



福寿园

FU SHOU YUAN

01448.HK

一切
将会
改变

All Will Change

for 20 years





上市目标：破旧题 立新意 Goal for Listing: Eradication of the Old to Foster the New

2013年12月19日，国内殡葬业旗舰品牌福寿园国际集团有限公司（01448.HK）在香港联合交易所主板挂牌上市，是港股2013年以来认购人数最多的新股。

福寿园成立于1994年，2003年组建为福寿园集团公司。20年来，福寿园引领中国殡葬改革，创新殡葬服务理念，致力于“建文化陵园，创陵园文化”。

福寿园从改革创新中获取了最大红利，成为目前中国规模最大的殡葬服务提供商。上市后的福寿园将描绘新的发展蓝图，确立新的战略目标。福寿园集团主席白晓江说：“通过上市，福寿园要发挥业界龙头作用，带动全行业大发展，推进行业文化转型升级。”

福寿园集团执行董事、总经理王计生说：“企业上市，不仅仅是为了融资，而是要将福寿园的核心理念和成功之道尽快在全行业推广、扩展。福寿园有能力、有实力承担起一个古老行业破旧立新的使命。”

心有多大，舞台就有多大。

On December 19, Fu Shou Yuan International Group Limited (01448.HK), the flagship brand of funeral and interment industry in China, was listed on the main board of SEHK and thus became the new share with the most subscribers in 2013.

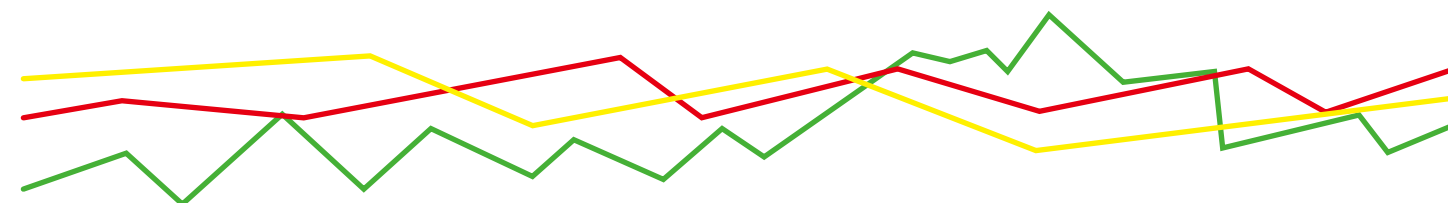
First established in 1994, Fu Shou Yuan Group was incorporated in 2003. Over the past 20 years, Fu Shou Yuan has continuously led the reform of the funeral service in China with new ideas of funeral service to build culture-oriented cemeteries and creating a cemetery culture.

Fu Shou Yuan has benefited a lot from the reform and innovation and has become the biggest provider of funeral service in China. After listing, it will compose new blueprint for development and set new strategic target.

Bai Xiaojiang, Chairman of Fu Shou Yuan Group, says, “Fu Shou Yuan will play a leading role in the industry after listing to advance the development of the industry and promote the transformation and updating of the industry culture.”

Wang Jisheng, Executive Director and GM of Fu Shou Yuan Group, expresses, “The listing of the company is not only for financing but also to extend the core ideas and successful practice of Fu Shou Yuan across the industry. Fu Shou Yuan is poised for shouldering the mission of the long-standing industry to eradicate the old and foster the new.”

Stage is as big as your determination.



布局中国：广拓展 领行业
Layout in China: Expansion of
Presence to Lead the Industry

福寿园集团作为中国殡葬业的整合者，业务扩展至上海、重庆、合肥、济南、郑州、锦州、厦门和宁波 8 个城市，产业涵盖公墓、殡仪、殡葬设备等领域。品牌的影响力、理念的先进性和管理的科学化，再加上因地制宜、度身定制，福寿园集团下属各地分公司都形成了核心竞争力，也获得了社会效益和经济效益双丰收。

福寿园集团伸开双臂，敞开胸怀，拥抱下一个合作者。

As the integrator of funeral services in China, Fu Shou Yuan has expanded its presence to Shanghai, Chongqing, Hefei, Jinan, Zhengzhou, Jinzhou, Xiamen and Ningbo, involving cemetery, funeral ceremony, funeral and increment facilities. Relying on the brand influence, advanced ideas and scientific management, as well as custom-made service according to local conditions, all subsidiaries of Fu Shou Yuan

have developed their own core competitiveness and harvested great social and economic returns.

Fu Shou Yuan Group is opening its arms to embrace every partner.





