



2024 Sustainability Report



HOW IT WORKS?

1. Drop off your old case at CASETiFY STUDIO.
2. We will recycle or properly dispose the case through E-Tech Management.



1	MESSAGE FROM OUR CEO	P3
2	ABOUT US	P4
3	SUSTAINABILITY GOVERNANCE & RISK MANAGEMENT	P6
4	OUR MATERIALITY APPROACH	P8
5	OUR SUSTAINABILITY STRATEGY AND HIGHLIGHT	P11
6	REDUCING OUR ENVIRONMENTAL IMPACT	P15
7	DRIVING A RESPONSIBLE SUPPLY CHAIN	P22
8	EMPOWERING OUR PEOPLE AND COMMUNITIES	P26
9	ABOUT THIS REPORT	P34



WESLEY NG
Chief Executive Officer
Chairman of Sustainability Committee

MESSAGE FROM OUR CEO

“Sustainability is both a responsibility and calling for us to take action and make lasting change”

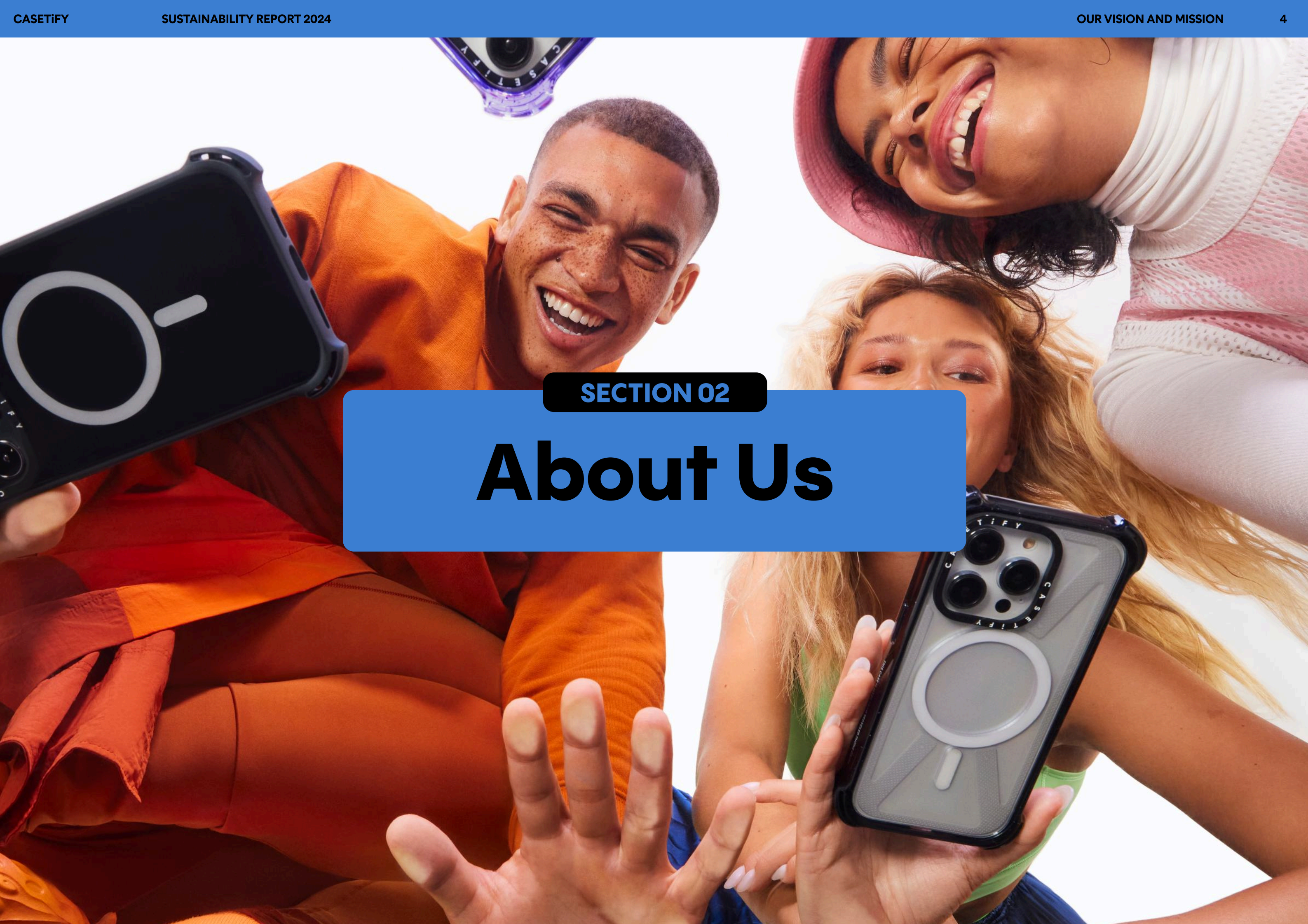
When we started CASETiFY, we set out to create products that help people express themselves. Today, that vision has evolved into something bigger - a responsibility to ensure that creative expression doesn't come at the cost of our planet's future. As I share our first sustainability report, I'm both proud of our progress and clear-eyed about the work ahead.

The reality is, we're still learning and growing. Our expansion in 2024, with new global retail presence and our Travel line launch, demonstrates the growing impact we can have. We know our products need to do more than just look good - they must perform flawlessly while respecting our planet. We've shown this is possible: since 2021, our community has helped us recycle over 2.1 million phone cases. This achievement proves that sustainable choices don't require compromising on quality or creativity.

This year marks a crucial milestone as we establish our formal sustainability strategy. Through this report, we're committing to transparency about both our achievements and challenges. We believe honest dialogue builds trusted relationships with our stakeholders, and we want to share our complete journey - including the hurdles we face in balancing premium product performance with environmental responsibility.

Looking ahead, we're setting ambitious but achievable goals. We're investing in optimizing our logistics to reduce our product footprint, strengthening local community engagement, deepening our collaboration with artists, and enhancing our take-back program. Our focus remains on delivering products that meet the highest standards of both protection and sustainability.

As we tackle these challenges head-on, we recognize our unique position to drive lasting change. This isn't a solo journey - we're actively partnering with our suppliers, customers, and communities to innovate solutions. Together, we're proving that creative expression and environmental responsibility can go hand in hand.



SECTION 02

About Us

OUR VISION

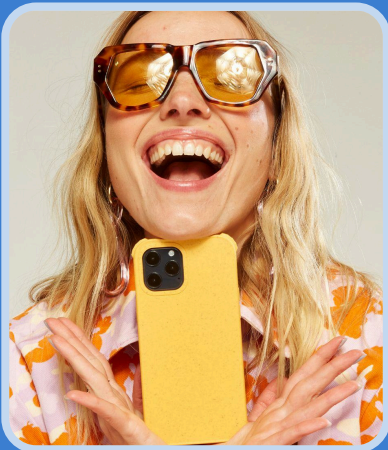
We Integrate Art And Technology In Exciting New Ways To Inspire Creativity For Everyone, Everywhere, Everyday.

OUR MISSION

CASETiFY was born with a mission to rebuild and remodel how we see and use our tech accessories in the world. Our goal was to make protective cases that were covetable, sleek and unique, that were less of a bulky burden and more of a style statement, no matter what your style is. Now 14 years later, CASETiFY has emerged as one of the fastest growing lifestyle brands in the world known for our creative and customizable phone cases and accessories, driven by an extraordinary vision to become the world’s #1 lifestyle brand¹:

From our Hong Kong headquarters, we've successfully expanded our creative footprint across major markets, establishing a strong presence around the world. What started in Hong Kong has evolved into an international movement, earning global recognition for our innovative approach to personalized tech accessories and phone cases, and now suitcases.

