

# 內地白領花紅：均值回落 滿意度反升

## 市場環境改變 員工調整對年終獎的預期



新春臨近，內地打工一族最期待的年終獎（花紅）行情如何？有研究白領年終獎的報告顯示，今年有兩成受訪者透露「能拿到年終獎」，但也有13.8%受訪者直言「確定不會有年終獎」。記者採訪了曾經是年終獎「風光無限」的房地產與金融業人士，在市場調整下，有的對年終獎「沒有期望」。即使有預期獲發年終獎的，也會順着環境變化調整預期。

大公報記者 宋偉、倪巍晨

從智聯招聘發布的「內地白領年終獎調研」數字顯示，今年表示「能拿到年終獎」的受訪者較2023年下降近7個百分點至20.2%。有39.4%的受訪者稱「暫不確定是否有年終獎」。智聯招聘年終獎調研團隊表示，今年內地白領年終獎均值為6950元（人民幣，下同），較上年的8428元減少1478元或17.5%。

「年終獎？不存在的！」入職內地某頭部地產商第十個年頭，蔣文婷已晉升為城市分公司中層，但她直言：「哪怕是房子賣得不錯的那幾年，我們部門也從沒發過年終獎。」

### 發展商員工月薪較高峰減半

蔣文婷表示：「從入職開始，到房地產市場走下坡，最好的時候就是年末多發一個月薪金，但更多時候是給所謂『過年費』，多則1000元，少則300元，這就算是年終獎啦。」不過，從四年前開始，不僅「過年費」、13薪（13個月薪金）統統取消，就連工資都開始縮水。「我的月薪從最高時期15000元一路下調，現在已回到剛入職時一樣只有7000多元。」儘管工資腰斬，年終獎歸零，但蔣文婷自認仍是幸運兒。只因近兩年，她所在的城市分公司已從鼎盛時期的六七百名員工，一路裁員到只剩不足30人。

儘管蔣文婷也有同事跳槽到其他開發商，但「年終獎」的情況大同小異。「冬天是成交淡季，年末獎金池的總額並不高，而年終獎又要根據職位職務分級，基層員工分得不多。」她以自己所在的城市分公司舉例，在景氣好的時候，假

設新盤開賣銷售額數億元，獎金池就有幾百萬元，董事長分走20%，其他高層分走30%，剩下的一半獎金由工程、營銷部門分大頭。到最後，餘下部門只能分得2%甚至1%。

在另一家頭部地產公司，蔣文婷的舊同事王欣情況稍好一些，但也抱怨說，自己名義上拿着15薪（15個月薪金），然而每個月的工資都沒有足額發放。「按理應該每個月發的獎金，結果最後以年終獎的名義發給你，其實是羊毛出在羊身上。」王欣透露，就連自己跳槽入職時，合同上填的工資額只有談好薪酬的一半，另一半每個月以獎金名義發放。行業寒冬之下，大家早都接受沒年終獎，畢竟能保住工作已經不錯了。

### 金融業花紅最多 均值7922人幣

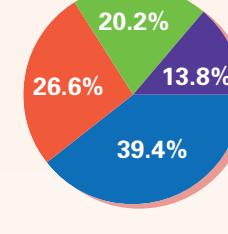
報告顯示，今年金融業白領年終獎均值為7922元，雖然繼續領跑其他行業，但較上年的12446元均值回落35%。有金融分析師表示，由於簽署了薪酬保密協議，因此不方便透露年終獎等情況，「儘管去年股市震盪，但年終獎不會缺席。」他補充說，市場出現趨勢性向上行情時，金融業者對薪資和年終獎往往有較高期待；反之，市場弱勢調整時，「大家對薪酬往往有更理性的判斷，並試試調整個人的年終獎預期。」

雖然年終獎均值普遍回落，但智聯招聘的調研顯示，白領對年終獎的滿意度指數較上年提高0.34個百分點至2.74%，保持在穩定區間。「當前白領能跟隨市場環境變化，積極理性地調整自己對年終獎的預期。」



▲今年內地白領年終獎均值  
以金融業最多。  
資料來源：智聯招聘

### 今年內地白領派發年終獎情況



資料來源：智聯招聘

### 內地白領年終獎均值 前十城市

城市	年終獎均值 (元人民幣)
北京	10298
上海	10070
深圳	9971
蘇州	9789
杭州	9583
廣州	8151
成都	8142
瀋陽	7623
合肥	7449
南京	7343

大公報記者倪巍晨整理

## 發放花紅時間不同 五成春節前派

### 公司政策

不同企業的年終獎發放時間有別。智聯招聘顯示，49.8%受訪白領表示「年終獎會在農曆新年前發放」，30.1%稱「春節後才發放」，另12.7%受訪者透露，年終獎要2024年中才發放。

市場較早前流傳一份大公司發放年終獎的「時間表」。騰訊(00700)年終獎的發放時間是今年除夕夜，績效考核由之前是5檔改為3檔。

### 阿里美團蔚來4月發年終獎

阿里巴巴(09988)、美團(03690)、小紅書、知乎、蔚來(09866)等是4月發年終獎。阿里巴巴績效制度是3月給員工打分，4月發年終獎。小紅書取消了13薪(13個月薪金)制度，4月直接發放年終獎。

