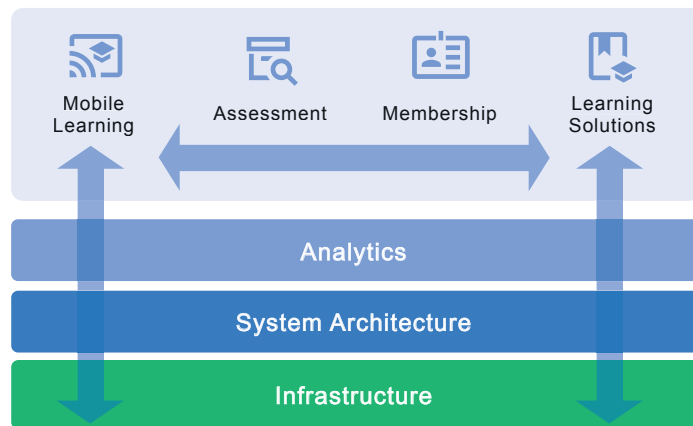
Assessment and Analytics

The STAR platform has launched a pilot programme that enables students to select assessments based on their interests and learning goals, thus increasing their engagement and motivation to learn. Not only does this support individual learning, but it also fosters students' motivation for learning.

Furthermore, EdCity has successfully migrated the STAR platform to a cloud computing platform. The new platform offers greater speed and stability, ensuring users a smoother experience and providing greater flexibility for future expansions and upgrades.

In addition, EdCity has commissioned an independent information security consultancy to review the migration process and system operations of the STAR platform to enhance its information security. The consultancy's report confirms that EdCity's overall information security measures are satisfactory and, based on the consultants' recommendations, EdCity has implemented measures to further enhance information security.

System Architecture



In response to the constant need for system development and technology refresh, EdCity has newly established the System Architecture Department. The main objective of this department is to establish and implement unified system development standards and guidelines to improve development efficiency and quality. It ensures that the architecture and technical practices of each project meet the best industry standards, while enhancing innovation capacity, laying a solid foundation for future developments. Since its inception, the System Architecture Department has formulated three key technical guidelines covering change management for systems, secure coding, and project reviews for system development. These guidelines ensure that each development project operates within a highly secure and stable framework, supporting the standardisation of technical practices.

Moreover, the System Architecture Department has recently partnered with the Membership Department to revamp the designs of the membership database and related systems. This has significantly improved the stability and data protection capabilities of the membership system.

In terms of innovation, the System Architecture Department has launched an Application Programming Interface (API) for accessing popular Large Language Models (LLMs). At the same time, the department is actively exploring the application of AI in education, especially in self-directed learning among students. EdCity is currently conducting a feasibility study for developing an 'AI Learning Companion'. When these technologies achieve maturity, they will open up new possibilities for EdCity's services.

Sustainable Development



EdCity upholds a high standard of corporate governance, maintains reliable and accurate financial reporting, and emphasises social responsibility in order to ensure sustainable development.



▲ Management Retreat

Corporate Governance

Governance Structure

In 2023/24, the Board of Directors had 11 members, who were appointed by the shareholders. The Board is the highest governing body, overseeing the Company's strategic development and ensuring we operate in compliance with statutory requirements. Under the Board, the Executive Committee, chaired by the Official Director, regularly monitors and advises on the Company's operations, and oversees the business development of the Company. The Company effectively promotes its development and accomplishes its goals under the Board's direction.

During 2023/24, five Board Meetings and three Executive Committee Meetings were held, with attendance rates of 91% and 100%, respectively. There was also a Management Retreat, during which the management team introduced the activity plan to celebrate EdCity's 25th anniversary and discussed EdCity's student scheme, parent service and Parent App in the following year with the Board, in order to devise strategies for future development. The Strategic Task Force of Learning & Teaching Expo (LTE) appointed by the Board also held meetings to discuss the arrangement of the invitation for expression of interest for the

partnership for organising Learning & Teaching Expo in 2025 and onwards.

All Directors were required to make proper declarations of interest for the year. They contributed to the company on a pro-bono basis.

EdCity was reorganised in structure in 2023/24 to become a composition of four divisions: Technology, Services, Business and Communications, and Corporate Services respectively. Additional manpower responsible for handling work on content compliance was hired in order to strengthen the compliance of operations and online contents. The Technology Division also established the System Architecture Department to plan and coordinate system designs and system dependencies, improving the process of system development. Some departmental names were also renamed to better reflect their roles and service targets, so that they fulfil their respective roles and functions. As of 31 August 2024, the Company had a total headcount of 87. The up-to-date Organisation Structure is in Appendix 1.