Our approach has revolutionized how people view their everyday items, transforming them from mere utilities into powerful tools of self-expression, turning tech accessories into a canvas for imagination. Through our signature blend of artistic innovation and premium quality, we have built a passionate community of users who share our vision of authentic self-expression through design.



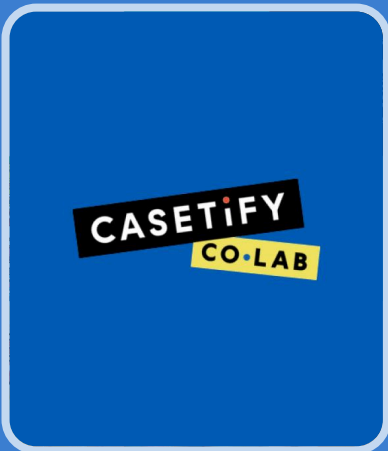
20M+
Devices
Protected Worldwide



500+
Global Artist
Collaborations



50+
CASETiFY
Studios
Globally



300+
Global CoLab
Collaborations

¹ Figures updated as of November 2024.

SECTION 03

Sustainability Governance & Risk Management

Governance Structure

As a rapidly growing and evolving business, a solid yet agile governance framework is pivotal to our success. Setting up oversight mechanisms and assigning responsibilities to different levels of our team was therefore one of the first things we did when we began our sustainability journey.



Sustainability Committee

- Established in 2024 to lead the growing sustainability commitments and ambitions of CASETiFY.
- Chaired by our CEO and Managing Director respectively, the committee comprises seven department heads from various functions to ensure all faces of the business join hands in our sustainability journey.
- Meeting twice a year to provide oversight and leadership on sustainability strategy, including the formulation and implementation of related policies and practices.



Sustainability Team

- Support the Sustainability Committee in implementing and monitoring the sustainability strategy initiatives.
- Report to the Sustainability Committee regularly to update on implementation progress and provide recommendations on sustainability matters.

Climate Risk Management

We are aware of the impacts that climate risks may pose to our business. In 2024, we have conducted preliminary assessment based on industry risks and inherent risks of our operating locations to identify top climate-related risks that will be material to the business, which were reviewed and endorsed by the Sustainability Committee.

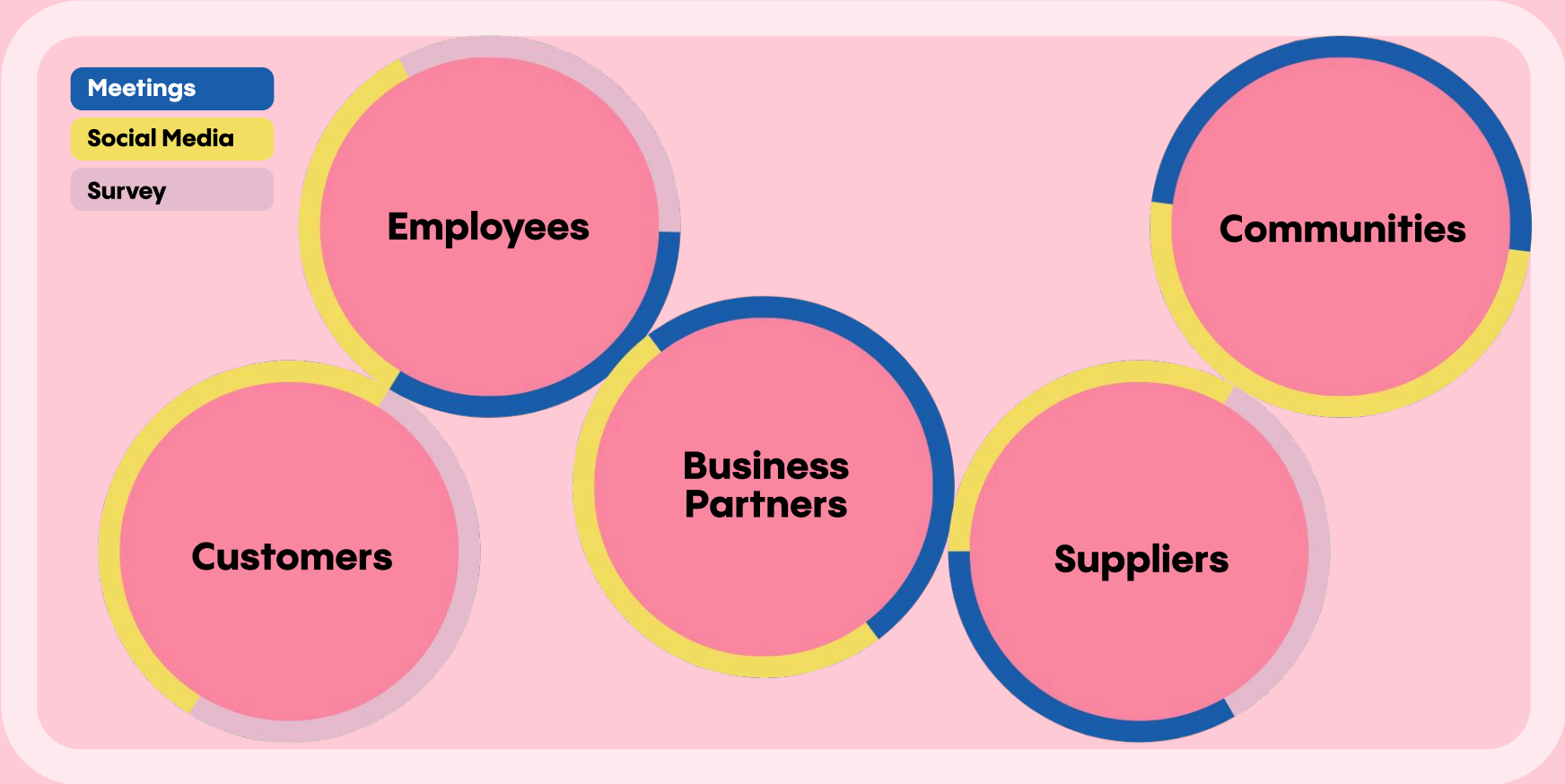
	DRIVERS	IMPACTS ON CASETiFY
TRANSITION RISKS	Product Environmental Regulations	• Potential restrictions on communication of product sustainability performance. • Potential shift towards alternative materials.
	Increased Stakeholder Concern	• Growing expectations from customers, employees, governments and communities may demand more comprehensive sustainability commitment and strategy, along with transparent disclosures.
TRANSITION OPPORTUNITIES	Transition To Low-Emission Technology Materials	• Transition to low-carbon and more sustainable materials, technologies, and processes to reduce our impact on climate change.
	Shift In Consumer Preferences	• Shifts in market preferences towards more sustainable and ethical products may change the way of how we design and produce our products.
PHYSICAL RISKS	Rising Mean Temperature	• Higher cooling demand and energy consumption in our facilities.
	Extreme Heat	• Influence to retail business due to reduced foot traffic.
	Floods Tropical Cyclones Wildfire	• Operational disruption to retail business during extreme weather events due to store closure. • Damage to facilities and goods due to floods or fire. • Disruption to logistics within supply chain causing delays in shipments.

SECTION 04

Our Materiality Approach

Stakeholder Engagement

We value our interactions with the community and key stakeholders who play important roles in our business journey. Through meetings, surveys, and social media platforms, we actively listen to our stakeholders about their expectations, priorities, and suggestions.



