



## Allied Sustainability and Environmental Consultants Group Limited

(Stock Code: 8320.HK)

### AEC Group Rebrands Light Plus Design Limited to ALVeX Design Consultants Limited

[Hong Kong – 26 October 2023] Allied Sustainability and Environmental Consultants Group Limited (“AEC Group” or the “Company”; Stock Code: 8320.HK; together with its subsidiaries, the “Group”) is proud to announce the rebranding of Light Plus Design Limited (“Light Plus”) to ALVeX Design Consultants Limited (“ALVeX”) in response to accelerated company growth and a renewal to its corporate vision. At the heart of this rebranding is a change of the company name and an update to the company logo as ALVeX carries the legacy of Light Plus as a dynamic, multidisciplinary professional services firm based in Hong Kong, specializing in providing innovative design, engineering, and planning services across various aspects of user experiences.

Headed by Mr. Steven Cheng, a highly experienced Principal Consultant, ALVeX boasts a team of talented professionals with diverse specialties and a people-centered approach. One of the key areas of expertise offered by ALVeX is acoustics, where the firm is dedicated to delivering exceptional acoustic design. By ensuring the highest quality of desired sounds and effectively isolating unwanted sounds, ALVeX creates immersive environments that optimize the user experience. The acousticians at ALVeX possess a wealth of project experience, utilizing advanced simulation, computation, and design techniques. They specialize in architectural acoustics, building acoustics, and structure-borne and airborne noise control.

In addition to acoustics, ALVeX offers comprehensive lighting design services. From initial strategic advice and concept development to construction and on-site support, the firm's lighting experts provide innovative solutions. ALVeX excels in architectural, facade, and landscape lighting design, utilizing cutting-edge techniques to enhance the interplay between natural and artificial light. The team is proficient in daylight modeling, collaborating closely with architects to optimize natural light

Allied Sustainability and Environmental Consultants Group Limited  
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distribution within building interiors, creating harmonious and visually striking spaces.

**Mr. Steven Cheng, Principal Consultant of ALVeX**, expressed his positive vision, “Recognizing the growing importance of audiovisual systems in today’s multimedia-driven landscape, ALVeX’s AV team excels in designing and building state-of-the-art audiovisual systems. From the schematic stage to integration, ALVeX ensures seamless and immersive experiences for patrons and owners alike. By leveraging their expertise, ALVeX enhances the multimedia technology trend, delivering captivating and interactive experiences.”

In the 21st century, an all-rounded and engaging experience has become a driving force in the multimedia technology industry. The Group launches ALVeX to be at the forefront of this trend, offering innovative design, engineering, and planning services that empower businesses and individuals to create extraordinary experiences. With their multidisciplinary approach and commitment to excellence, ALVeX is poised to make a significant impact in the industry and contribute to the continued growth of user-centric design in Hong Kong and beyond.

**Mr. Dennis Wu, Chief Executive Officer and Executive Director of AEC Group**, said, “The establishment of ALVeX marks an exciting milestone for the AEC Group. With ALVeX’s specialized services, we are well-positioned to meet the evolving needs of our clients and provide them with holistic design solutions that create immersive and memorable experiences.”

**Ms. Grace Kwok, Chairman and Executive Director of AEC Group**, added, “We are thrilled to announce the launch of ALVeX, a testament to our commitment to innovation and delivering exceptional user experiences. ALVeX’s multidisciplinary approach and expertise in acoustics, lighting, and audiovisual design will undoubtedly raise the bar in the industry.”

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**About Allied Sustainability and Environmental Consultants Group Limited:**

Allied Sustainability and Environmental Consultants Group Limited (“AEC Group”; Stock Code: 8320.HK) is the first listed company in Hong Kong to provide sustainability and environmental consulting services. Having amassed 30 years of experience since its founding in 1994, AEC Group offers one-stop, on-demand services in five business areas, including (a) Green and Healthy Building; (b) Acoustics, Audiovisual, Lighting and Theatre Planning; (c) Environmental Consultancy and Sustainable Design; (d) Green Finance, Sustainability Strategies and ESG; and (e) Smart and Green Internet of Things (IoT). AEC Group is developing new services on the provision of advisory services on sustainable financing, investment management, capital raising and real estate in the Asia Pacific area.

For further information, please refer to the Group’s website at [www.asecg.com](http://www.asecg.com).

**About ALVeX Design Consultants Limited**

As member of Allied Sustainability and Environmental Consultants Group (Stock Code: 8320), ALVeX Design Consultants Limited (ALVeX) is a dynamic and multidisciplinary professional services firm based in Hong Kong SAR, China. With a strong focus on delivering engaging user experiences, ALVeX represents the epitome of “acoustics, lighting, and audiovisual experiences” with distinguished specialties in innovative and integrated design, engineering, and planning services. By combining professional expertise and a people-centered approach, ALVeX creates immersive environments that optimize sound quality, enhance lighting aesthetics, and deliver seamless and captivating multimedia experiences. ALVeX is at the forefront of user-centric design, making a significant impact on the quality of life and empowering businesses and individuals to create extraordinary experiences.

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