Risk Management

Risk Management Policy has been in place. In 2023/24, the risk register was updated, and measures were implemented to address the identified risks. The internal audit plan was revised to assess and monitor potential risks in the changing business environment. Risk mitigation measures were implemented accordingly. During the year, EdCity conducted an audit of the migration process and system operations of the STAR platform. The audit results showed that there was no significant risk issue.

Starting from 2022-23, in line with the practice of education provision, all prospective employees were required to pass a sexual conviction record check as part of the employment process. Existing staff are also required to declare and clear their sexual conviction records on an annual basis. In 2023/24, a declaration of criminal conviction records was also added to the Job Application Form to further understand applicants' background. In addition, EdCity has included terms concerning obligations and undertakings of the Hong Kong National Security Law in its procurement contracts and partnership agreements to ensure suppliers and partners strictly comply with the law.

EdCity attaches the utmost importance to the contents of its website and release process of eBooks. To this end, EdCity established a Compliance Team and appointed designated staff to review the contents released by EdCity and third parties to ensure full compliance with the Company's policies and relevant laws and regulations. Meanwhile, EdCity organised a series of compliance training sessions, including the Hong Kong National Security Law seminar, an anti-corruption seminar, workshops covering the Personal Data (Privacy) Ordinance and content compliance, etc., to enhance all staff's awareness of compliance requirements.

To ensure that people of different races have equal opportunities to access our services, EdCity provides appropriate language services (including interpretation and translation) to those in need. EdCity has published its Policy on Promotion of Racial Equality, which is available in eight languages alongside the Chinese and English versions, on its website for public reference. EdCity also arranged related training for employees, to strengthen their awareness of anti-discrimination regulations, racial sensitivity and cultural diversity.

In accordance with the recommendations of the mandatory building inspection report, EdCity completed repair works in the office building, including waterproofing works on the roof, remedial works of external walls and interior concrete spalling, the drainage system, replacement of glass tiles of external walls and smoke doors, etc., making building structures and facilities safer in compliance with related laws and regulations. Meanwhile, EdCity's logo on the external walls was repainted to improve the corporate image.

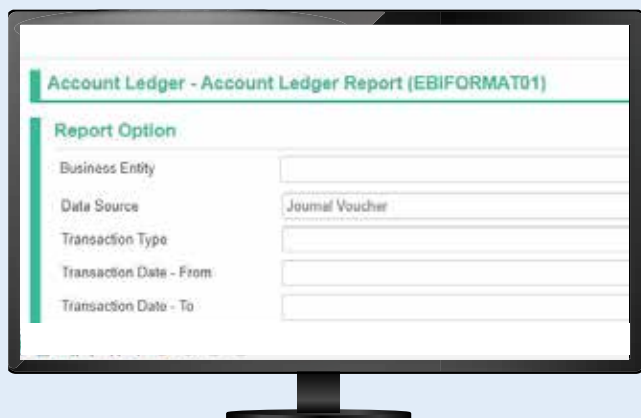


Company Operation Review

EdCity has replaced the Human Resources System and Employee Platform, strengthening all HR management functions. The payroll process was simplified by using online banking payment; digitalised employee personal records are maintained; and the security of the new system was enhanced. Staff can manage every application and submit it to supervisors for approval on the Employee Platform. Functions such as leave management, attendance management, personal details, etc. were upgraded to facilitate easier daily operations.



▲ Employee Platform



▲ New accounting system

The testing of the new accounting system was also completed, and it was launched for use this year. All data from the old accounting system was smoothly migrated to the new accounting system which offers greatly improved functionality. For example, it can generate an invoice and send it to the client, as well as prepare financial reports with greater flexibilities, hugely improving working efficiency. At the same time, EdCity implemented the use of online banking services for bill payment and salary payment during the year so that transactions are handled more efficiently.

In 2024, EdCity invited and reviewed quotations for the company’s secretarial services and has appointed Acclime Secretaries Limited for company secretary service from 1 June 2024. All statutory company records were smoothly transferred to the new company secretary.