Materiality Assessment

01 Identify	02 Prioritise	03 Validate	04 Integrate
Identify potential sustainability topics based on global and industry megatrends and benchmarking	Assess the topics' significance to our business via internal and external stakeholder engagement	Validate materiality results with Sustainability Committee	Integrate key material topics to our sustainability strategy and initiatives

Materiality assessment helps us identify and prioritize sustainability topics that are most important to us. In the inaugural assessment conducted in 2024, we took a four-step approach to identify, prioritize, validate and integrate topics via research and stakeholder consultation. Factors such as sustainability landscape, industry trends, and diverse stakeholder inputs were considered in the assessment. The results were then validated by the Sustainability Committee to confirm the relevance of the topics.

As such, we ensure our sustainability focuses reflect both global standards and internal priorities, integrating both organizational goals and stakeholder expectations into our strategic planning.

Materiality Assessment

The materiality assessment results gave us an overview of which sustainability topics matter the most to us. It provided valuable insights to the development of our sustainability strategy and allocation of resources to create the most impacts.

Tier 1 (Most Important)

ENVIRONMENTAL TOPICS

- Materials

SOCIAL TOPICS

- Diversity and Inclusion
- Labour Rights

GOVERNANCE TOPICS

- Product and Innovation
- Product Quality and Safety

Tier 2

ENVIRONMENTAL TOPICS

- Circular Economy
- Marketing and Labeling

SOCIAL TOPICS

- Employment Practice
- Occupational Health and Safety
- Training and Education

GOVERNANCE TOPICS

- Cyber Security and Privacy
- Supply Chain Management

Tier 3

ENVIRONMENTAL TOPICS

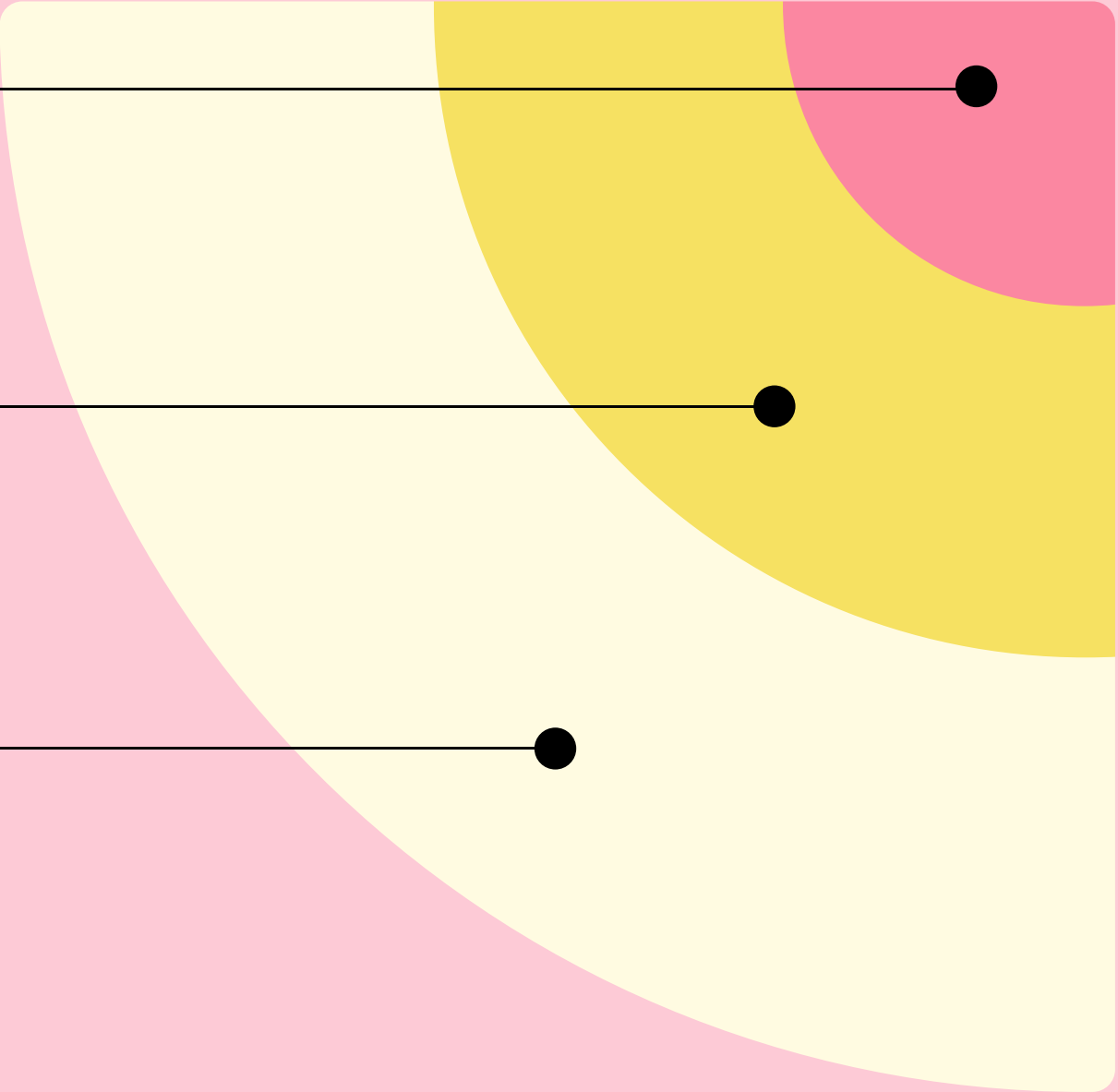
- Climate Change
- Energy
- Greenhouse Gas (“GHG”) Emissions

