



**FSE Lifestyle Awarded the “Market Leadership Award 2024/2025”
by the Hong Kong Institute of Marketing
Recognition of Excellence in Brand and Marketing Strategy**

22 August 2025, Hong Kong – **FSE Lifestyle Services Limited** (“FSE Lifestyle” or the “Company”, together with its subsidiaries, the “Group”, stock code: 331.HK) has been awarded the “Market Leadership Award 2024/2025 in Lifestyle Services” by the Hong Kong Institute of Marketing (HKIM), recognizing the Group’s excellence in marketing strategy and brand image. The Award Ceremony was held on 22 August 2025 at the Hong Kong Science Park in Shatin.

Mr. Patrick Lam, Executive Vice-Chairman and CEO of FSE Lifestyle stated, "We are thrilled to receive the 'Market Leadership Award in Lifestyle Services,' which reflects our recognition and affirmation by the industry and the public. This award further underscores our professional standing in marketing strategy, integrated brand promotion, diversified communication, business integrity and social responsibility. We will continue to drive the sustainable development of our brand with an innovative and pragmatic spirit, allowing more people to recognize that FSE Lifestyle is dedicated to providing professional comprehensive lifestyle services to all citizens of Hong Kong."

FSE Lifestyle adheres to a "people-oriented" core value and has established a vast customer network. The Group views customer experience as the key to success, with each business unit holding rich experience and a strong reputation in its respective industry. The Group is also actively developing innovative technologies and applying them across various businesses to promote smart city development, committed to providing comprehensive and suitable services for multinational enterprises, professional clients and the citizens of Hong Kong.

"This award affirms FSE Lifestyle’s leadership in branding and marketing, highlighting our brand philosophy of '**professional people, customized services and smart solutions**' which has garnered strong support from the market and our clients, making us an outstanding brand in Hong Kong and the Greater Bay Area," Mr. Patrick Lam continued.

The "Market Leadership Award" organized by the HKIM aims to recognize organizations that demonstrate professionalism and leadership in marketing. This includes expanding market share, improving customer engagement, enhancing brand awareness and elevating marketing standards within their respective industries in Hong Kong. This year, over a hundred organizations participated and the final judging panel selected award-winning organizations based on criteria such as marketing strategy, integrated brand promotion activities, diversified communication planning, innovative media solutions, corporate integrity and social responsibility. The award-winning organizations are well-known brands and companies across various industries.

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Dr. Steve Cheng, Executive Director of FSE Lifestyle, accepted the "Market Leadership Award 2024/2025 in Lifestyle Services" presented by the Hong Kong Institute of Marketing.

About FSE Lifestyle Services Limited

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

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

This press release is available for downloading from the FSE Lifestyle Website: www.fse.com.hk

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