▲ Staff Retreat

Staff Training and Team Building

As staff members are the most valuable assets of a company, EdCity strives to provide suitable staff development programmes to enhance the professional skills and knowledge of its staff members, in order to meet business needs and embrace the challenges ahead. EdCity revised the Training & Development Policy, which includes increasing the limit and maximum amount of the training subsidy in order to encourage and promote continuous learning among employees. Staff not only can join training courses by nomination from their supervisor, but they can also submit applications by themselves. In 2023/24, the Company continued to hold the staff retreat, with the theme of exploring the qualities of a good manager, as well as cultivating and strengthening

unity and cohesion among employees to enhance the Company's work efficiency and development. In addition, the Company organised various workshops and talks for all staff, with contents covering instructional design, MPF management, content compliance, occupational health exercise, procurement, etc. According to the needs of individual staff members, the Company also nominated personnel to participate in training courses, seminars and workshops organised by external training organisations, with themes such as project management, GPT learning and application platforms, generative artificial intelligence (GenAI), Hong Kong cyber security, etc. During the year, the average training time per staff member was approximately 3.76 days.



▲ Project Management Workshop

In 2023/24, employees from different departments formed the EdCity Recreation Committee aiming to promote various healthy recreational and social activities, including the Standard Chartered Hong Kong Marathon 2024, hiking, bowling, fruit days and Staff Sharing Activities — Positive Mindfulness Meditation. In addition, EdCity organised an annual dinner attended by all directors and staff.



▲ Standard Chartered Hong Kong Marathon



▲ Bowling



Pay Review

To maintain market competitiveness in recruiting and retaining talents, EdCity conducted an annual salary review of its staff members for 2023/24, including consideration of market pay trend reports, EdCity's financial status and internal factors. The Board approved the budget for salary increments and performance incentives for the year. The total remuneration of the top three tiers of management for 2023/24 was HK\$14.53 million.



▲ Annual Dinner



Financial Report

EdCity continues to maintain prudent and effective use of public money in compliance with statutory accounting requirements and maintains a healthy financial status, with adequate financial planning and control, as well as proper financial records.

In the 2023/24 financial year, the total income and expenditure of subvented activities was HK\$64,240,630. As of 31 August 2024, the Company had non-current assets of HK\$3,322,486 and current assets of HK\$32,398,919 in total. Net assets of the Company amounted to HK\$1,630,134. Overall, the Company continued to sustain a healthy and steady financial position. The liquidity was in very good status throughout the year, as cash and bank deposits amounted to HK\$ 29,361,956 as of 31 August 2024.

Income and Expenditure on Subvented Activities

The majority of EdCity's income is from the Government, and in the 2023/24 financial year, it amounted to HK\$54,265,269 — representing 84.5% of the total income. The remaining 15.5% of the total income amounted to HK\$9,975,361, generated through services provided by EdCity. Regarding the expenditure for subvented activities, Staff Costs totalled HK\$46,326,921, accounting for 72.1% of the total expenditure. Other expenses including HK\$5,822,683 for IT Expenses, HK\$7,121,438 for Business Expenses and HK\$4,969,588 for Administrative Expenses accounted for 9.1%, 11.1% and 7.7% of the total expenditure respectively.

As regards capital expenditure, EdCity spent HK\$1,127,806 to acquire fixed assets, including computer equipment, a human resources system revamp and office facilities.

Reserve

According to the Service Agreement dated 23 August 2023, EdCity is allowed to keep a reserve at a level capped at 25% of the current year's subvention. As of 31 August 2023, the accumulated unused subvention was HK\$11,928,160 and it was carried forward to 2023/24 as reserve. As of 31 August 2024, the accumulated reserve was HK\$13,798,653.

External Audit

In May 2024, Patrick Wong C.P.A. Limited, Chartered Accountants, Certified Public Accountants (Practising), Hong Kong, was reappointed as the Company auditors for this fiscal year, which was endorsed in the Annual General Meeting. The annual stocktaking exercise for all fixed assets was completed on 31 August 2024. The annual external audit and compliance audit for the year-ended 31 August 2024 were successfully completed, and full compliance with statutory requirements was achieved.

Corporate Social Responsibility

Shouldering corporate social responsibility to the community is one of EdCity's missions. EdCity continues to implement good people management measures. Our ongoing care for the community, employees and environment, improvement in the employee retirement benefits and promotion of family-friendly employment practices have been widely recognised with many awards. Apart from the Caring Company Logo 10 Years+ for 13 consecutive years, EdCity has also been authorised to display the 'Supportive Family-Friendly Good Employer' logo for three consecutive sessions (i.e., 2018, 2020 and 2024), and honoured as a Good MPF Employer 5 Years+ for ten consecutive years. Meanwhile, we are committed to providing a quality and safe workplace for our staff. In 2023/24, EdCity replaced office lighting fixtures and installed booster bumps at washrooms to improve the drainage system.