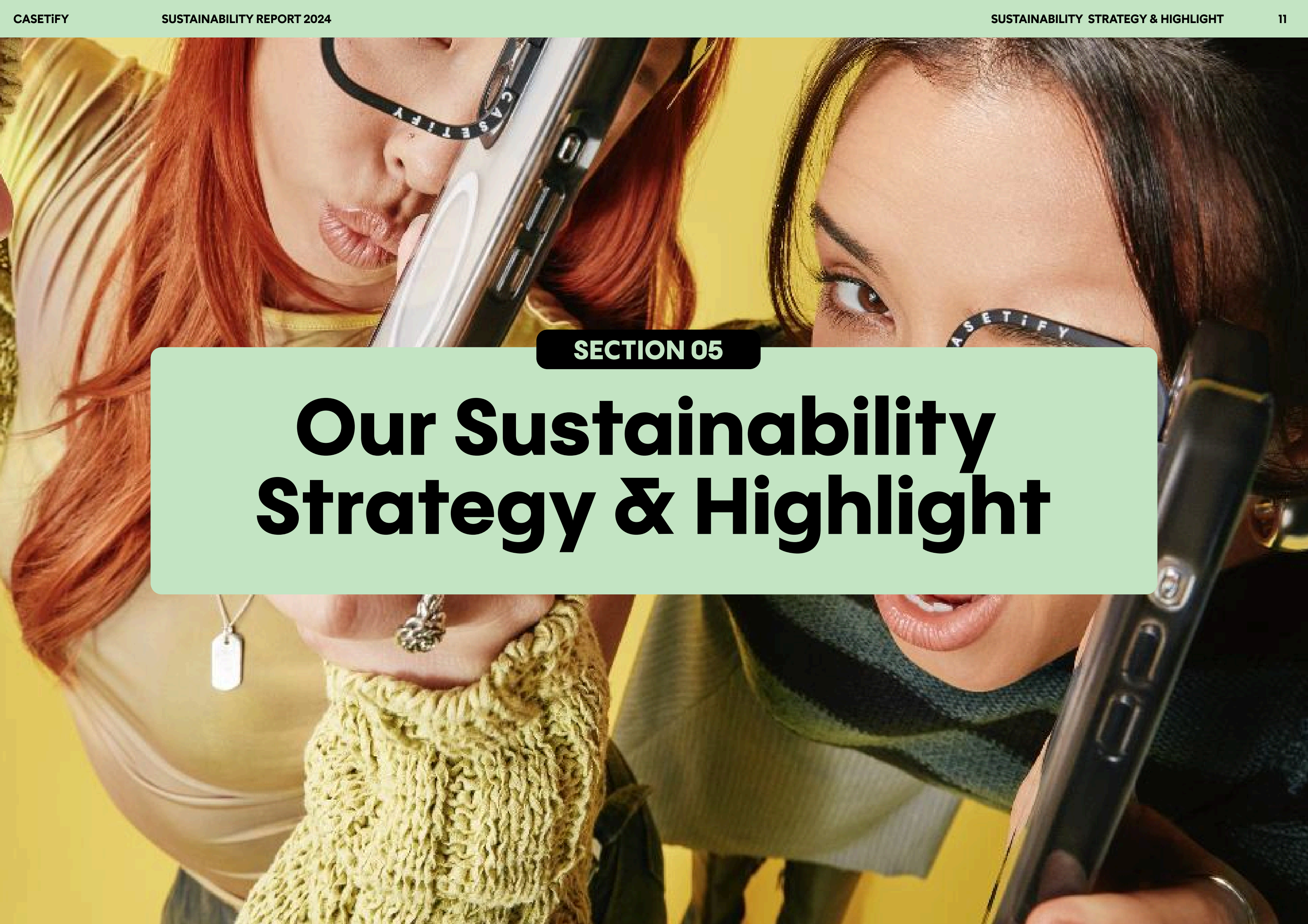
SOCIAL TOPICS

- Local Community

GOVERNANCE TOPICS

- Corporate Governance & Ethics





SECTION 05

Our Sustainability Strategy & Highlight

Sustainability Pillars of Focus

We are committed to building a sustainable future by integrating innovation and continuous improvement into our fast-growing lifestyle brand. Our strategy centers on collaborative action, working closely with partners, employees, customers, and communities to drive meaningful change across our key sustainability priorities.

We are in the process of defining and setting goals to steer our sustainability performance going forward. We began with understanding our baseline and discussing our goals internally and have set three sustainability goals in the areas of waste, GHG emissions and electricity consumption. Moving forward, progress against the targets will be monitored regularly and reported to the Sustainability Committee.



Reducing Our Environmental Impact

Minimize our footprints on waste and emissions with active partnerships and collaborations



Driving A Responsible Supply Chain

Uphold supplier standards and optimize production process through innovation and engagement



Empowering Our People And Communities

Engage our people and communities to instil a culture of sustainability

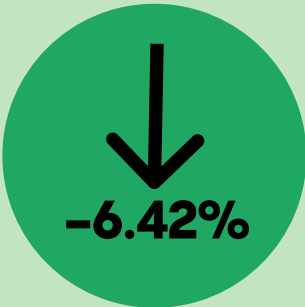
Our Targets

Target

Short Term

Long Term

Electricity Intensity



Retail stores and offices in Hong Kong:
Reduce electricity intensity by GFA by 6.42% by 2030

Production site in Hong Kong:
Reduce electricity intensity by product produced by 6.42% by 2030

Scope 2 Carbon Emission Intensity

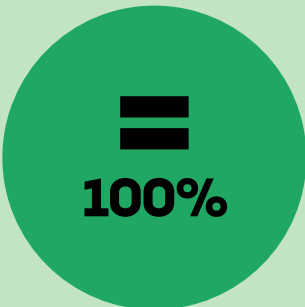


Retail stores and offices in Hong Kong:
Reduce GHG intensity by GFA by 22% by 2030

Production site in Hong Kong:
Reduce GHG intensity by product produced by 22% by 2030

Achieve carbon neutrality by 2050

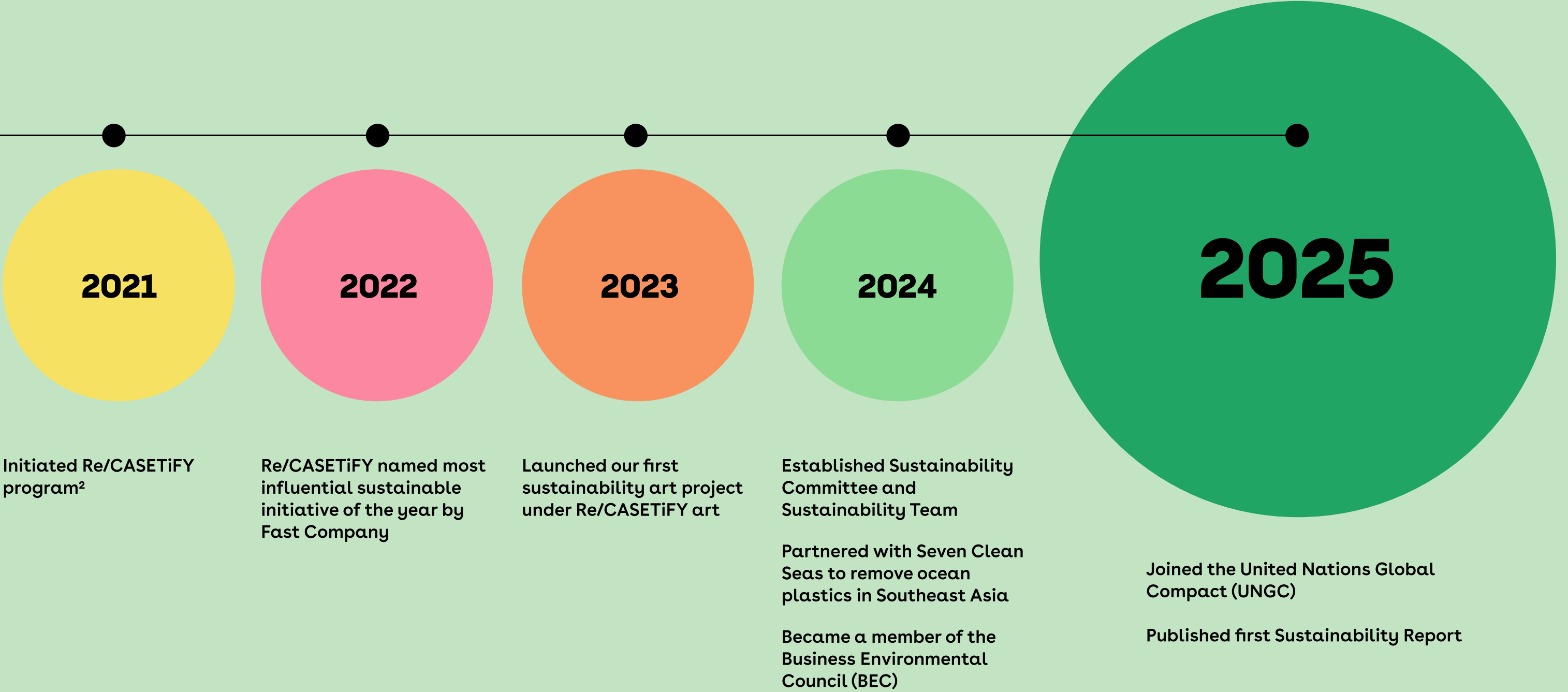
Waste



Maintain recycling rate of 100% for production waste in Hong Kong by 2030

Electricity intensity and emission intensity targets are set using 2024 as baseline year.

