

# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

## 環境、社會及管治報告

### ABOUT THE ESG REPORT

#### Information about this report

This report is the fifth Environmental, Social and Governance (“ESG”) report issued by the Company to systematically demonstrate our management measures and practices in the aspects of product responsibility, business ethics and anti-corruption, supply chain management, employee management, environmental protection and community investment in 2022.

This report is published on eco-friendly papers.

#### Reporting scope

This ESG report covers the principal businesses of the Group. Unless otherwise stated, the key performance indicators (“KPIs”) for the social aspects in this ESG report are applicable to the Company, its subsidiaries and consolidated affiliated entities; based on the characteristics of the industry, the KPIs for the environmental aspects in this ESG report are applicable to the office places that have a substantial impact on the environment during the operation of the Company, that is, the main office places in Suzhou, Hefei and Beijing. Compared with the 2021 ESG Report covered in the 2021 Annual Report and published on April 26, 2022, there is no significant adjustment to the scope of this ESG report. The reporting period is from January 1, 2022 to December 31, 2022 (the “Reporting Period”), and some of the content is not within the period.

#### References

This ESG report complies with *the Environmental, Social and Governance Reporting Guide* (the “ESG Reporting Guide”) in Appendix 27 to the *Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited* issued by The Stock Exchange of Hong Kong Limited. The Company has complied with the “comply or explain” provisions set out in the *ESG Reporting Guide*.

### 關於環境、社會及管治報告

#### 報告說明

本環境、社會及管治（「ESG」）報告是本公司發布的第五份ESG報告，旨在系統地展示我們於二零二二年度在產品責任、商業道德及反貪污、供應鏈管理、僱員管理、環境保護及社區投資等方面的管理措施和實踐。

本報告採用環保紙張印刷。

#### 報告範圍

本ESG報告內容涵蓋本集團的主要業務。除另有說明，本ESG報告之社會範疇的關鍵績效指標（「KPI」）披露範圍為本公司、其附屬公司及併表聯屬實體；基於行業特性，本ESG報告之環境範疇的KPI披露範圍為本公司運營過程中對環境具有實質性影響的辦公場所，即位於蘇州、合肥及北京的主要辦公場所。與二零二二年四月二十六日合併於《二零二一年度年報》中發布的《二零二一環境、社會及管治報告》相比，本ESG報告的報告範圍無重大調整，報告時間為二零二二年一月一日至二零二二年十二月三十一日（「報告期」），部分內容超出上述時間範圍。

#### 編寫標準

本ESG報告撰寫參照香港聯合交易所有限公司《香港聯合交易所有限公司證券上市規則》附錄二十七《環境、社會及管治報告指引》（「《ESG指引》」）。本公司已遵守《ESG指引》中「不遵守就解釋」條文。

### Reporting principles

“Materiality”: The communication with stakeholders and materiality assessment are engaged in the preparation process of this ESG report to determine key ESG issues. The threshold at which ESG issues determined by the Board are sufficiently important to investors and other stakeholders that they should be reported.

“Quantitative”: This ESG report adopts quantitative data to present the KPIs of the environmental and social aspects and set targets (which may be actual numerical figures or directional, forward-looking statements) to reduce a particular impact, with a narrative to illustrate their purpose and impacts. We also provide comparative data on the environmental and social KPIs in the report.

“Balance”: This ESG report follows the principle of balance and provides an unbiased picture of our ESG performance with avoidance of selections, omissions, or presentation formats that may inappropriately influence a decision or judgment by the report reader.

“Consistency”: Methodologies used in the ESG report for statistics and KPI disclosures are consistent with those used in the *2021 ESG Report*.

### 匯報原則

「重要性」原則：本ESG報告已在編撰過程中納入利益相關方溝通及實質性評估過程，作為釐定重要ESG議題的依據。當董事會釐定有關ESG事宜會對投資者及其他持份者產生重要影響時，我們即作出相應匯報。

「量化」原則：本ESG報告採用量化數據的方式展現環境與社會層面的KPI，以及訂下的減少個別影響的目標（可能是實際數字或方向性、前瞻性的聲明），並附帶說明，以闡述其目的和影響。我們亦在報告裏提供了環境和社會範疇KPI的比較數據。

「平衡」原則：本ESG報告遵循平衡原則，不偏不倚地呈報我們的ESG表現，並避免可能會不恰當地影響報告讀者決策或判斷的選擇、遺漏或呈報格式。

「一致性」原則：本ESG報告與《二零二一年環境、社會及管治報告》使用一致的統計及KPI披露方法。

## Board Statement

The Board of Directors and all the directors of the Company are responsible for ensuring there are no false representations, misleading statements or material omissions in this report, and make the following statement regarding the ESG supervision and management of the Board of Directors:

## 董事會聲明

本公司董事會及全體董事保證本報告內容不存在虛假記載、誤導性陳述或重大遺漏，並對董事會的ESG監督及管理工作做出如下聲明：

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Governance framework	The Board of Directors of the Company is the ultimate governance body responsible for the Company's environmental, social and governance. The Company has set up a board-level ESG committee and a corporate-level ESG and Data Security Committee to assist the Board of Directors in guiding and supervising the Company's development and implementation of ESG efforts, ensuring that the Company has appropriate and effective ESG risk management and internal monitoring system in place. The Company has also established an ESG working group to implement the Company's ESG strategy and related initiatives. For the specific content of the governance framework, please refer to the <i>Sustainable Governance and Steady Progress</i> section of this report.
管治框架	本公司董事會為本公司環境、社會及管治方面的最高治理機構。本公司已成立董事會層面的「ESG委員會」及公司層面的「ESG和數據安全委員會」，協助董事會指導和監督本公司發展及落實ESG工作，確保本公司設立合適及有效的ESG風險管理及內部監控系統。本公司亦成立ESG工作小組負責執行本公司ESG策略及相關行動。關於管治框架的具體內容可參考本報告《永續治理 穩步前行》章節。
Management principles and strategies	In 2018, the Company carried out its first materiality assessment. In the assessment process, the Company conducted extensive and in-depth communication with stakeholders through various channels to analyze, identify, evaluate, prioritize and manage the key ESG-related issues of the Company (including risks to Group's businesses). In 2021, in response to the changes in the business operating environment and policy trends, the Company re-assessed key issues that stakeholders focused on. During the Reporting Period, the Company reconsidered its materiality assessment results to determine the impact of each key issue and align efforts to respond accordingly.
管理方針及策略	<p>The Company's Board of Directors, ESG Committee and ESG and Data Security Committee have been actively managing the material issues of protecting users' privacy, protecting users' security, operating in a credible and compliant manner, providing quality service and safeguarding network security, and this report focuses on how these issues are managed.</p> <p>本公司於2018年首次開展實質性評估，通過多種渠道與各利益相關方進行了廣泛深入的溝通，分析、識別、評估、排序並管理本公司ESG相關重點議題（包括對本集團業務的風險）。二零二一年，由於業務經營環境、政策趨勢的變化，本公司重新就各利益相關方關注的重點議題進行評估。本報告期內，本公司重新審視本公司實質性評估結果，對各重點議題的影響進行確認，並持續展開響應。</p> <p>針對保護用戶隱私、保證用戶安全、誠信合規經營、提供優質服務及保障網絡安全等重點議題，本公司董事會、ESG委員會及ESG和數據安全委員會已開展積極管理，並在本報告內對於上述議題的管理方式進行重點闡述。</p>