▲ EdCity has received awards for its care for the community, employees and environment



▲ EdCity has been authorised to display the 'Supportive Family-friendly Good Employer' logo for three consecutive sessions



▲ EdCity has been awarded the Caring Company Logo 10 Years+ for 13 consecutive years

For many years, EdCity has been promoting family-friendly policies such as paternity leave, marriage leave, compassionate leave, compensation leave, birthday leave, etc., and various occupational health measures to safeguard staff health and safety at work. This year, EdCity conducted an annual staff satisfaction survey to collect valuable opinions from staff on how to improve EdCity's working environment and implemented feasible measures. Moreover, EdCity began a pilot flexi-working hours scheme in March 2024 to address the individual and family needs of employees and this policy is officially implemented next year.

EdCity is committed to promoting environmental protection measures and actively encourages concerted efforts towards recycling of resources. Apart from recycling paper, plastic bottles and glass bottles to reduce material waste, the Company also implemented an office cleaning campaign during the year to sort out books, stationery and outdated documents and dispose of furniture that was damaged or lying idle. Those items that were useable were given to disadvantaged groups through the Salvation Army



▲ Books collected in the office cleaning campaign are donated to disadvantaged groups

Recycling Programme; old computers and accessories were donated to people in need after being refurbished by Caritas Computer Workshop.

This year, EdCity participated in an internship programme organised by tertiary institutions to provide students with summer or short-term internship opportunities, benefiting students from the Diploma of Applied Education and undergraduates in Computer Science from the Hong Kong University of Science and Technology, with the purpose of nurturing a new generation of talents for Hong Kong.

Aiming to promote the importance of social responsibility to vendors, EdCity stipulates procurement specifications requiring vendors to meet the minimum wage requirement, protect intellectual property rights and personal data, observe occupational health and safety standards, etc.



▲ Old computers and accessories are donated to the needy after refurbishment

Governance Structure

| Types of meetings | Meeting Attendance | |
|---|---------------------|---------------------|
| | Board | Executive Committee |
| Meeting Attendees | | |
| Mr Armstrong Lee Hon Cheung (Chairman) ⁽¹⁾ | 5/5 | 3/3 |
| Ms Teresa Chan Mo Ngan ⁽²⁾ (including attendance by alternate) | 5/5 | 3/3 |
| Ms Choi Man Yee ⁽³⁾ | 5/5 | N/A |
| Mr Ned Au Tsun | 4/5 | N/A |
| Dr Sylvia Chan May Kuen, MH ⁽³⁾ | 5/5 | 3/3 |
| Ms Carmen Ho Tsz Mei | 5/5 | N/A |
| Prof. Morris Jong Siu Yung | 4/5 | N/A |
| Mr Stanley Kam Wai Ming | 4/5 | N/A |
| Professor Kong Siu Cheung | 5/5 | N/A |
| Ms Irene Leung Shuk Yee | 5/5 | N/A |
| Mr Howard Ling Ho Wan, MH | 3/5 | N/A |
| Mr Ken Ngai Yuen Keung ⁽⁴⁾ | 5/5 (In attendance) | 3/3 |
| Mr Foster Yim Hong Cheuk | 5/5 | N/A |
| Average Attendance Rate | 91% | 100% |