Our Achievements and Progress



² Re/CASETiFY is a recycling initiative that brings a second life to discarded phone cases. Please refer to section 6 for more details.

Awards & Key Achievements

Our sustainability pledge drives us to continuously improve in what we do. We are delighted to share some key achievements from our journey – none of which would have been possible without the dedication of our team and the support of our communities.



Over 31,000 kg of plastics diverted from landfill in 2024, accumulating over 105,000 kg since 2021.



Over 624,000 phone cases recycled in 2024, accumulating to over 2.1 million phone cases recycled since 2021.



Employee Experience Award 2024 – Silver Award in Best Employee Engagement Communication Strategy



HR Asia

- Best Companies to Work for in Asia
- Most Caring Company Award 2024
- Diversity, Equity, and Inclusion Awards 2024



LinkedIn – Gold award for the Best Talent Acquisition Team



Our Memberships

- Business Environmental Council
- United Nations Global Compact





SECTION 06

Reducing Our Environmental Impact

Balancing style with sustainability is a challenge we are actively addressing at CASETiFY. We are implementing initiatives to improve energy efficiency and reduce waste, including our Re/CASETiFY program. We acknowledge that minimizing our carbon footprint is an ongoing process, and we're committed to making meaningful progress.

Handling Waste Responsibly

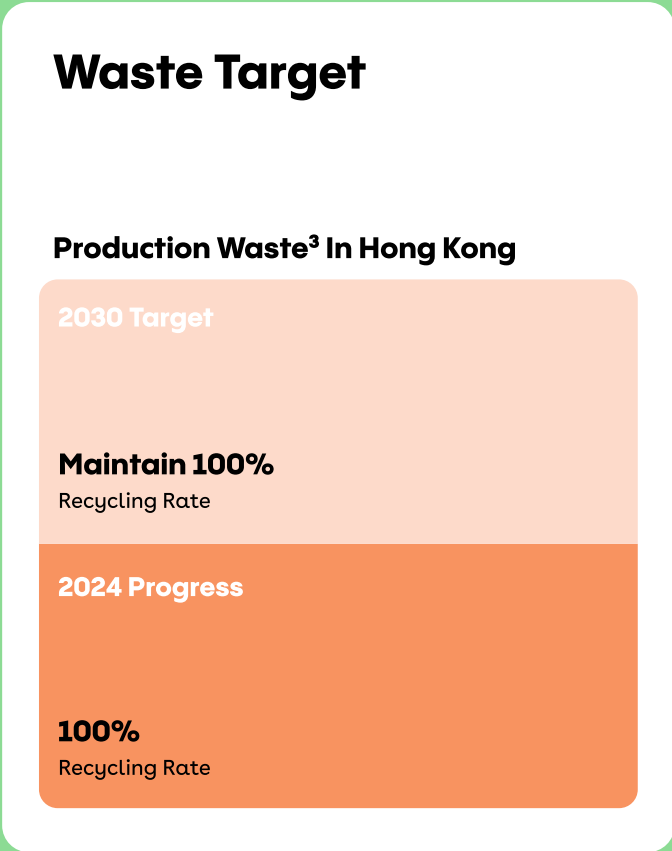
With operations across multiple locations, we recognize the diverse waste management regulations we must adhere to. We make sure our waste handling meets the legal requirements in each location we operate in. We regularly review our processes to ensure we are keeping up with any changes in legislation.

For hazardous waste, including printing ink, cartridges, and electronic waste, we partner with certified third-party vendors to ensure responsible collection and disposal.

Our non-hazardous waste includes general domestic waste and production waste, such as scrap plastic and paper waste. We have installed recycling facilities in our offices and production sites to encourage sorting and recycling of resources. Carton boxes from supplier delivery are reused for internal logistic procedures whenever possible.

To effectively manage our resources, we have established a new waste target focused on reducing production waste, which is a major waste category for our production activities.

³ Production waste in our operations primarily consists of scrap cases.



Case Study

Recycling Paper with Mil Mill

As part of our ongoing efforts to enhance operational sustainability, we partnered with Mil Mill, a Hong Kong pulp mill, in 2024 to manage our recyclable paper waste, including cardboard boxes, office paper, and drink cartons. Through the implementation of dedicated collection processes, we successfully recycled over 12,624 kg of paper materials. This responsible waste management practice resulted in an estimated reduction of 14,618 kgCO₂e emissions that would have occurred through landfill disposal. This partnership is a significant step in supporting local recycling capabilities and fostering a circular economy within Hong Kong.



Case Study

Making Waves with Our Coffee Habits

We are serious about making a difference, starting with our daily coffee in our Hong Kong office. Since 2022, we have partnered with Eco-Greenergy to recycle our coffee grounds and promote “Bring Your Own Cup” at our corporate coffee kiosk, where staff can redeem soaps made from recycled coffee grounds as an incentive.

On average, we are preventing the use of over 10,000 disposable cups every year, and we have recycled over 488 kg of used coffee grounds in 2024, equivalent to having avoided 718 kgCO₂e in total in 2024.

Avoided Approximately

718

kgCO₂e



Case Study

Tackling Ocean Plastic: Partnering with Seven Clean Seas

Looking ahead, we are strengthening our commitment to sustainability through a strategic partnership with Seven Clean Seas. This collaboration directly supports our broader environmental objectives by addressing the significant issue of global plastic pollution beyond our immediate operational footprint. Through this partnership, we aim to contribute meaningfully to reducing plastic waste.

Our partnership with Seven Clean Seas has established a clear operational target: funding the removal of 1,000 kg of ocean plastic waste monthly. This initiative represents a concrete step towards tackling global ocean plastic pollution and complements our ongoing efforts to advance environmentally responsible practices within our operations.

Funding The Removal Of

1,000

kg of ocean plastic waste monthly





At the heart of our sustainability strategy is our Re/CASETiFY™ program, which champions circular economy by giving used products a second life through partnerships with certified recyclers. This program transforms discarded phone cases into Re/CASETiFY™ pellets to exemplify our commitment to resource circularity.

Our dedication to a closed loop system has earned international recognition, with Fast Company, a leading global business media, naming Re/CASETiFY™ as one of 2022's most impactful sustainability initiatives.



Re

CASETiFY

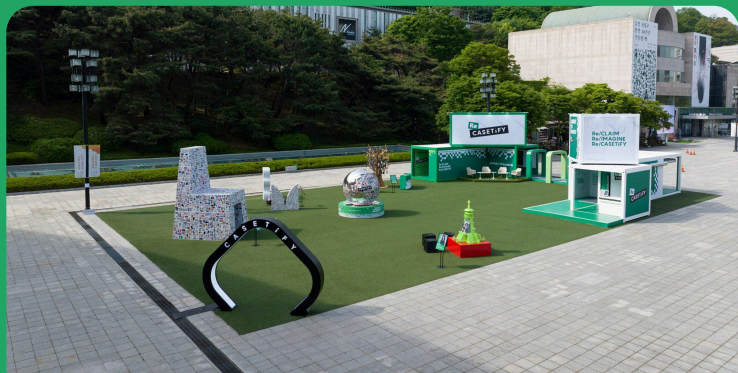
For Art

Since Earth Day 2023, through creative partnerships with artists and designers worldwide, we transformed once-beloved phone cases into appealing artistic installations and unexpected lifestyle products. We also extended this creative recycling initiative internally by incorporating recycled cases into our office decoration, demonstrating our commitment to sustainability in our workplace environment.