人生花园：造美丽 致生命 Life Garden: Build Beautiful Cemetery to Pay a Tribute to Life

当人们第一次走进福寿园时，他们有些不相信自己的眼睛，这是公墓吗？这分明是公园嘛！公墓外观上、形态上的改变是对古老而传统的殡葬理念的颠覆性的创新。

上海福寿园被世界殡葬协会评定为“世界十大公墓”之一，荣获“东方最美墓园”的美誉。

从此，福寿园在各地建起一座座公园，在上海浦东的福寿园海港陵园，在郑州的河南福寿园，在

合肥的大蜀山文化陵园，在济南的山东福寿园，在辽宁的锦州人文纪念公园……

风光满园，大爱满园，移步换景，情景交融。最美墓园是对生命的致敬，而福寿园为市场接受，被人们点赞，也是因美丽而起的。

福寿园集团有一支专业、敬业又富有人文情怀的规划设计团队，是他们把一座座墓园建造成美丽的人生后花园。



When first stepping into Fu Shou Yuan, most visitors could not believe that what they have seen is a cemetery rather than a park. The external appearance of the cemetery has revolutionized the long-standing and traditional understanding of funeral and interment.

Shanghai Fu Shou Yuan is rated as one of top 10 cemeteries

in the world by FIAT-IFTA and renowned as the most beautiful cemetery in the oriental world.

From then on, Fu Shou Yuan has established parks one after another across the country, such as Hai Gang Fu Shou Yuan in Pudong New Area of Shanghai, Henan Fu Shou Yuan in Zhengzhou, the Da Shu Shan Cultural Cemetery

in Hefei, the Shandong Fu Shou Yuan in Jinan, and the Humanism Memorial Park in Jinzhou, Liaoning.

Brimming over with sceneries and great love at every step, the scenery is depicted and the emotions expressed in perfect harmony. The beautiful cemetery is a salute to life and the reason why Fu Shou Yuan

is accepted and favored in the market.

Fu Shou Yuan boasts a professional and dedicated planning and design team with profound humanistic concerns, who have built the cemeteries into the beautiful back garden of life.



人文纪念：敬先贤 忆先人 Humanism Memorial: Respect for Past Sages and Memory of Ancestors

On the morning of Mar. 19, 2014 when it sprinkled, the bone ashes of Marshal Chen Yi and his wife were relocated from the Babaoshan in Beijing to the New Forth Army Square in Shanghai Fu Shou Yuan, where the spirits of veterans of the New Forth Army have gathered to give the final military salute to their army commander.

Humanism memorial is one of the core ideas of Fu Shou Yuan. Over the past 20 years, Fu Shou Yuan has been patiently and persistently doing a sort of "stamp collection" project to invite scholars and martyrs of the past as well as deceased social elites to rest in peace in the cemetery. Up to now, the Group has collected over 800 "precious stamps" of humanism memorial in its cemeteries.

From cemetery to park and humanism memorial park, the Group established again the first humanism memorial museum in China in 2010,

which are the three milestones in the development of Fu Shou Yuan. The funeral and interment industry is not only an industry of memorial, but also an industry of culture.

In recent years, the connotation and denotation of humanism memorial of Fu Shou Yuan has made breakthrough progress in contents and form, carried on the memorial complex of common people to their deceased relatives and popularized the humanism memorial among common people through activities such as the Public Memorial Day for common people launched by Haigang Fu Shou Yuan Cemetery and the Family History of the Masses published by Shanghai Fu Shou Yuan. Shandong Fu Shou Yuan now starts the solicitation of old photos from common people.

Fu Shou Yuan Group is not only a Chinese-style modern cemetery but also the spiritual home of Chinese people.

2014年3月19日上午，小雨，陈毅元帅和夫人的骨灰从北京八宝山乔迁至上海福寿园的新四军广场，集合在广场上的新四军老战士英灵向老军长致以最后一个军礼。

人文纪念是福寿园核心理念之一，20年来，福寿园以特有的耐心和韧劲在做着一项“集邮”工程，请先贤先烈、已故社会精英入住园中，如今福寿园集团已经珍藏了800多枚珍贵的人文纪念“邮票”。

从把墓园变公园，再建成人文纪念公园，2010年又建造了全国第一家人文纪念馆，这是福

寿园发展进程中的三个里程碑。殡葬行业也是纪念事业，更是文化产业。

近年来，福寿园的人文纪念在内涵和外延，内容和形式上有了突破，对接起普通百姓对已故亲人的纪念情怀，为人文纪念在百姓中蔚然成风推波助澜。比如福寿园海港陵园开设“百姓公祭日”，上海福寿园出版“百姓家史”等，山东福寿园面向社会征集普通人的老照片等。