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Objectives review The Company has integrated the concept of sustainability into operations and has established ESG strategies and objectives to review and manage the Company's ESG impact. The Company's ESG Committee regularly reviews the progress and completion of work related to the Company's ESG objectives.

目標檢討 本公司將可持續發展理念融入相關營運層面，並訂立了ESG策略及目標來審視和管理本公司的ESG影響。本公司ESG委員會定期覆核本公司ESG目標的相關工作進展及完成情況。

### Report Availability

The electronic version of this report will be published on the Company's official website (<https://www.tongchengir.com>) and the Stock Exchange's website ([https://www.hkexnews.hk/index\\_c.htm](https://www.hkexnews.hk/index_c.htm)).

### 獲取渠道

本報告電子版本將發布於本公司官網 (<https://www.tongchengir.com>) 及聯交所網站 ([https://www.hkexnews.hk/index\\_c.htm](https://www.hkexnews.hk/index_c.htm))。

### MAIN AWARDS RECEIVED IN 2022

### 二零二二年績效亮點

Awards 獎項	Awarded by 頒發機構
ESG Pioneer Award ESG先鋒獎	CLS.CN 財聯社
Annual ESG Investment Selection of Listed Companies in 2022 二零二二年上市公司年度ESG投資評選	36Kr 36氪
Top 100 Enterprises in China's Internet Comprehensive Strength in 2022 二零二二年中國互聯網綜合實力前百家企業	Internet Society of China 中國互聯網協會
2021-2022 China Internet Industry Self-discipline Contribution and Public Welfare Award 二零二一年—二零二二年度中國互聯網行業自律貢獻和公益獎	
Cultivate Benchmark Enterprises with Integrity Management, Trustworthiness and Promises in 2022 二零二二年度培育誠信經營、守信踐諾標桿企業	China Enterprise Reform and Development Society 中國企業改革與發展研究會

Awards 獎項	Awarded by 頒發機構
Unit with 5A Credit Rating of Labor Security in Suzhou in 2021 二零二一年度蘇州市AAAAA勞動保障信用單位	Suzhou Industrial Park Human Resources and Social Security Bureau 蘇州工業園區人力資源社會保障局
Most Socially Responsible Listed Company 最具社會責任上市公司	ZhitongCaijing 智通財經
Most Influential Award 最具影響力獎	RoyalFlush 同花順
Annual Most Growing Brand 年度成長力品牌	Economic View 中新經緯
Annual Socially Responsible Award 年度社會責任獎	Guruclub 格隆匯
Annual Demonstration Unit of the Digital Trade Committee 數字貿易專委會年度示範單位	Suzhou Industrial Park Service Trade Association 蘇州工業園區服務貿易協會
Top 100 Innovative Private Enterprises of Jiangsu Province in 2022 二零二二江蘇民營企業創新100強	Jiangsu Federation of Industry and Commerce, Jiangsu Institute of Science and Technology Development Strategy 江蘇省工商業聯合會、江蘇科學技術發展戰略研究院
Top 100 Service Enterprises of Nanjing 南京服務企業100強	Nanjing Enterprise Confederation, Nanjing Entrepreneurs Association 南京市企業聯合會、南京市企業家協會
Suzhou Software and Information Service Industry "Lead Goose" Enterprise 蘇州市軟件和信息服務業「頭雁」企業	Suzhou Bureau of Industry and Information Technology 蘇州市工業和信息化局

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Awards 獎項	Awarded by 頒發機構
Metaverse Industry Application and Pioneer Technology Gold Award in 2022 二零二二元宇宙產業應用與先鋒技術金獎	CLS.CN 財聯社
Best Life Service Mini Program in 2022 二零二二年度最佳生活服務小程序獎	The Aladdin Award 阿拉丁神燈獎評選
Annual Innovative Smart Marketing Award 年度創新智慧營銷獎	2022 Tencent IN Summit 二零二二騰訊智慧營銷峰會
Public-Private Linkage Award 公私域聯動佳作獎	
Best Industry Discovery Award 最佳行業探索獎	
Top 10 Consumer Innovation Cases in 2021 – Industrial Digital Intelligence Empowerment Project 二零二一十大消費創新案例 – 產業數智化賦能項目	Daily Economic News 每日經濟新聞

## PERFORMANCE HIGHLIGHTS IN 2022

### ESG Governance

#### ESG治理

- AA  
MSCI ESG Rating
- MSCI ESG評級AA

### Responsible Operation

#### 責任運營

- 100% of employees and board members participated in integrity training
- 100%員工和董事會成員參與誠信廉潔培訓
- A total of 6 special ethics audits were carried out
- 共計開展6個專項商業道德審計
- Obtained the ISO 27001 Information Security Management System certification, covering more than 80% of the Company's business
- 已獲得ISO 27001信息安全管理體系認證，覆蓋80%以上的業務
- 100% of employees were trained in data security training
- 100%員工接受數據安全培訓
- 3 employees have been awarded the *Personal Information Protection Engineer* certificate and the *Enterprise Compliance Engineer* qualification
- 3名員工獲授《個人信息保護工程師》證書及《企業合規師》資質