United States

Studio Wade and Leta created furniture at Brooklyn's Devoción Cafe using plastic pellets from 12,000 recycled phone cases



South Korea

Collaborated with artists to create a traditional stone pagoda installation at Seoul Arts Center's Music Square using recycled pellets and cornstarch materials



Thailand

Partnered with Tlejourn Shoes Project and Prince of Songkla University to produce 500 pairs of limited-edition sandals from recycled phone cases



China

Collaborated with a Chinese sustainable artist to create a Re/CASETiFY Fireworks Stand using 30,000 recycled phone cases

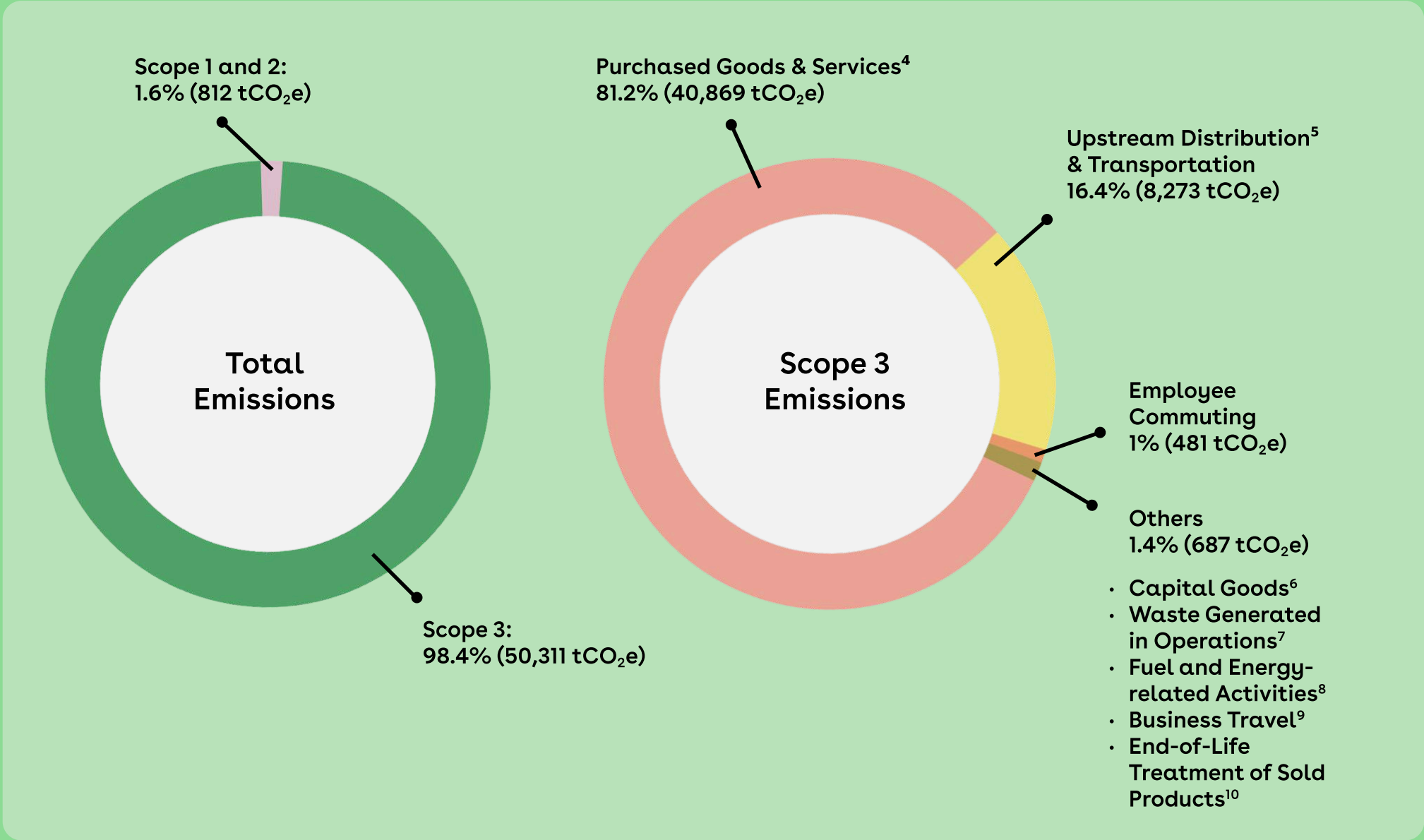


Australia

Commissioned Eva design studio to create the Re/Treat Sofa at Sydney's CASETiFY Studio Store, incorporating recycled phone cases as structural elements

Highlights
Of Earth Day
2024

Assessing & Managing Our Footprint



We believe we all have a shared responsibility to the climate crisis. Through baselining and target setting, we strive to manage and lower the emissions arising from our operations.

In 2024, we began a pilot program to assess our direct and indirect carbon footprint for our global operations.

Currently, over 81% of our indirect emissions stem from purchased goods and services, while around 16% come from upstream transportation and the remainder 2% from other categories¹¹.

This assessment provided valuable insight into our baseline emission profiles and highlights the areas of our value chain that contribute most significantly to our carbon footprint. We will devise targeted initiatives to progressively reduce emissions from these categories.

⁴ Purchased services have been excluded due to data availability; to be reported in coming years when data becomes more mature.

⁵ Emissions deriving from the upstream distribution of CASETiFY goods have been excluded due to data availability; to be reported in coming years when data becomes more mature.

⁶ Minor capital purchases with negligible emissions are omitted.

⁷ Only Hong Kong offices and production hubs are included; globally operated sites to be included in coming years. Only general commercial waste included. Other types of materials (e.g. plastic, paper, metals, ink) are all recycled, which is not within calculation scope.

⁸ Scope includes global operations.

⁹ Only includes CO₂ emissions from international travel (i.e. air travel).

¹⁰ Packaging of sold products have been excluded due to lack of data availability; to be included in coming years when data becomes more mature.

¹¹ Scope 3 emissions calculations exclude the following categories: Category 8 (Upstream Leased Assets), Category 9 (Downstream Transportation and Distribution), Category 10 (Processing of Sold Products), Category 11 (Use of Sold Products), Category 13 (Downstream Leased Assets), Category 14 (Franchises), and Category 15 (Investments). This exclusion is due to relevance to business, data availability limitations, as well as the scope of current assessment. While we continue to enhance our methodologies and data management system, our future reports may include these categories in our Scope 3 calculation if applicable.

Assessing & Managing Our Footprint

Based on the emission profile, we have defined our reduction ambition for the short-term (2030) and long-term (2050). The targets currently cover our HKSAR operations, aligning with the "Hong Kong's Climate Action Plan 2050" and supporting the city's carbon neutrality goal before 2050.

As we complete our carbon inventory, we may further refine these targets to ensure a comprehensive approach across all our global operations. We are committed to reporting our progress against these targets regularly to uphold transparency and accountability.

The most significant source of our scope 2 emissions comes from electricity consumption across our operations. In 2024, we undertook a comprehensive review of our electricity usage patterns across our operating locations and facilities in Hong Kong. Based on the electricity usage review, we have set specific electricity reduction targets aligned with our GHG reduction goals and the Hong Kong Government's ambition to reduce gross electricity consumption in commercial buildings by 15% by 2035.

Moving forward, we will continue to identify and implement energy efficiency initiatives across our operations.