福寿园集团既是建造中国式的现代陵园，也在营造中国人的精神家园。



礼仪服务：定格美 延续爱 Funeral Service: Frozen Moment of Beauty for Continuation of Love

人生的最后一个仪式是葬礼，然而眼下的很多追悼会都成了一条流水线上的产品，只是为人生做了草草的收场。福寿园的殡仪服务要让告别变得美丽，让生命更加圆满，让情感得以升华。

福寿园下属的各礼仪服务公司为客户提供了人生告别会、礼仪安葬、温馨祭扫、周年祭等各项服务，还接受客户私人定制。他们以专业的精神和对生命的情怀，创新殡仪服务产品。人生的告别因为有了他们而变得美丽，他们是生命的礼仪师。

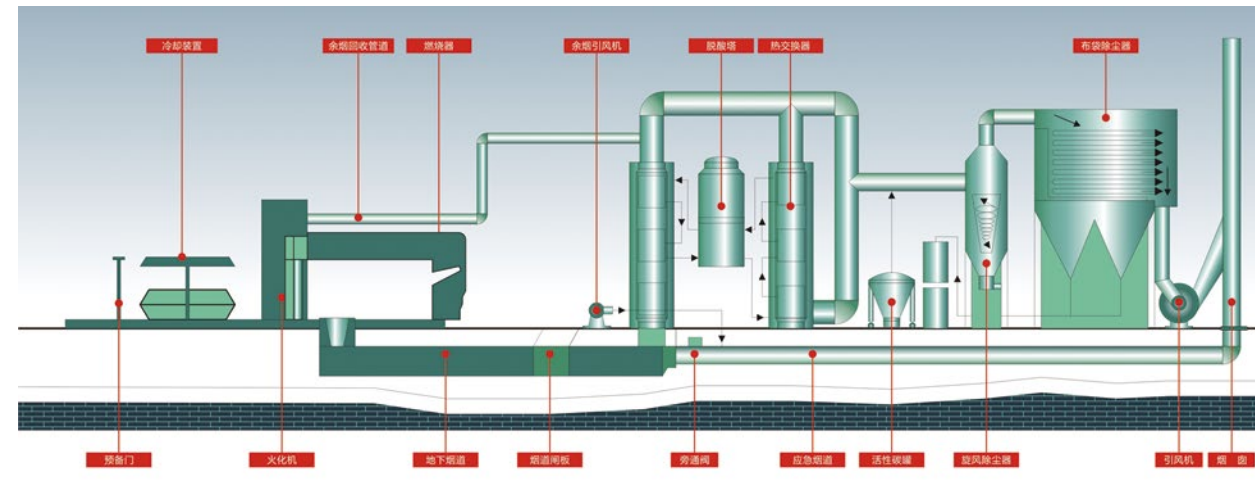


Funeral is the final ceremony in our life and most of the memorial services are merely products on a production line that hastily wind up our life. The funeral service of Fu Shou Yuan is committed to transforming farewells into beautiful moments and putting a perfect end to our life.

All funeral service providers under Fu Shou Yuan, who

are committed to providing life farewell party, etiquette burial, warm tomb sweeping, anniversary sacrifice and other services as well as customer-made services, are providing brand new funeral service and products under the spirit of professionalism and the care of life. The farewell of life has become more beautiful because of them. They are the funeral director of life.





科技创新：融时代 推变革 Technical Innovation: Integrated into the Spirit of Times with Successive Reforms

“清明时节雨纷纷，路上行人欲断魂”。清明扫墓的路程中国人走了几千年。

2014年的清明节，人们走进上海福寿园，发现在一些墓碑前新增了三寸见方的二维码，他们用手机扫描二维码就进入了墓地主人的网上纪念页面，可以查看到逝者的生前照片、生平介绍以及亲友们对逝者祈福、思念的留言

和留影。扫墓者可以把这些信息和在千里之外的亲友们分享，从而有了跨越时空的祭扫和缅怀。

网络时代，一网打尽。古老传统的殡葬行业也要引入高新技术，走进网络世界。2001年，福寿园就开启了网上祭扫。随着科技创新，福寿园的科技装备也在不断升级完善。

2013年，福寿园集团成立了环保机械制造有限公司，采用中、德、日技术合作研制出的“福寿牌”系列火化机，能源消耗低，焚烧时间短，安全性能好，环保无害化，将会很快形成生产规模和产品系列，从而杜绝了落后火化炉的污染源。

人的“身后事”托付给了高科技，传统殡葬业正在发生大变革。

As the well-known poem by the Tang Dynasty poet Du Mu goes, rains fall heavily as Qingming comes, and passers-by with lowered spirits go. Our Chinese people have been visiting our ancestors' graves to sweep away the dirt for thousands of years.