Auditors

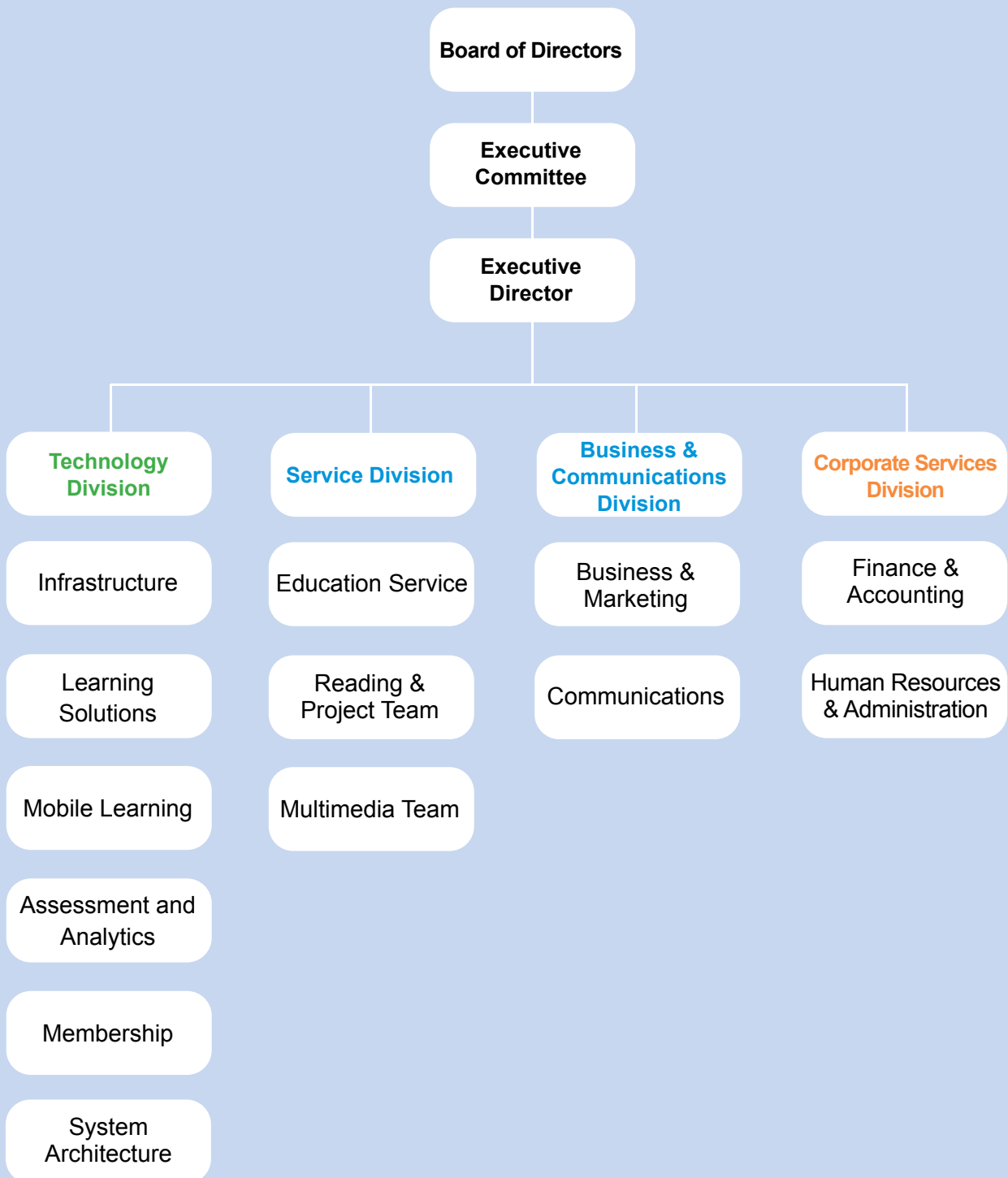
Patrick Wong C.P.A. Limited

Company Secretary

Acclime Secretaries Limited

Notes

- (1) Mr Armstrong Lee Hon Cheung is the Chairman of the Board. He is also a member of Executive Committee.
- (2) Ms Chan Mo Ngan Teresa is the Official Director, an ex-officio member in the Board. She is also the Chairperson of the Executive Committee. Her alternate is Ms Choi Man Yee.
- (3) Dr Sylvia Chan May Kuen is a member of the Executive Committee.
- (4) Mr Ken Ngai who is the Executive Director of Hong Kong Education City Limited, is an ex-officio member of Executive Committee. He is not a Board member but is required to attend the Board meetings.



Board of Directors



**Mr Armstrong Lee
Hon Cheung (Chairman)**

Managing Director, Worldwide
Consulting Group Company Limited



**Ms Teresa Chan
Mo Ngan**

Deputy Secretary for Education,
Education Bureau



**Dr Sylvia Chan
May Kuen, MH**

Principal, Ying Wa
Primary School



**Professor Morris
Jong Siu Yung**

Professor of Department of
Curriculum and Instruction;
Director of Centre for Learning
Sciences and Technologies, The
Chinese University of Hong Kong



**Professor Kong
Siu Cheung**

Research Chair Professor
of E-Learning and Digital
Competency, Department of
Mathematics and Information
Technology; Director,
Artificial Intelligence and
Digital Competency Education
Centre, The Education
University of Hong Kong



**Professor Howard Ling
Ho Wan, MH**

Professor of Practice, Hong
Kong Baptist University;
Associate Director,
Entrepreneurship & Innovation
Centre; Chief Consultant,
Impact Incubator



**Mr Stanley Kam
Wai Ming**

Principal, HKSKH Bishop
Hall Secondary School



**Ms Irene Leung
Shuk Yee**

Head of Charities,
The Hong Kong Jockey Club



**Mr Foster Yim
Hong Cheuk**

Barrister-at-law,
Liberty Chambers



**Ms Carmen Ho
Tsz Mei**

Director, Boundless
Literacy Foundation



Mr Ned Au Tsun

Senior Partner in Advisories
of Specialised Subjects,
Corporate Governance,
Internal Control, and Financial
and Risk Management

DIRECTORS' REPORT

HONG KONG EDUCATION CITY LIMITED

The directors have pleasure in submitting their annual report together with the audited financial statements for the year ended 31 August 2024.