Scope 2 Carbon Emission Intensity Target

Retail & Offices in Hong Kong	Production Site in Hong Kong
-------------------------------	------------------------------

2030 Target

Reduce 22% GHG intensity by GFA	Reduce 22% GHG intensity by product produced
---------------------------------	--

2024 Baseline

2.9 kg CO ₂ e per sq ft	0.07 kg CO ₂ e per product produced
------------------------------------	--

2050 Target	Carbon Neutrality
-------------	-------------------

Electricity Intensity Target

Retail & Offices in Hong Kong	Production Site in Hong Kong
-------------------------------	------------------------------

2030 Target

Reduce 6.42% electric intensity by GFA	Reduce 6.42% electric intensity by product produced
--	---

2024 Baseline

6.94 kWh per sq ft	0.18 kWh per product produced
--------------------	-------------------------------

Case Study

Product Carbon Footprint Analysis

In 2024, we conducted a comprehensive carbon footprint analysis of our iPhone 16 phone cases to understand the composition of our product's carbon footprint. The analysis identified "materials" and "logistics" as key emissions hotspots, informing our future sustainability initiatives to address emissions in these areas.

In response to the assessment, we continued our partnership with ClimatePartner, to abate for the emissions arising from selected products sold on Amazon. In 2024, we supported a wind energy project in Thailand, contributing to climate action equivalent to 2,768,460 kgCO₂e, bringing us to an accumulated total of 4,077,933 kgCO₂e since 2022.

2024 Wind Energy Project Supported	Total Compensated
2,768,460 kg CO ₂ e	4,077,933 kg CO ₂ e since 2022



SECTION 07

Driving A Responsible Supply Chain

Responsible supply chain management is our key sustainability commitment. By closely collaborating with our suppliers, we aim to ensure ethical supply chain practices, sustainable product development, and responsible material sourcing. We foster transparency and accountability throughout our supply chain, from raw material selection to final product delivery.

Sustainable Supply Chain

We have established mechanisms and policies in place to govern the conduct of our suppliers, ensuring that their business ethics align with our standards and legal requirements.

Our Supplier Code of Conduct sets out the standards and expectations we encourage our supply chain partners to adhere to. Areas such as human rights, labor practices, occupational health and safety and environmental protection are covered by the Code. By communicating the Code with our partners, we aim to create a transparent and accountable value chain that supports long-term sustainability and shared value.



Case Study

Key Supplier Sustainability Survey

We conducted a comprehensive survey of our key suppliers in 2024 to evaluate their sustainability practices and identify areas for improvement within our supply chain. The survey focused on management systems, compliance monitoring, and social responsibility.

The survey allowed us to create a comprehensive database to evaluate the ongoing practices of our suppliers and develop targeted approach to enhance the sustainability of our supply chain. We will continue to strengthen our due diligence processes to ensure ongoing compliance with ethical standards and regulations.

98%

have implemented energy, water or waste reduction initiatives on own operations and logistics arrangements

100%

adherence to Health & Safety-related local and international regulations

0

involvement in legal cases related to anti-corruption, anti-bribery, and anti-competition in the past three years

Prioritizing Low Impact Transportation Options

To minimize the environmental footprint of our value chain, we are transitioning selected product shipments from air to sea freight between our global production hubs. This change aims to lower the carbon emissions associated with our logistic activities, while ensuring efficient and timely deliveries at the same time.

Avoided
173,147
kgCO₂e during 2024 with this transition

Exploring Sustainable Materials

We are constantly exploring environmentally friendly alternatives to replace traditional materials in our production. In 2024, we have adopted BioVeg, a plant-based material, as an eco-friendly alternative for a select range of our products. This shift reflects our dedication to reducing our impact on the planet and promoting sustainable consumption in the community at the same time.

One of the benefits of BioVeg is its outstanding environmental performance - it produces 13% less carbon emissions and depletes 44% less natural resources than conventional polyurethane ("PU") leather. Beyond its environmental advantages, BioVeg is also five times more durable than PU leather, ensuring that our consumers are still guaranteed the quality and longevity of our products.



Durable and Sustainable: Traveling with CASETiFY

Sustainability is integral to our business strategy, guiding every aspect of our decision-making, including new ventures. In 2024, we expanded into the travel category with the new launch of our Bounce Carry-On Roller luggage, designed with sustainable principles to reduce waste and conserve resources.

This product adopts a made-to-order production model which minimizes material wastage and inventory overstock. Using our signature Bounce technology and premium materials, the luggage has undergone over 40 inhouse and independent lab tests to ensure its durability. The luggage also features a 100% recycled polyester interior lining, and we offer a limited lifetime warranty to promote sustainable consumption by extending the product's lifespan while guaranteeing long-lasting performance.





SECTION 08

EMPOWERING OUR PEOPLE AND COMMUNITIES

At CASETiFY, we believe that our success is linked to the wellbeing of our people and the vitality of our communities. Our commitment extends beyond creating quality products to fostering an inclusive workplace culture and making meaningful contributions to society. We strive to create lasting positive impact through targeted initiatives that align with our values.

Promoting Health and Safety

CASETiFY is committed to safeguarding the health and wellbeing of our employees, recognizing that a safe working environment is paramount for employee welfare and productivity. By offering a wide range of wellness-oriented activities and adhering rigorously to compliance requirements, we operate a workplace that prioritizes the wellbeing of our people and minimizes hazards.

In 2024, we maintained zero fatalities across our global operations and recorded six workplace incidents resulting in 31 lost days globally, with a lost day rate of 2.28. These incidents were thoroughly investigated to inform and enhance our preventive measures and safety protocols. Moving forward, we will continue to refine our workplace safety programs through regular training, comprehensive risk assessments, and the implementation of best practices with the aim to further reducing the number of injuries.

Lost Time Injury Rate (LTIR)



Target

Minimize injury rate and instill zero injury rate culture globally

Creating Vibrant Teams

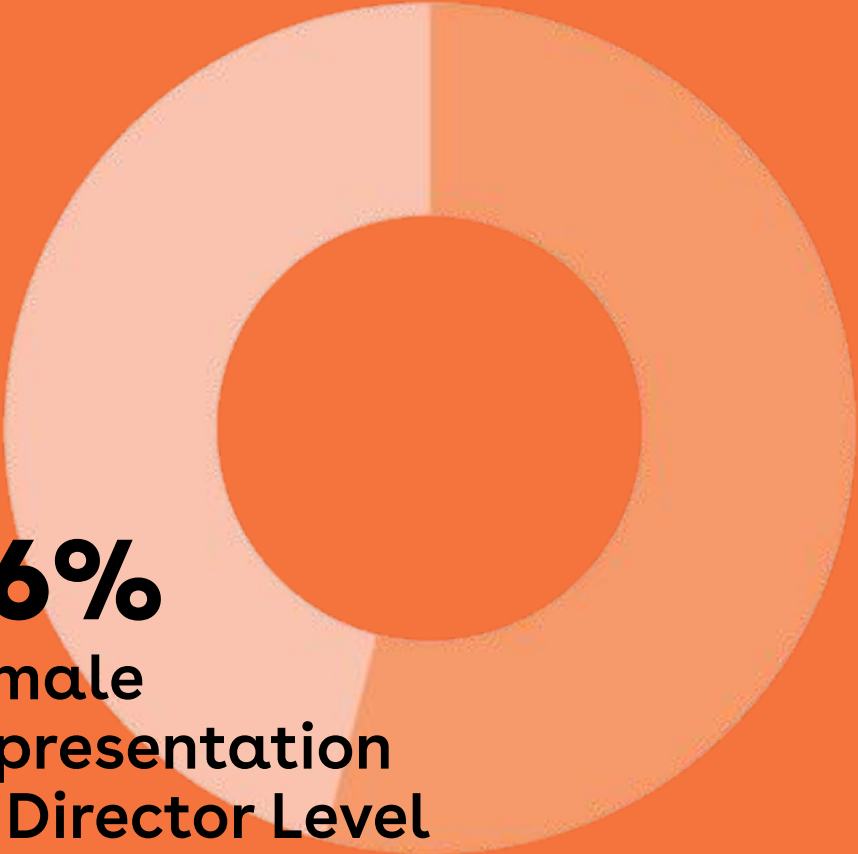
Our approach to building an inclusive workplace is grounded in the recognition that diverse perspectives and experiences are vital to driving creativity, innovation, and success. By creating a culture where everyone feels valued and empowered, we enhance collaboration and productivity, ultimately contributing to a more sustainable and resilient organization.

