



HONG KONG PUBLIC OPINION RESEARCH INSTITUTE
香港民意研究所

Address: 3rd Floor, SPA Centre, 53-55 Lockhart Road, Wanchai, Hong Kong
地址: 香港灣仔駱克道 53-55 號恆澤商業大廈 3 樓
Website 網址: pori.hk

Hong Kong Public Opinion Research Institute Limited (HKPORI)

Shareholder's Pledge

This shareholder's pledge (the "**Shareholder's Pledge**") is made on the twenty-second (22nd) day of October 2019 by the sole shareholder (the "**Shareholder**") of the Hong Kong Public Opinion Research Institute Limited (the "**Company**") but it is effectively dated back to the fourth (4th) day of May 2019 when the Company started to operate.

In line with the Company's mission and vision as shown in the fact sheet attached, the Shareholder hereby pledges as follows:

1. The objects of the establishment of the Company are exclusively to promote, develop and conduct social surveys, electoral studies and public opinion research and analysis, develop and advance education, knowledge and technology on the same, and to promote and advance any other purposes of a related nature beneficial to the growth and development of the Hong Kong community as a civic society (the "**Objects**").
2. The application of the Company's funds is limited to the attainment of the Objects.
3. The incomes and properties of the Company will not be distributed among any Shareholder now or in future.
4. Upon the dissolution of the Company, the remaining assets of the Company shall be donated to The Community Chest of Hong Kong.
5. The Company shall keep all records of income and expenditure, including but not limited to proper accounting books and compilation of annual financial statements.



[CHUNG Ting Yiu Robert]



HONG KONG PUBLIC OPINION RESEARCH INSTITUTE
香港民意研究所

Address: 3rd Floor, SPA Centre, 53-55 Lockhart Road, Wanchai, Hong Kong

地址: 香港灣仔駱克道 53-55 號恆澤商業大廈 3 樓

Website 網址: pori.hk

Fact Sheet about Hong Kong Public Opinion Research Institute Limited

This fact sheet gives more background information about the operating philosophy of the Hong Kong Public Opinion Research Institute Limited (the “**Institute**”) but this is technically not part of the Shareholder’s Pledge.

1. The Institute has branded itself as a civic society conscientious enterprise, it aspires to become Hong Kong’s parallel of the National Opinion Research Center (NORC) at the University of Chicago, the Roper Center for Public Opinion Research at Cornell University, the YouGov-Cambridge Centre for Public Opinion Research at Cambridge University, among others.
2. The Institute actively seeks partners and associates in all areas of opinion research to further its mission as a civic society conscientious enterprise. It is happy to transfer its knowledge, technology and developmental ideas to any person or organization which shares its vision and mission. If and when there are well received public standards of “conscientious enterprise”, it will restrict its partnership with these organizations only.
3. In generic terms, a “conscientious enterprise”¹ should uphold the highest level of professional and ethical standards in:
 - (a) treating its staff;
 - (b) working with its partners including volunteers and co-workers;
 - (c) serving the community, local, national, regional and global;
 - (d) protecting the human race in terms of social and environmental concerns.

In other words, profit-making should not be the primary goal of the enterprise, whereas corporate social responsibility, socially responsible investing, environmental sustainability, promotion of open source and knowledge commons, should all be part of its corporate values.

¹ The concept is similar to, but much broader than, the concept of “conscious business” or “conscious capitalism” as explained in https://en.wikipedia.org/wiki/Conscious_business.



HONG KONG PUBLIC OPINION RESEARCH INSTITUTE
香港民意研究所

Address: 3rd Floor, SPA Centre, 53-55 Lockhart Road, Wanchai, Hong Kong

地址: 香港灣仔駱克道 53-55 號恆澤商業大廈 3 樓

Website 網址: pori.hk

4. Some of the many self-imposed standards of “conscientious enterprise” include:
 - (a) All incomes and properties of the Institute will be used for promoting public good;
 - (b) All staff and volunteer members of the Institute will be treated fairly according to prevailing standards of “conscientious enterprise” above the minimum requirements of prevailing labour laws;
 - (e) Shareholder(s) of the Institute by virtue of their shareholder status will not take any share in the income and property of the Institute during its operation or after its dissolution;
 - (f) The Institute will periodically compile activity and financial reports for public consumption in order to achieve transparency and accountability.

5. The Institute will solicit as much public support as possible through subscriptions and other forms of sponsorship, so that members of the civic society can shape the development of the Institute and collectively own the Institute de facto.