PRINCIPAL ACTIVITIES The principal activities of Hong Kong Education City Limited (the 'company') are developing and enhancing the education portal, organizing educational and cultural activities, providing IT support for schools, and developing e-business to empower the education market.

RESULTS AND RECOMMENDED DIVIDENDS The financial performance of the company for the year ended 31 August 2024 and financial position at that date are set out in the financial statements on pages 5 to 27. The directors do not recommend the payment of a dividend.

DIRECTORS The directors of the company during the year were as follows:-

CHOI Man Yee (an alternate director to CHAN Mo Ngan Teresa)

CHAN May Kuen Sylvia

CHAN Mo Ngan Teresa

JONG Siu Yung

KAM Wai Ming

LEUNG Shuk Yee Irene

AU Tsun

HO Tsz Mei

KONG Siu Cheung

LEE Hon Cheung

LING Ho Wan Howard

YIM Hong Cheuk Foster

All directors retire in accordance with the company's Articles of Association but, being eligible, offer themselves for re-election.

BUSINESS REVIEW The company falls within reporting exemption for the financial year. Accordingly, the company is exempted from preparing a business review.

PERMITTED INDEMNITY PROVISION A permitted indemnity provision (as defined in section 469 of the Hong Kong Companies Ordinance) for the benefit of one or more directors of the company is currently in force and was in force throughout the year.

DIRECTORS' INTERESTS IN TRANSACTIONS, ARRANGEMENTS AND CONTRACTS OF SIGNIFICANCE

No transactions, arrangements and contracts of significance to which the company was a party and in which a director of the company had a material interest, whether directly or indirectly, subsisted at the end of the year or at any time during the year.

DIRECTORS' RIGHTS TO ACQUIRE SHARES OR DEBENTURES At no time during the year was the company a party to any arrangements to enable the directors of the company to acquire benefits by means of the acquisition of shares in, or debentures of, the company or any other body corporate.

AUDITORS The auditor, Patrick Wong C.P.A. Limited, Chartered Accountants, Certified Public Accountants (Practising), retire at the Annual General Meeting but, being eligible, offer themselves for re-appointment.

Hong Kong

17 December 2024

INDEPENDENT AUDITOR'S REPORT**TO THE MEMBERS OF HONG KONG EDUCATION CITY LIMITED
(INCORPORATED IN HONG KONG WITH LIMITED LIABILITY)****Opinion**

We have audited the financial statements of Hong Kong Education City Limited (the 'company') set out on pages 5 to 27, which comprise the statement of financial position as at 31 August 2024, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of material accounting policy information.

In our opinion, the financial statements give a true and fair view of the financial position of the company as at 31 August 2024, and of its financial performance and cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standards ('HKFRSs') issued by the Hong Kong Institute of Certified Public Accountants ('HKICPA') and have been properly prepared in compliance with the Hong Kong Companies Ordinance.

Basis for opinion

We conducted our audit in accordance with Hong Kong Standards on Auditing ('HKSAs') issued by the HKICPA. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the HKICPA's Code of Ethics for Professional Accountants (the 'Code'), and we have fulfilled our other ethical responsibilities in accordance with the Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Information other than the financial statements and auditor's report thereon

The directors are responsible for the other information. The other information comprises the information included in the directors' report, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF HONG KONG EDUCATION CITY LIMITED
(INCORPORATED IN HONG KONG WITH LIMITED LIABILITY) (CONTINUED)

Responsibilities of directors and those charged with governance for the financial statements

The directors are responsible for the preparation of the financial statements that give a true and fair view in accordance with HKFRSs issued by the HKICPA and the Hong Kong Companies Ordinance, and for such internal control as the directors determine are necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the company's financial reporting process.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. This report is made solely to you, as a body, in accordance with Hong Kong Companies Ordinance, and for no other purposes. We do not assume responsibility towards or accept liability to any other person for the contents of this report. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with HKSAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF HONG KONG EDUCATION CITY LIMITED
(INCORPORATED IN HONG KONG WITH LIMITED LIABILITY) (CONTINUED)

As part of an audit in accordance with HKSAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