### Top-notch Services

#### 匠心服務

- Obtained the certificate of International Customer Service Standardization Certification Body (COPC Inc.)
- 已通過國際客戶服務標準化認證機構COPC Inc.認證
- The first call resolution rate (FCR) of complaints within 2 hours reached more than 95%
- 客訴2小時首呼率達95%以上

Employee Care 關愛員工	Ecology Protection 守護生態	Rural Revitalization 鄉村振興
<ul style="list-style-type: none"> <li>■ Obtained ISO 45001 certification of occupational health and safety management system and “China Healthy Workplace Certification”.</li> <li>■ 已獲得ISO 45001職業健康安全管理体系認證及CHW健康工作場所認證</li> <li>■ 46.64% female employees</li> <li>■ 女性員工佔比為46.64%</li> <li>■ 42.94% female in management</li> <li>■ 管理層中女性佔比為42.94%</li> <li>■ Annual training covering more than 86.8% of employees<sup>1</sup></li> <li>■ 員工培訓覆蓋率達86.8%<sup>1</sup></li> <li>■ Average annual training hours of 8.2 hours per employee<sup>2</sup></li> <li>■ 員工人均受訓時長達8.2小時<sup>2</sup></li> <li>■ Over 200 hours of psychological consultation for employees via EAP</li> <li>■ 員工心理援助計劃(EAP)累計心理諮詢小時數逾200小時</li> </ul>	<ul style="list-style-type: none"> <li>■ Committed to reducing Scope 1 and Scope 2 carbon emissions intensity by 15% by the end of 2030 compared to 2021</li> <li>■ 承諾以二零二一年為基準年，到二零三零年碳排放強度(範疇1及範疇2)降低15%</li> <li>■ Obtained ISO 14001 certification of environmental management system</li> <li>■ 已獲得ISO 14001環境管理體系認證</li> </ul>	<ul style="list-style-type: none"> <li>■ Lindu Warm Village was awarded the “Demonstration Project of Urban and Rural Leisure Integration”</li> <li>■ 林渡暖村獲「城鄉休閒一體化示範項目」稱號</li> </ul>

1 This data only cover employees’ training organized by the Company’s Human Resources and Administration Center.

2 This data only cover employees’ training organized by the Company’s Human Resources and Administration Center.

1 該數據統計僅涵蓋本公司人力行政中心所組織的員工培訓

2 該數據統計僅涵蓋本公司人力行政中心所組織的員工培訓



## SUSTAINABLE GOVERNANCE AND STEADY PROGRESS

### (1) Corporate culture and vision

“Becoming the Most Trustworthy Travel Platform” is the developmental vision of the Company. Our long-term goal is to promote the sustainable development of the travel industry by profoundly involving in the upstream and downstream industry chains with an open mind for win-win attitude. We are committed to creating value for all stakeholders, establishing a rigorous supplier selection mechanism, improving overall customer service quality, providing employees with favorable workplaces, and giving back to the society in a positive way.

## 永續治理 穩步前行

### (1) 企業文化及願景

「成為最值得信賴的旅行平台」是本公司發展的願景，開放共贏、深耕上下游產業鏈、推動旅行行業持續發展是我們追求的長期目標。我們致力為各利益相關方創造價值，建立嚴格的供應商甄選機制，全面提升客戶服務質量，為員工提供良好的工作場所，並積極回饋社會。



Cultural panorama of Tongcheng Travel  
同程旅行文化全景圖

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We deeply understand the importance of corporate culture for sustainable development and brand building. Combined with the concept of sustainable development, we have built an extensive, profound and multi-dimensional cultural system in four ways, namely “behavioral guidance”, “behavioral influence”, “behavioral permeation” and “mechanism guarantee”, to motivate staff to keep innovating, thus delivering better services to customers and leading the industry to grow together.

我們深知企業文化對於企業可持續發展及品牌塑造的重要性，通過「行為導向」、「行為浸潤」、「行為滲透」、「機制保障」四條路經，結合可持續發展理念，構建公司廣深縱橫、多元立體的文化體系，激勵員工不斷創新，進而為客戶帶來更為優質的服務，引領行業共同成長。

<p><b>Behavioural guidance:</b>  <b>Strategy-oriented cultural management</b>                  行為導向：戰略導向的文化經營</p>	<ul style="list-style-type: none"> <li>Clarify the direction of action through strategic communication and the Company's core ideological guidance.</li> <li>通過對戰略宣導及公司核心思想導向，明確行動方向。</li> </ul>
<p><b>Behavioural influence:</b>  <b>Extensive and profound cultural integration</b>                  行為浸潤：廣深縱橫的文化融入</p>	<ul style="list-style-type: none"> <li>Find the common ground for a deep understanding through cultural integration into operations, cultural shaping in different workplaces and cultural behavioural encouragement.</li> <li>通過文化深入業務、異地職場的文化打造、文化行為倡導，深度體驗從心共識。</li> </ul>
<p><b>Behavioural permeation:</b>  <b>Multi-dimensional cultural communication</b>                  行為滲透：多元立體文化傳播</p>	<ul style="list-style-type: none"> <li>Enhance publicity through diversified channels and forms, such as IP innovation and merchandise creation, mobile cultural communication platforms and culture brochures.</li> <li>通過文化IP創新和周邊產品打造、移動端文化傳播平台、文化手冊等多渠道多形式傳播，多觸點宣傳強化。</li> </ul>
<p><b>Mechanism guarantee:</b>  <b>Culture implementation and construction</b>                  機制保障：文化落地城牆構建</p>	<ul style="list-style-type: none"> <li>Conduct culture assessment, cultural star selection and case promotion through culture self-assessment and supervisor evaluation.</li> <li>通過文化自測、上級評價等進行文化考核及文化之星評選及案例宣傳。</li> </ul>

## (2) ESG governance structure

To implement better corporate ESG governance, we have established Environmental, Social and Governance Committee (“ESG Committee”). The ESG Committee consists of Directors appointed by the Board of Directors, all of whom are independent non-executive directors. Under the ESG Committee, an ESG and Data Security Committee has been established with Executive Director and Chief Executive Officer Mr. Ma Heping as the chairman to oversee all ESG issues. As such, the Company has formed a four-tier ESG governance structure.