字節跳動、網易(09999)、百度(09888)、

小鵬汽車(09868)、小米(01810)、OPPO、vivo等是3月發放年終獎，榮耀則5月發年終獎。

拼多多的年終獎是分兩批發放。愛奇藝表示沒有年終獎，但有績效，會隨着每個人的工資在每個季度末最後一個工作日發放。

此外，有消息稱，比亞迪(01211)將向中國經銷商發放20億元(人民幣，下同)獎勵。如果經銷商在2023年實現銷量目標，比亞迪將向他們支付每輛車666元的獎勵。

對於企業發放年終獎的時間，智聯招聘的調研顯示，35%受訪者建議「年終獎分攤至每個月」，24.8%受訪者希望「按季發放」，19.5%受訪者認為「年底發放拿着更爽」，18.2%受訪者建議「半年發一次」，另2.2%受訪者期盼「將年終獎折抵進公司股權」。

大公報記者倪巍晨上海報道

**NOTICE ON APPLICATION FOR RENEWAL OF LIQUOR LICENCE**  
**Siu Shun Village Cuisine**  
Notice is hereby given that Chau Lai Suet of Shop F, 1/F., Site 5, 6-12 Nam Ning Street, Aberdeen, Hong Kong is applying to the Liquor Licensing Board for renewal of the Liquor Licence in respect of Siu Shun Village Cuisine situated at Shop F, 1/F., Site 5, 6-12 Nam Ning Street, Aberdeen, Hong Kong. Any person having any objection to this application should send a signed written objection, stating the grounds therefor, to the Secretary, Liquor Licensing Board, 8/F, Lockhart Road Municipal Services Building, 225 Hennessy Road, Wanchai, Hong Kong within 14 days from the date of this notice.

Date : 9 February, 2024

### 申請酒牌續期公告 肇順名匯河鮮專門店

現特通告：周麗雪其地址為香港香港仔南寧街6-12號第5期1樓F舖，現向酒牌局申請位於香港香港仔南寧街6-12號第5期1樓F舖肇順名匯河鮮專門店的酒牌續期。凡反對是項申請者，請於此公告刊登之日起十四天內，將已簽署及申明理由之反對書，寄交香港灣仔軒尼詩道225號駱克道市政大廈8字樓酒牌局秘書處。

日期：2024年2月9日

### NOTICE ON APPLICATION FOR RENEWAL OF LIQUOR LICENCE

JQK

Notice is hereby given that Wan Tsun Hei of 10/F., Evernew House, 485 Lockhart Road, Causeway Bay, H.K. is applying to the Liquor Licensing Board for renewal of the Liquor Licence in respect of JQK situated at 10/F., Evernew House, 485 Lockhart Road, Causeway Bay, H.K. with endorsement of bar. Any person having any objection to this application should send a signed written objection, stating the grounds therefor, to the Secretary, Liquor Licensing Board, 8/F, Lockhart Road Municipal Services Building, 225 Hennessy Road, Wanchai, Hong Kong within 14 days from the date of this notice.

Date : 9-2-2024

日期：2024年2月9日

SHANGHAI YAOHUA PILKINGTON GLASS GROUP CO., LTD.  
(Incorporated in the People's Republic of China)

### Public Announcement on the Controlling Shareholder's Increase in the Company's Shares and the Company's Action Plan of Improving Quality and Efficiency and Attaching Importance to Returning Shareholders'

The Board of the Company and all directors confirm that there are no fake record, misleading statement or omission of material importance of the public announcement, and will bear joint responsibility for the accuracy and integrity of its content.

In order to practice the development concept of "innovator-oriented", listed company, safeguard the interests of all shareholders of the company, based on the confidence in the future development potential of the company, and to improve the competitiveness of the company, Shanghai Yaohua Pilkington Glass Group Co., Ltd. (hereinafter referred to as "the Company") will continue to take measures to effectively implement the action plan of "Improving Quality and Efficiency and Attaching Importance to Returning Shareholders", and fulfill the responsibilities and obligations of the listed company. To repay the trust of the investors and establish a good image of the company in the capital market.

II. In the process of implementing the shareholding increase plan, the Company will strengthen the strategic layout and optimize the product structure. On the basis of the successful acquisition of DALAN SYP Glass Co., Ltd. (formerly AGC Flat Glass (Dalan) Inc.), the Company will continue to focus on its technological advantages, taking continuous high-quality development as the core, and the "Exposition of automotive glazing glass based on deep processing, the "Strong" of architectural glass and the "Innovative" of decorative glass" as the feature of "Diversity", to promote the "upstream and downstream integration" of the industry, promote the integration of upstream and downstream, improving the quality and efficiency of the main business, and constantly improve product quality and better returns for users.

III. The Company will strengthen the strategic layout and steadily develop steadily. It will continue to adhere to the "124" strategic plan, take SYP Research Institute as the innovation and research development center, and realize the "Five" of flat glass based on supporting deep processing, the "Strong" of architectural glass and the "Innovative" of decorative glass, breaking through key technologies, constantly improving product quality and better returns for users.

IV. The Company will strengthen the strategic layout and steadily develop steadily. It will continue to adhere to the "124" strategic plan, take SYP Research Institute as the innovation and research development center, and realize the "Five" of flat glass based on supporting deep processing, the "Strong" of architectural glass and the "Innovative" of decorative glass, breaking through key technologies, constantly improving product quality and better returns for users.

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