PATRICK WONG C.P.A. LIMITED
Certified Public Accountants**Tsang Cheuk Fung Andy**

FCPA (Practising), ACA, MSCA

Certified Public Accountant (Practising), Hong Kong

Practising Certificate Number : P06369

Hong Kong, 17 December 2024

Ref : H426/A/PW/AT/1345/1764/486

STATEMENT OF COMPREHENSIVE INCOME

HONG KONG EDUCATION CITY LIMITED
YEAR ENDED 31 AUGUST 2024

| | Notes | 2024 \$ | 2023 \$ |
|---|-------|--------------|--------------|
| Revenue | 6 | 253,886 | - |
| Project cost | | (253,886) | - |
| | | - | - |
| Other income | 7 | 64,351,496 | 57,017,678 |
| Administrative expenses | | (64,240,630) | (57,011,465) |
| Profit before tax | 8 | 110,866 | 6,213 |
| Income tax income | 9 | 25,153 | 58,978 |
| Profit for the year | | 136,019 | 65,191 |
| Other Comprehensive income: | | | |
| Items that will not be reclassified subsequently to profit or loss: | | | |
| Changes in general reserves | | | |
| - Utilization in staff activities | | (65,884) | (59,873) |
| Total comprehensive Income for the year | | 70,135 | 5,318 |

如欲查看本年度之詳細核數報告及附註詳情，請聯絡本公司。

STATEMENT OF FINANCIAL POSITION

HONG KONG EDUCATION CITY LIMITED
YEAR ENDED 31 AUGUST 2024

| | Notes | 2024 \$ | 2023 \$ |
|--|-------|--------------------|--------------------|
| Non-current asset | | | |
| Property, plant and equipment | 11 | 3,322,486 | 3,673,570 |
| Current assets | | | |
| Trade and other receivables | | | |
| - Account receivables | | 2,026,135 | 2,236,328 |
| - Deposits and prepayments | | 1,010,828 | 1,322,412 |
| Time deposit with original maturity over 3 months | | 7,200,000 | 11,076,979 |
| Bank and cash balances | 12 | 22,161,956 | 13,333,223 |
| | | 32,398,919 | 27,968,942 |
| Deduct: - | | | |
| Current liabilities | | | |
| Trade and other payables | | | |
| - Creditors and accrued charges | | 8,795,453 | 6,360,346 |
| Other deferred income | | 4,022,927 | 3,761,330 |
| Government subvention related to income | | 16,214,200 | 14,838,418 |
| Provision for annual leave and contract end gratuity | 14(a) | 1,378,214 | 1,070,815 |
| Current portion of government subvention related to assets | | 1,462,490 | 1,457,877 |
| | 14(b) | 31,873,284 | 27,488,786 |
| Net current assets | | 525,635 | 480,156 |
| Total assets less current liabilities | | | |
| | | 3,848,121 | 4,153,726 |
| Non-current liabilities | | | |
| Deferred tax liabilities | 13 | - | 25,153 |
| Government subvention related to assets | 14(b) | 1,859,999 | 2,215,696 |
| Provision for contract end gratuity and long service payment | | 357,988 | 352,878 |
| | | (2,217,987) | (2,593,727) |
| Net assets | | 1,630,134 | 1,559,999 |

STATEMENT OF FINANCIAL POSITION

HONG KONG EDUCATION CITY LIMITED
YEAR ENDED 31 AUGUST 2024 (CONTINUED)

| | Notes | 2024 \$ | 2023 \$ |
|--------------------------|-------|------------------|------------------|
| Equity | | | |
| Share capital | | | |
| - Issued and full Paid:- | | | |
| - 2 ordinary shares | | 2 | 2 |
| Reserves | | | |
| Accumulated profits | | 1,615,616 | 1,551,970 |
| General reserve | 15 | 14,516 | 8,027 |
| | | 1,630,132 | 1,559,997 |
| | | | |
| Total equity | | 1,630,134 | 1,559,999 |