On the Tomb-sweeping Day in 2014 when visitors stepped into Shanghai Fu Shou Yuan, they found that some tombstones were engraved with small square two-dimension codes. They scanned the code with

their mobile phones and logged on to the memorial webpage of the tomb owners, where they could see the pictures and biography of the deceased and the messages and photos with blessing and wishes left by their friends and relatives. The visitors could share the information with their relatives thousands of miles away, making possible the remote tomb-sweeping and memorial through time and space.

In the times of network, the traditional funeral services

shall also usher in hi-tech and expand its presence into the world of network. In 2001, Fu Shou Yuan initiated the practice of online tomb-sweeping. With the advancement of science and technology innovation, the technological establishments in Fu Shou Yuan have been updated and improved continuously.

In 2013, Fu Shou Yuan Group established its environment-friendly machinery manufacturing company to produce “Fu Shou” series

of cremator by combining technologies in China, Germany and Japan. Such cremator could significantly reduce energy consumption in shorter time of incineration with good safety performance yet no pollution to the environment. It will soon be put into mass production to put an end to the pollution caused by backward cremation furnaces.

When the after-life is resigned to the hi-tech, the traditional funeral services are undergoing great changes.



艺术追求：缔经典 成永恒 Artistic Pursuit: Creation of Classics for Eternity

走进福寿园集团下属的每一座陵园，边走边看，细细浏览，大约要花上一天的时间。福寿园是园林艺术、雕塑艺术、规划艺术和风水学问的集大成者也。

园内的各式雕塑和纪念碑纪念墙被誉为是“青铜和石头的史诗”，

每一尊雕塑都讲述着一个生命的故事，每一尊雕塑都是雕塑家的杰作。

园内的一石一水、草木花卉都是风景，这是园艺家的精品创作。

园内的规划布局也会得到参观者的“点赞”，因为它来自于设计



师的艺术灵感。

福寿园的美观不仅是因为当初的创作和造园，还靠着每年 365 天的精心维护和保养。

福寿园的每一个创作者和每一个园林工人都把这座人生后花园当成了自家后花园。



It may take one day to look around every cemetery under Fu Shou Yuan that has epitomized the art of gardening, sculpture, planning and geomancy together.

The different styles of sculptures, monuments and memorial walls in the cemeteries are renowned as the bronze and stone epics, each of them, as a masterpiece of an outstanding sculptor, is telling a

story of life.

Each stone and water, grasses and flowers in the cemetery are all sceneries and the great creation of our gardeners.

The planning and arrangement within the cemeteries are highly appreciated by all visitors, which are all from the artistic inspiration of designers.

The beauty of Fu Shou Yuan is not only attributed to the original

design and creation but also depends on the considerate safeguarding and maintenance throughout the year.

Each creator and gardener in Fu Shou Yuan is taking the back garden of life as their own garden.

节地环保：落绿色 归自然 Land-saving and Environmental- friendly: Harmonizing with Nature

每年3月20日早晨，很多上海市民手里捧着鲜花，心中装着对已故亲人思念和缅怀，从四面八方汇聚到福寿园海港陵园，参加庄严肃穆的公祭活动，他们把家祭变为公祭，因为他们已故亲人的名字不是单独地刻一块墓碑上，而是和很多名字共同刻在一座纪念墙上。海港陵园设定了百姓公祭日，也开辟了真正意义上的节地生态墓区。在人文纪念上做增量，就能在殡葬用地上做减法。

近些年来，福寿园走出了一条占用土地逐年减少，经济效益逐年递增的可持续发展之路。福寿园致力于绿色环保节地葬式的创新，如树葬、壁葬、草坪葬、花坛葬、室内葬等，为市场所接受，客户所欢迎。绿色殡葬产品要更多创意，更加精美，更有纪念内涵，更多时尚元素。

福寿园集团下属各分公司正在建成一座座集人文纪念、自然景观和环保节地葬为一体的精品陵园。

On the morning of each March 20, many citizens in Shanghai would visit the Hai Gang Fu Shou Yuan from across the city with flowers in hand to attend the public sacrifice activities and pay tribute to their deceased ancestors and relatives. Their names are not engraved on one

tombstone but the memorial wall together. The cemetery celebrated the public sacrifice day for common people in the real land-saving and ecologically-friendly grave area. More efforts on and input to the humanism memorial could definitely help to reduce the land use for funerals. In recent years, Fu Shou Yuan has blazed a new yet sustainable trail to reduce the land use continuously while increasing the economic returns year after year. The Group has been devoted to the innovation of the green, environment-friendly and land-saving ways of burial, such as tree burial, wall burial, lawn burial, flower bed burial and indoor burial, which have been gradually accepted by the market and welcomed among customers. The green funeral products need more creative ideas to be more exquisite with

more profound memorial innovation and fashion elements.