Please refer to the *Terms of Reference for the ESG Committee*

### Board of Directors

#### 董事會

- Responsible for overseeing ESG issues, and evaluating, prioritizing and managing key ESG matters. Besides, it is fully responsible for the Company’s ESG strategies and reporting, and regularly reviews relevant issues and approves annual ESG reports;
- 負責監管ESG事宜，評估、優次排列及管理重要的ESG事宜，對本公司的ESG策略及匯報全權負責，定期審閱ESG相關事宜並審批年度ESG報告；
- In March 2023, the Board was briefed by ESG Committee on ESG-related matters during the Reporting Period. It reviewed the Company’s ESG performance and relevant disclosures in the ESG report, and discussed the ESG management plan in future year.
- 二零二三年三月的董事會上，董事會成員聽取了ESG委員會關於報告期內ESG相關事宜的匯報，審閱本公司的ESG績效，並審議ESG報告的相關披露事項，討論未來年度的ESG管理計劃。

## (2) ESG管治架構

為施行更為完善的企業ESG治理，我們成立環境、社會及管治委員會（「ESG委員會」），ESG委員會成員由董事會委任公司董事組成，且均為獨立非執行董事；同時下設ESG和數據安全委員會，由執行董事兼首席執行官馬和平先生任主席，分管ESG各領域事項。至此，本公司已形成四層ESG管治架構。

請參考《ESG委員會職權範圍》

ESG Committee

ESG委員會

- Responsible for reviewing the ESG performance of the Company, including but not limited to a series of ESG material issues such as responses to climate change and carbon neutrality, user privacy and data security, customer service, employees' rights and interests and development, supervisory and monitoring on business honesty and integrity;
- 負責審閱本公司ESG相關表現，包括但不限於氣候變化應對及碳中和、用戶隱私及數據安全、客戶服務、員工權益及發展、商業誠信及廉政督察等一系列ESG重點議題；
- Formulate the Group's ESG vision, objectives, management policies and strategies, review the status of achievement of objectives on a regular basis, and report and make recommendations to the Board of Directors;
- 制定本集團的ESG願景、目標、管理方針及策略，定期覆核目標達成狀況並向董事會匯報及提出建議；
- Identify and assess the Group's ESG-related risks and opportunities, and manage material ESG issues that have a significant impact on the Group's operations and/or the interests of other significant stakeholders, and report and make recommendations to the Board of Directors;
- 識別、評估本集團ESG相關風險和機遇，及管理對本集團營運及／或其他重要利益相關方的權益構成重大影響的重要ESG事宜，並向董事會匯報及提出建議；
- Review, inspect and, where necessary, adopt and update the Group's ESG-related policies to ensure compliance with legal and regulatory requirements;
- 審閱、檢討及必要時採納並更新本集團ESG相關政策，確保符合法律及監管的要求；
- Oversee and guide the ESG and Data Security Committee in the overall implementation of the Group's ESG governance strategy and related actions.
- 監督並指導ESG和數據安全委員會，全面落實本集團ESG治理策略及相關行動。

### ESG and Data Security Committee

#### ESG和數據安全委員會

- The Committee has three sub-committees: Public Policy and Regulatory Affairs, Corporate Social Responsibility, and Data Security.  
委員會下設公共政策和監管事務分會、企業社會責任分會、數據安全分會三大板塊：
- The Public Policy and Regulatory Affairs Sub-Committee is mainly responsible for two main areas. On the one hand, it manages and reduces the environmental impacts of the Company's operations, such as response to climate change and energy management, carbon neutrality and ecological protection. On the other hand, it enhances internal corporate governance, such as business integrity and anti-corruption;  
公共政策和監管事務分會主要負責兩方面的工作內容，一方面管理並降低公司運營對環境帶來的影響，如氣候變化應對及能源管理、碳中和、生態保護等，另一方面提升公司內部企業管治，如商業誠信、反貪腐等：
- The Corporate Social Responsibility Sub-Committee manages the impact of the Company's operations on all stakeholders in society, including users, employees, suppliers and communities;  
企業社會責任分會主要管理公司運營過程中對用戶、員工、供應商及社區等社會各界相關方帶來的影響：
- The Data Security Sub-Committee is mainly responsible for managing the security protection of data such as user privacy and information during the Company's operations, strengthening information security and improving the security mechanism;  
數據安全分會主要負責管理公司運營過程中對數據如用戶隱私、信息等安全保護，強化信息安全化、完善安全機制：
- The Committee is responsible for overseeing and guiding the ESG working group in the implementation of the Group's ESG related actions.  
監督並指導ESG工作小組，開展落實ESG工作行動。

ESG working group

ESG工作小組

- Participate in the formulation of the Company's ESG vision, objectives, management policies and strategies, and provide advices to the ESG and Data Security Committee on relevant ESG efforts;  
參與制定本公司ESG願景、目標、管理方針及策略，並就相關ESG工作向ESG和數據安全委員會提供建議；
- Monitor and analyse social and industry ESG trends and issues, and provide recommendations to the ESG and Data Security Committee;  
關注並分析社會及行業ESG趨勢及事宜，並向ESG和數據安全委員會提供建議；
- Regularly review the Company's ESG policies and norms to ensure that they comply with applicable legal and regulatory requirements;  
定期審視本公司的ESG政策及規範，以確保其符合適用的法律及監管要求；
- Monitor and respond to internal and external feedback on the Company's ESG work to ensure a transparent mechanism for stakeholders' communication;  
監察及回覆內部及外界對公司有關ESG工作的意見確保暢通的利益相關方溝通機制；
- Prepare the Company's annual *Environmental, Social and Governance Report*;  
編製本公司年度《環境、社會及管治報告》；
- Supervise and manage significant ESG risks in the investment process, or make recommendations;  
對投資過程中的重大ESG風險進行監督管理，或提出建議；
- Responsible for daily communication, preparation of ESG and Data Security Committee meetings, and implementation of relevant resolutions of ESG and Data Security Committee.  
負責日常聯絡，籌備ESG和數據安全委員會會議，並執行ESG和數據安全委員會的有關決議。

### (3) Stakeholders' communication

We put an emphasis on communication with stakeholders and have established a stakeholders' communication mechanism covering all business lines. We have multiple effective channels to understand their expectations and requirements on our ESG performance, which serve as significant references for us to develop ESG strategies. The main stakeholders of the Company include shareholders and investors, regulators, media and non-government organizations ("NGOs"), partners, users, employees, and communities.