Approved by

Lee Hon Cheung
Director

Chan Mo Ngan Teresa
Director

STATEMENT OF CASH FLOWS

HONG KONG EDUCATION CITY LIMITED
YEAR ENDED 31 AUGUST 2024

| | Notes | 2024 \$ | 2023 \$ |
|---|-------|-------------------|---------------------|
| Operating activities | | | |
| Profit before tax | | 110,866 | 6,213 |
| Adjustments for: | | | |
| - Depreciation | | 1,478,890 | 1,692,707 |
| - Interest income | | (1,391,294) | (721,087) |
| - Government subvention income | | (54,265,269) | (47,574,136) |
| - Increase in provision for annual leave and contract end gratuity | | 312,509 | 121,753 |
| Operating loss before working capital changes | | (53,754,298) | (46,474,550) |
| Decrease in account receivables | | 210,193 | 44,745 |
| Decrease in deposits and prepayments | | 311,584 | 316,004 |
| Increase in creditors and accrued charges | | 2,435,107 | 791,257 |
| (Decrease)/increase in other deferred income | | 261,597 | (155,848) |
| Increase in government subvention related to income | | 55,575,167 | 45,840,267 |
| Decrease in government subvention related to assets | | (351,084) | (576,372) |
| Net cash from/ (used in) operating activities | | 4,688,266 | (214,497) |
| Investing activities | | | |
| Interest received | | 1,391,294 | 721,087 |
| Purchase of property, plant and equipment | | (1,127,806) | (1,116,335) |
| Settlement/(placement) of time deposit with original maturity over 3 months | | 3,876,979 | (11,076,979) |
| Net cash from / (used in) investing activities | | 4,140,467 | (11,472,227) |
| Net increase/(decrease) in cash and cash equivalents | | 8,828,733 | (11,686,724) |
| Cash and cash equivalents at beginning of the year | | 13,333,223 | 25,019,947 |
| Cash and cash equivalents at end of the year | 12 | 22,161,956 | 13,333,223 |

INCOME AND EXPENDITURE OF SUBVENTED ACTIVITIES AND NON-SUBVENTED ACTIVITIES

HONG KONG EDUCATION CITY LIMITED
YEAR ENDED 31 AUGUST 2024

| | Subvented Activities HK\$ | Non-subvented Activities HK\$ | Total HK\$ |
|---|---|----------------------------------|---------------|
| Project Income | - | 253,886 | 253,886 |
| Project Cost | - | (253,886) | (253,886) |
| <hr style="border-top: 1px dotted black;"/> | | | |
| Gross Profit | - | - | - |
| | | | |
| Other Income | | | |
| - Government subvention income | 54,265,269 | - | 54,265,269 |
| - Bank interest income | 1,280,428 | 110,866 | 1,391,294 |
| - Online Question Bank for Learning Assessment income | 3,860,529 | - | 3,860,529 |
| - eRead income | 4,291,467 | - | 4,291,467 |
| - Sundry income | 542,937 | - | 542,937 |
| | <hr style="border-top: 1px dotted black;"/> | 110,866 | 64,351,496 |
| | 64,240,630 | 110,866 | 64,351,496 |
| <hr style="border-top: 1px dotted black;"/> | | | |
| Administrative expenses | | | |
| - Staff costs | 46,326,921 | - | 46,326,921 |
| - IT expenses | 5,822,683 | - | 5,822,683 |
| - Business expenses | 7,121,438 | - | 7,121,438 |
| - Administrative expenses | 4,969,588 | - | 4,969,588 |
| | <hr style="border-top: 1px dotted black;"/> | - | 64,240,630 |
| | 64,240,630 | - | 64,240,630 |
| <hr style="border-top: 1px dotted black;"/> | | | |
| Profit before tax | - | 110,866 | 110,866 |

EdCity is committed to providing teachers and the public with high quality services. We take great concerns on user comments and satisfaction. In order to enhance our services and satisfy the needs of users, we set out the following targets:

| Category | Service | Target | Achievement |
|------------------------------------|--|---|-----------------|
| User Account Opening/ Registration | · Process user account application (online application) | · Within 1 working day | · 100% achieved |
| | · Review and endorse School Account and Principal Personal Account application (written application) | · Within 3 working days upon all the required information and supporting documents being received | · 100% achieved |
| Web Service | · Provide accessible and stable web service | · 99.9% (24 hours every day and 7 days in every week in normal operation) | · 90% achieved |
| | · Inform user of scheduled maintenance work/ service suspension of web server | · 14 calendar days in advance | · 100% achieved |
| | · Resume web service in case of system failure | · Within 2 hours (excluding un-controllable external factors) | · 100% achieved |
| Customer Service | · Response to voicemail enquiries at the hotline on working days | · Reply within 3 hours (recorded before 3pm) / Reply before 12pm on the next working day (recorded after 3pm) | · 100% achieved |
| | · Handle written (including emails) enquiries | · Within 7 working days | · 100% achieved |
| | · Handle written complaints | · Issue acknowledgement within 3 working days and reply within 20 working days | · 100% achieved |
| Publication | · Publication of annual report | · Within 4 months after the end of the financial year | · 100% achieved |

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