All subsidiaries under Fu Shou Yuan Group are building boutique cemeteries that integrate humanism memorial, natural landscape and environment-friendly and land-saving burials.



公众企业：善为先 利天下 Public Enterprise: Public Interest First to Benefit the Whole World



2013年12月，福寿园协助解放军总政联络部在北京西山国家森林公园建成了无名英雄纪念广场，缅怀和告慰1950年代在台湾牺牲的超过千人的中共谍报人员。这是庄严的国家祭奠，这是福寿园的家国情怀。

上市后的福寿园成了一家对广大股东负责的公众企业，同时作为

从事生命归宿的特殊公司，福寿园更是一家肩负社会责任的公众企业。

多年来，福寿园以极大热忱和资金投入致力于公益和慈善事业，如在上海、安徽、山东、河南等率先建立遗体捐献者纪念碑，面向失独家庭开展哀伤服务，每年为已故孤寡老人及特困家庭免费

举行集体安葬仪式等等。福寿园集团及下属分公司连续多年获得多项荣誉，如中华慈善奖，全国精神文明单位等等。

从事生命归宿实际上就是从事生命事业。福寿园以人为本，尊重生命，乐善好施，服务社会，这使得福寿园成为了一个受人尊重的公众企业。

In Dec. 2013, Fu Shou Yuan subsidized and assisted the Liaison Department of PLA General Political Department to build the Unsung Heroes Memorial Square at the Beijing Xishan National Forest Park to recall and console over 1000 intelligence agents of CPC who died in Taiwan in the 1950s, which is a solemn national memorial ceremony carrying the Fu Shou Yuan's complex of family and country.

After listing, Fu Shou Yuan has become a public enterprise that shall take responsibility for all

its shareholders. It is not only a special company engaged in life ending but also a public enterprise that shoulders greater social responsibility.

Over the past years, Fu Shou Yuan has been engaged in commonweal and charity with great enthusiasm and contributions of funds. For example, it has established the monument for body donors in Shanghai, Anhui, Shandong, Henan. and provides grief service for families that have lost their single children. Every year, the Group would



hold collective burial ceremony for deceased elderly of no family and most needy families. The Group and its subsidiaries have won honors for several consecutive years, such as the China Charity Awards and National Advanced Unit in the Building of Spiritual Civilization and etc.

Focusing on home for life ending is also for the cause of the life. Upholding the philosophy of people first and respect for life, Fu Shou Yuan is always ready to help in a worthy cause and serve the society, making it a respectable public enterprise.





First established in 1994, 2014 marks the 20th anniversary of its establishment. The youth period is also the grow-up period for an enterprise at its prime.

Today, China is vigorously advancing its process of urbanization and is entering an aging society, which has created a window period for green funeral and humanism memorial services.

After listing, we shall integrate modern funeral ideas and successful industrial modes with the abundant capitals to further expand our platforms. It is only a small step to enter the stock market, but will be a great stride forward to lead and promote the leapfrog development of the funeral industry. We shall stride forward and take a brand new path to make the funeral service a more promising industry and promote the great development of the industry in China. This is also our China Dream.

Only with innovation and creation, will we have a great new future.



周年梦想：致青春 创未来 Anniversary Dream: Paying a Tribute to Youth and Creating the Future

福寿园成立于1994年，到了2014年已经20岁了，我们致青春。而一个企业的青春也是精力旺盛的成长年代。

如今中国正在大力推进城镇化建设，中国也已经进入老龄化社会。这对于我们所从事的绿色殡葬和人文纪念是一个“窗口”期。

福寿园上市了，我们要把现代殡葬理念和成功产业模式和充沛资

本融合起来，让我们的平台大大的拓展。跨进股市只是一小步，而引领和推动殡葬行业跨越式发展才是一大步。我们要迈大步，走新路，使殡葬这一夕阳工程成为朝阳产业，使中国的殡葬行业大发展，大变样，这是我们的中国梦。

有创新、创造，才会有未来。





福寿园
FU SHOU YUAN

待到山花烂漫时，她在丛中笑。
When Mountain Flowers Are In Full Bloom For Miles,
Among Them She Will Be All Smiles.



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