### (3) 利益相關方溝通

我們重視與利益相關方的溝通交流，設立了覆蓋所有業務線的利益相關方溝通機制，通過多種有效渠道了解其在ESG方面的期望和要求，作為本公司制定ESG策略的重要參考。本公司的主要利益相關方包括股東與投資者、監管機構、媒體及非政府組織、合作夥伴、用戶、員工及社區。

Stakeholder identification 利益相關方識別	Stakeholder ranking 利益相關方排序	Communication mechanism construction 溝通與能力建設	Risk control 風險控制	Internal review 復盤與總結
<ul style="list-style-type: none"> <li>Conduct a comprehensive survey on the Company's business operations and value chains to classify stakeholders into different groups and specify the key person of communications for each group</li> <li>全面梳理企業業務運營價值鏈，確立利益相關方類型與群體並分別設立溝通負責人</li> </ul>	<ul style="list-style-type: none"> <li>Prioritise stakeholders based on their importance, influence, business engagement, support for enterprise projects and stakeholder types</li> <li>根據其重要程度、影響力、對企業的參與度、企業項目支持度、利益相關者類別等維度進行分類，形成利益相關方優先次序</li> </ul>	<ul style="list-style-type: none"> <li>Specify corresponding departments or personnel to proactively communicate with stakeholders so as to ensure timely information update and smooth communication, while including the communication performance, where appropriate, in KPIs of relevant departments to ensure effective communication</li> <li>針對各類別利益相關方指派溝通部門或對象，積極開展與利益相關方的溝通交流，確保雙方信息更新及時與溝通順暢，並酌情將利益相關方的溝通情況納入負責部門的績效評估考量因素，以確保其工作有效性</li> </ul>	<ul style="list-style-type: none"> <li>Provide public whistleblowing channels for stakeholders to report any communication problems for supervision and improvement</li> <li>針對溝通過程中出現的任何問題，利益相關方均可通過公司公開的舉報渠道進行反饋，以督促改進</li> </ul>	<ul style="list-style-type: none"> <li>Optimise internal decisions and enhance governance by communicating external opinions in the review meetings of the Company, which are also attended by senior management. In addition, we will enhance the transparency of communications with stakeholders through webpage update and press release from time to time</li> <li>通過內部復盤會議進行廣泛傳達，以優化內部決策。同時，高級管理層將參與到內部復盤總結過程中，提升其管治能力。此外，我們將不定期更新網頁及新聞通稿，以提升利益相關方溝通透明度</li> </ul>

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Stakeholders 利益相關方	Requirements 要求	Communication methods 溝通方式
<b>Shareholders &amp; Investors</b> 股東與投資者	Return on investment 投資回報 Information disclosure 信息披露 Operational compliance 合規經營	Annual reports, financial statements and announcements 年報、財務報表和公告 Investor briefings 投資者簡報 Company website 公司網站 Meetings, roadshows, and investor summits 會議、路演及投資者峰會
<b>Regulatory authorities</b> 監管機構	Operational compliance 合規經營 Tax compliance 依法納稅 Social contributions 貢獻社會	Direct communication 直接溝通 Business forums 企業論壇 Seminars and conferences 研討會和交流會議
<b>Media and NGOs</b> 媒體及非政府組織	Promotion of industry development 推動行業發展 Publicity compliance 保證合規宣傳 Delivery of brand value 傳遞品牌價值	Social media 社交媒體 Official website 官方網站 Press conferences 新聞發布會 Meeting communication 會議溝通
<b>Cooperation partners</b> 合作夥伴	Fairness and justice 公平公正 Win-win cooperation 合作共贏	Business communication 業務溝通 Regular meetings 定期會議 Field visits 實地考察 Evaluation and assessment 評估及考核
<b>Users</b> 用戶	Personal privacy protection 保障個人隱私 Service quality guarantee 保障服務質量 Perfect travel experience 完美旅行體驗	Application (“APP”) and official website 應用程式(「APP」)、官方網站 Service hotline 客服熱線 Customer satisfaction survey 顧客滿意調查 Social media 社交媒體
<b>Employees</b> 員工	Protection of employees’ rights and interests 保障員工權益 Occupational health and safety 職業健康及安全 Improvement of employee benefits 改善員工福利 Equal opportunities and diversity 平等機會及多元化	HR Generalist of business groups 事業群政委 Labor Union 工會 Internal meetings 內部會議 Performance assessments 績效考核
<b>Communities</b> 社區	Active participation in public welfare 積極投身公益 Promotion of positive energy 傳遞正能量	Company website 公司網站 Mass media 大眾傳媒 Social media 社交媒體



#### (4) Materiality assessment

The Company has appointed a third-party agency to perform materiality assessment so as to determine the materiality of each ESG issue to the Company's business development and stakeholders. The result of such assessment serves as an important reference to develop ESG management strategies and prepare ESG reports. During the Reporting Period, we re-evaluated the original ESG issues to determine their impacts.

##### Step 1 Identify ESG issues

According to the *ESG Reporting Guide* and considering actual business and industrial characteristics, we reviewed and re-evaluated the ESG issues to ensure the objectivity and integrity of the Company's topics database, and confirmed that they have covered our ESG practices during the Reporting Period;

##### Step 2 Determine the materiality

The Company assesses and adjusts the issues based on two aspects of "materiality to Tongcheng Travel" and "impact on stakeholders" through internal interviews and discussions and seeking external opinions, and thus generates materiality assessment matrix according to the survey results;

##### Step 3 Verify assessment results

The Board and the ESG Committee review and confirm the assessment results. Based on the assessment results, the Company has identified 5 issues that are extremely important to the Company, that is, providing quality service, protecting users' security, safeguarding network security, protecting users' privacy, and operating in a credible and compliant manner. In this report, we will respond to those material issues in the corresponding chapters so as to meet the concerns of various stakeholders.