As of 2024, we are proud to highlight that our diverse workforce comprises employees from 27 different nationalities, with 46% of female representation at director level. Looking ahead, we remain committed to integrating the values of diversity and inclusion into our hiring practices and workplace initiatives, ensuring a continued focus on equity and belonging.

Fostering a sustainable and engaging workplace environment is crucial for promoting employee wellbeing. We have implemented a range of wellness and engagement initiatives tailored to enhance the overall health and positive experience of our team members, empowering them to flourish both professionally and personally.



27
Nationalities



46%
Female
Representation
At Director Level

Case Study

Wellness in Motion: Building Community Through Fitness

At CASETiFY, we recognize the importance of personal wellbeing in fostering a productive and engaged workforce. Our specially curated wellness program, featuring Fitness, Yoga & Barre sessions, has become a popular after-work activity in our Hong Kong office that created a vibrant community where colleagues connect, energize, and decompress together.

By encouraging employees to prioritize their health and wellness, this program also facilitated deeper connections among colleagues outside of work. With consistent positive feedback and strong employee support, we look forward to continuing our efforts to strengthen our culture of inclusivity and mutual support.



Case Study

Scoring Big on Teamwork

To further create dynamic opportunities for our staff to connect outside of work, CASETiFY has formed various sports teams including basketball and football teams. Former Hong Kong Basketball Team athletes and professional footballers were invited as team coaches to provide guidance for our teams to grow.

Looking back at 2024, our Teams have engaged in friendly matches against opponents including Meta, Hong Kong Football Club, Shangri-La Group, and Trial & Error, one of Hong Kong's most popular YouTube channels. Our sports program embodies the perfect blend of sportsmanship and team bonding. As we move forward, we are excited to see how these athletic initiatives continue to strengthen our workplace community, improve physical wellbeing, and create lasting connections among colleagues.



Developing Talents

Investing in our workforce through training programs is imperative to our people development strategy. We ensure our development programs deliver meaningful impact and support both individual growth and organizational objectives. In 2024, more than half of our employees participated in internal training programs in addition to our mandatory orientation training.

Strengthening our capabilities on sustainability, we organized targeted capacity building sessions for senior management, covering critical topics such as decarbonization, climate risks, and broader ESG considerations. To enhance our data management capabilities, sustainability data training was offered to global key staff members covering topics of effective data collection and performance tracking. These initiatives, alongside our regular professional development programs, ensure our teams stay current with industry trends to support organizational objectives.

We also provide annual performance appraisal to support our employees’ professional development and career progression. Results of the performance appraisals are key to recognizing contributions and guiding future growth within the organization. In 2024, all eligible employees received annual performance appraisals.

Case Study

Leadership Excellence and Acceleration Program (“LEAP”)

In 2024, our Leadership Excellence and Acceleration Program (“LEAP”) for High-Potential (HiPo) employees delivered four intensive leadership workshops led by industry experts that focused on essential competencies including Coaching & Performance Management, Empathetic Leadership & Integrity, Growth Mindset, Data-Driven Strategic Thinking & Planning, Decision Making & Problem Solving, as well as Influencing & Persuasion Techniques. Through this comprehensive training program, we believe the participants will contribute to our business success and long-term sustainability.



Serving Our Community

We recognize that strong communities are the foundation to a prosperous and sustainable future. Our community initiatives focus on building strategic partnerships with local organizations and engaging relevant stakeholders to support community development, health and wellbeing, and social inclusion.

By leveraging our resources and expertise, these partnerships enable us to address local needs and drive meaningful change, creating a positive ripple effect that benefits both our business and the broader community.

Case Study

Global Pink Day – Uniting for Breast Cancer Awareness

In October 2024, our global workspaces transformed into a sea of pink together with organizations worldwide to jointly support Breast Cancer Awareness Month. Dressed in pink and united in spirit, our global offices came alive with employees showing up in action and solidarity to the fight against breast cancer.

Approximately 1,400 staff participated in the Pink Ribbon fundraising campaign, where we successfully raised double the amount of donation from last year to support cancer education and care services. This event represented our commitment to stand united in front of global causes and in creating tangible social impact through collective action.



Case Study

Food Drive with Foodlink Foundation

In collaboration with Foodlink Foundation, our Hong Kong office organized a food collection drive that successfully gathered 15 kg of essential food supplies. These donations were distributed to NGOs serving underprivileged children in the community, contributing to the wellbeing of those in need.



Case Study

Building an Inclusive Society with SAHK

At CASETiFY, we believe Art and Creativity knows no bounds. Our partnership with SAHK, an organization specialized in providing comprehensive rehabilitation services to people with disabilities of all ages, exemplifies our commitment to break down barriers and ensure that everyone has access to the joy and empowerment that art provides.

In 2024, we sponsored a charity walk to raise awareness for disability inclusion, participated in SAHK's charity Art Exhibition, engaged in craft workshops, art appreciation sessions, as well as talent shows alongside SAHK students. Our senior management team also enjoyed a Christmas tree-making workshop with a group of children with developmental challenges in the festive season. Through these events, we've seen firsthand the transformative power of art in fostering inclusivity and self-expression, creating lasting bonds within our community.



Empowering Youth

Through partnerships with academic institutions, we have launched programs that empower youth to explore their creative potential and develop leadership skills.

Case Study

Renaissance College's Trashion Show

Supporting local artistry and providing a platform for emerging talents has been CASETiFY's long time mission. Collaborating with Renaissance College, we contributed 100 recycled phone cases to be upcycled in their charity fashion show, where students transformed these cases into unique artistic pieces, using them as canvases for creative expression while embracing circularity in their designs. By inspiring young minds to think creatively about waste and resource use, we are nurturing the next generation of artists that innovates with an environmentally-conscious mindset, creating lasting positive change in our community and beyond.

Case Study

HKUST Corporate Project

Our collaboration with HKUST Business School demonstrated our commitment to fostering young talent through hands-on business experiences. The program engaged a select team of student consultants in a credit-bearing corporate project focused on R&D roadmap development. As a tech accessories brand with an energetic and innovative workforce representing around 27 nationalities, this partnership creates valuable opportunities for students to gain practical experience in strategic planning and consultation under a diverse and dynamic business environment.

The project combines academic learning with real-world business challenges, providing students with meaningful exposure to industry practices while bringing fresh perspectives to our innovation process.





About This Report

Reporting Period

This Report covers the period from 1 January 2024 to 31 December 2024 (the “Reporting Period”).

Reporting Boundary

This Report covers our global sustainability initiatives, while quantitative data represents performance of our global operations under operational control, unless otherwise specified.

While this Report focuses on the performance of our own operations, we plan to continuously expand the reporting boundary.

Reporting Standards

This Report makes reference to the Appendix C2 Environmental, Social and Governance Reporting Code of the Main Board Listing Rules issued by Hong Kong Exchanges and Clearing Limited (“HKEX”) and the United Nations Sustainable Development Goals (SDGs).

Contact Us

We’d love to hear your thoughts on this Sustainability Report. Connect with us at sustainability@casetagram.com.

For accuracy, the English version takes precedence over other versions if any discrepancies are found.