#### (4) 實質性評估

本公司已委任第三方專業機構開展實質性評估，確定各ESG議題對於本公司業務發展及各個利益相關方的重要程度，並將評估結果作為制定ESG管理戰略及編製ESG報告的重要參考。報告期內，我們再次對原有ESG議題展開評估，並對其影響進行確認。

##### 步驟1 識別ESG議題

依據《ESG指引》要求，結合行業特性及各利益相關方關注重點，我們於報告期內回顧和重新評估各ESG議題，保證本公司議題庫的客觀性及完整性，確認其已覆蓋報告期內本公司的ESG實踐；

##### 步驟2 確認重要程度

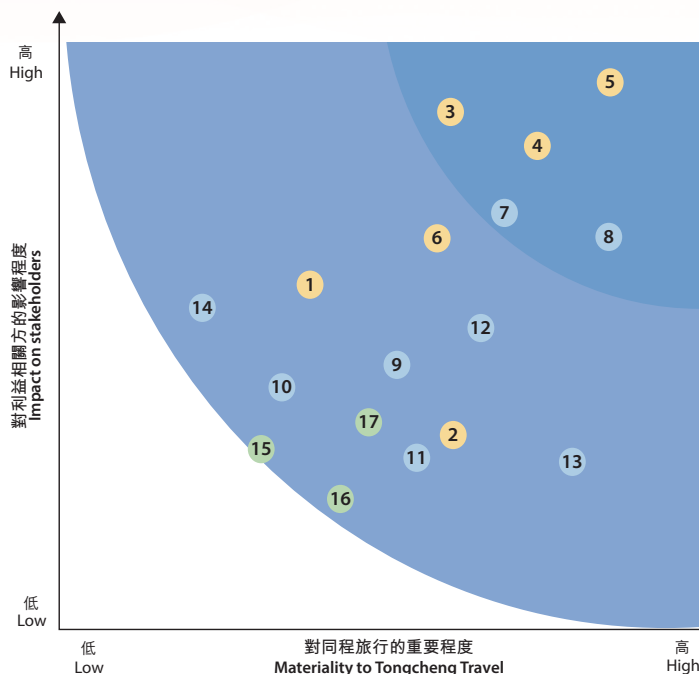
本公司通過內部訪談及研討、徵詢外部意見等方式，從「對同程旅行的重要程度」和「對利益相關方的影響程度」兩方面對各議題進行評估及調整，並根據調研的結果生成實質性評估矩陣；

##### 步驟3 驗證評估結果

董事會及ESG委員會審閱並確認評估結果。根據評估結果，本公司識別出5項對於本公司極度重要的議題，包括提供優質服務、保證用戶安全、保障網絡安全、保護用戶隱私及誠信合規經營。我們將在報告對應章節中針對重點議題展開針對性響應，以滿足各利益相關方的關注。

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Aspect 層面	No. 編號	Issue 議題名稱
Economic 經濟類	1	Sustainable supply chain 可持續供應鏈
	2	Safeguard intellectual property 維護知識產權
	3	Protect users' security 保護用戶安全
	4	Provide quality service 提供優質服務
	5	Operate in a credible and compliant manner 誠信合規經營
	6	Boost industrial development 助推產業發展
Social 社會類	7	Protect users' privacy 保護用戶隱私
	8	Safeguard network security 保障網絡安全
	9	Prohibit child labor and forced labor 禁止童工與強制勞工
	10	Diversity and equal opportunities 多元化與平等機會
	11	Protect staff's health 保護員工健康
	12	Protect staff's rights and interests 保障員工權益
	13	Promote career development 促進職業發展
	14	Charity activities 慈善公益活動
Environmental 環境類	15	Reduce emission 減少排放
	16	Save resources 節約資源
	17	Climate change and Carbon emissions 氣候變化及碳排放



### (5) Business ethics and anti-corruption

Please refer to the *Tongcheng Travel Sunshine Code of Conduct*

We have always adhered to the value of “Integrity and Honesty – Stand firm on the bottom line. Being Simple and Honest”. We regard the business philosophy of compliance and efficiency as the foundation of quality service, and have established a sound risk prevention and control mechanism. In all aspects of business operations, we practice high-level ethical standards.

We strictly comply with laws and regulations such as the *Anti-Unfair Competition Law of the People's Republic of China* and the *Company Law of the People's Republic of China* concerning duty encroachment, bribery, extortion, fraud and money laundering. The internal policies, such as the *Tongcheng Travel Sunshine Code of Conduct* and the *Measures for the Work of the Disciplinary Inspection and Supervision Committee*, cover all employees and business lines of the Company, and clearly stipulate that employees are forbidden from behaviors such as deception, improper profit, fraud and breaches of confidentiality. We have also set up the Discipline Inspection and Supervision Committee as an implementation agency to handle relevant affairs. In addition, an assessment mechanism is in place that links business ethics and compliance to employees' performance so as to strengthen their awareness of business ethics.

### (5) 商業道德及反貪污

請參考《同程旅行陽光行為準則》

我們堅持「正直誠信－堅守底線，簡單正直」的價值觀，將合規高效的經營理念視作高質量服務的基礎，通過建立良好的風險防控機制，在業務經營的各方面踐行高道德標準。

我們嚴格遵守《中華人民共和國反不正當競爭法》和《中華人民共和國公司法》等法律法規中關於職務侵佔、防止賄賂、勒索、欺詐及洗黑錢的相關規定，制定《同程旅行陽光行為準則》、《紀檢監察委員會工作辦法》等一系列管理制度，覆蓋公司全體員工及業務條線，明確杜絕員工弄虛作假、不當獲利、行為舞弊、洩露機密等行為，並設立紀檢監察委員會作為管理相關事務的執行機構。我們亦設立了員工績效與其商業道德合規掛鈎的評估機制，以進一步提升員工商業道德意識。

We have established sound reporting channels and corresponding procedures. Employees and external personnel can report violations of professional ethics or related incidents through e-mails and hotlines. If the allegation is confirmed after investigation, the incident will be dealt in a serious manner in accordance with related punishment policies. For acts constituting illegal and criminal offences, such cases will be transferred to the judicial organs for further processing, and related announcements will be made within the company. During the Reporting Period, we revised the punishment standards in the *Detailed Rules for the Implementation of Disciplinary Punishment* and issued the *Administrative Measures for the Implementation of Inspection for Work Suspension* to optimize the investigating and handling procedures of employee violations and to provide a policy foundation for safeguarding the integrity and honesty atmosphere at the Company.

We have developed the *Whistleblowing Implementation Measures* and the *Measures for Protecting and Rewarding Whistleblowers and Witnesses* and clarify the process of handling whistleblowing, the protection measures for whistle-blowers and reward mechanism. We provide necessary protection for whistle-blowers and witness. Verified acts of retaliation will be dealt seriously. Additionally, we offer multiple safeguards for suppliers and other partners who proactively report clues of violations of laws and regulations, as well as encouraging all stakeholders to actively report corruption, duty encroachment and other violations of laws and regulations, in an effort to consolidate the construction of the Company's integrity culture.

We conduct annual ethics audits in all business operation processes and business segments. During the Reporting Period, the Company carried out a total of 6 special inspections, covering all business lines and middle and back offices. During the Reporting Period, the Company proactively screened and investigated 3 corruption cases. Among them, 2 cases were transferred to and filed by the public security authorities for suspected duty encroachment, and 1 case was transferred for suspected non-governmental staff bribery. Additionally, the public security authority initiated a supplementary investigation against 1 case that had been filed. The cases above had no material impact on the Company. In response to the violations, the Company reacted swiftly and carried out self-correction actions on high-risk issues. We also initiated the optimization of relevant procedures and policies, and preached to all employees about the consequences of the fraudulent behaviors.

我們已建立完善的舉報渠道及處理流程，員工及外部相關人員可通過舉報電郵、電話等途徑舉報違反職業道德的行為或相關事件。調查屬實後，我們將依據相關處罰制度進行嚴肅處理，對於構成違法犯罪行為的案件，將移送公安司法機關處理，並在公司內部進行結果公示。報告期內，我們對《違紀處罰實施細則》的處罰標準進行修訂，並發布《停職檢查實施管理辦法》，優化員工違紀調查處理程序，用制度力量為公司營造正直誠信的氛圍保駕護航。

我們制定《舉報工作實施辦法》及《舉報人、證人保護及獎勵辦法》，明確舉報工作處理流程、舉報人保護舉措及獎勵機制，對舉報人、證人提供必要的保護，對於經核實的打擊報復行為進行嚴肅處理。我們亦對主動舉報違法違規線索的供應商及其他合作夥伴提供多重保障，鼓勵各利益相關方積極舉報腐敗、職務侵佔等違法違規行為，鞏固本公司誠信廉潔文化體系建設。

我們每年度開展針對所有業務運營點及業務環節的商業道德審計工作。報告期內，本公司共計開展6個專項核查，覆蓋全部業務線及中後台部門。報告期內，本公司主動篩查並查處貪腐訴訟案件3起，其中涉嫌職務侵佔移送公安並立案2起、涉嫌非公受賄移送中1起。另外，公安機關針對已立案案件發起補充偵查1起。以上違規案件對本公司未造成實質性影響。此外，針對發生的違規事件，本公司迅速反應，針對已查處的舞弊行為及後果進行全員宣講，並啟動相關流程及制度的優化工作，加強對高風險問題的自查自糾。

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We have been constantly perfecting the publicity and implementation mechanism for integrity education. We have designated “November 11th” of each year as the “Integrity and Self-discipline Day”. Besides, we spare no effort to deliver the values of integrity and self-discipline to each employee through multiple means such as tabloids, publicity videos and articles. We also lay emphasis on the publicity and implementation of integrity in governing body. We regularly provide integrity trainings and distribute business ethics materials to all Board members each year to build a sound integrity education mechanism. During the Reporting Period, we prepared and issued the *Compilation Manual on Disciplinary Cases* to educate all staff on integrity through easy-to-understand cases. We have also provided special integrity trainings for employees of different types. We continued to carry out events such as “Integrity Talks”, “Integrity Lectures” and “Integrity Day Activity”, covering all full-time employees, interns and employees of other types/employment forms.

We have joined the China Enterprise Anti-fraud Alliance and the Trust & Integrity Enterprise Alliance. We cooperate with various members of the Alliances to fight against corruption in multiple fronts. We share the information of dishonest personnel and of dishonest enterprises, as well as jointly fulfilling commitments to anti-corruption. Together, we aim to promote the healthy development of the industry. During the Reporting Period, we participated in 4 exchange activities, including the “Seminar on Innovative in Corporate Integrity and Compliance Management Practices” organized by the Trust and Integrity Enterprise Alliance. We were invited twice to the “Symposium on the Construction of Party Conduct and Incorruption in Suzhou Internet Industry”, where we actively shared our experience in integrity culture building with our peers.

我們不斷完善廉潔教育宣貫機制，將每年「十一月十一日」定為「廉潔自律日」，並定期發布廉潔小報、廉潔文化宣傳視頻及推文等材料，致力將正直誠信、廉潔自律的價值觀傳遞給每一位員工。我們亦重視管治機構的廉潔意識宣貫，於每年度內定期向全體董事會成員提供董事誠信廉潔培訓。報告期內，我們編發《違紀案例匯編手冊》，通過通俗易懂的案例進行全員廉潔宣教；並為不同類型員工設置專項廉潔培訓，延續開展「廉潔談話」、「廉潔小課堂」、「廉潔自律日」等多種活動，綜合覆蓋100%全職員工、實習生等所有類型／用工形式的員工。

我們已加入中國企業反舞弊聯盟及陽光誠信聯盟，通過共享失信人員和失信企業信息、共同踐行反腐承諾等方式，與眾多聯盟成員參與行業反腐共治，推動行業向陽發展。報告期內，我們參與由陽光誠信聯盟組織的「企業廉潔合規管理實務創新研討會」等4場交流活動，並2次受邀參加「蘇州互聯網行業黨風廉政建設主題座談會」，積極與行業共享廉潔文化建設經驗。

## SECURITY ENHANCEMENT AND PRIVACY PROTECTION

### (1) Safeguarding information security

#### i. Management system

We view information security as the foundation for the stable operation of our business. Based on the information security requirements specified in the *Cybersecurity Law of the People's Republic of China*, the *Data Security Law of the People's Republic of China* and the *Personal Information Protection Law of the People's Republic of China*, we have established a sound information security management mechanism, and have specified relevant requirements in internal policies such as the *Tongcheng Travel Information Security Management Provisions*, which apply to all employees. Based on domestic and international information security standards and best practices, the Company has built an information security system in line with our business development. The Company has obtained the ISO 27001 Information Security Management System certification, covering more than 80% of the Company's business. We also keep records on graded information security protection in accordance with the *Administrative Measures for the Graded Protection of Information Security* and annually conduct independent third-party audit and evaluation to ensure the effectiveness of the system.

We have established the ESG and Data Security Committee, under which the Data Security sub-Committee is responsible for overseeing and managing data security and protection such as user privacy and information security in the Company's operations, as well as for comprehensively improving information security management capabilities in research and development ("R&D"), operation, detection, governance and business. We also have included information security as part of the performance assessment of relevant employees, so as to enhance employees' awareness of information security.

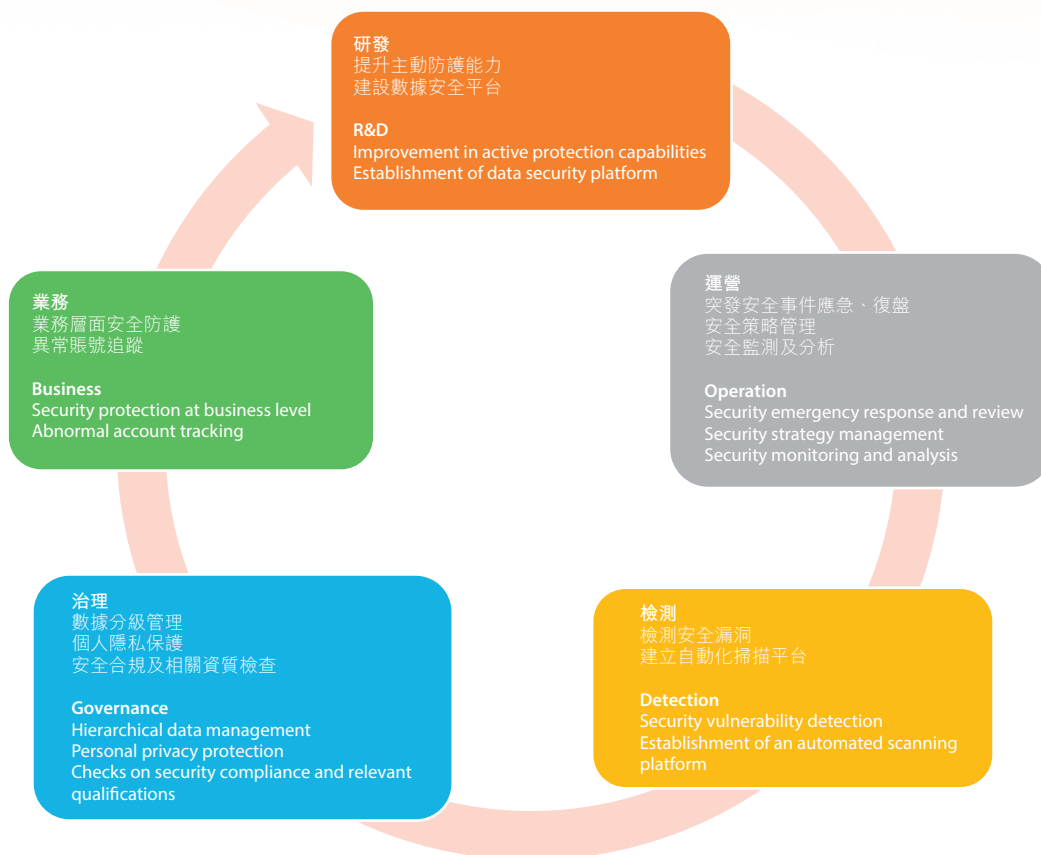
## 安全築城 維護隱私

### (1) 保障信息安全

#### i. 管理體系

信息安全是我們業務穩定運營的基礎。我們圍繞《中華人民共和國網絡安全法》、《中華人民共和國數據安全法》、《中華人民共和國個人信息保護法》等信息安全要求，建立完善的信息安全管理機制，並在適用於全體員工的《同程旅行信息安全管理規定》等內部制度中明確相關要求。我們參照國內外信息安全標準及最佳實踐，建立與業務發展相適應的信息安全系統，現已獲得ISO 27001信息安全管理體系認證，覆蓋公司80%以上的業務。我們亦依據《信息安全等級保護管理辦法》開展信息系統安全等級保護備案並每年進行獨立第三方審計和評估，以確保系統有效性。

我們已成立ESG和數據安全委員會，下設數據安全分會，負責監督與管理公司運營過程中對用戶隱私、信息安全等數據安全保護工作，從研究與開發（「研發」）、運營、檢測、治理及業務等角度全面提升信息安全管理能力。我們亦將相關部門員工的績效考核與其信息安全方面的合規性掛鉤，以提升員工對信息安全的重視程度。



## ii. Network security management

To ensure the secure launch for business, we have verified the security of R&D and maintenance processes, and reduced security risk occurrence in online business to the greatest extent through procedures and technical means, such as security coding specification, security threat modelling, security code audit, vulnerability management and training. We have adopted active defense means such as security operation center and situation awareness, as well as passive defense technologies such as intrusion detection, firewall and cloud shield. During the Reporting Period, we further strengthened the in-depth defense system by perfecting the function, strategy, maturity of the current protection measures. Meanwhile, we have introduced new protection measures such as middle office for security assets, security alert center, password management system, and mail security gateway.

## ii. 網絡安全管理

為確保業務上線安全，我們實踐了研發運維過程安全，通過安全編碼規範、安全威脅建模、安全代碼審計、漏洞管理和培訓等流程和技術手段，最大程度降低在線業務安全風險發生率。我們設立了安全運營中心、態勢感知等主動防禦手段，以及包括入侵檢測、防火牆與雲盾應用等舉措在內的被動防禦機制。報告期內，我們進一步夯實上述的縱深防護體系，從功能、策略、成熟度等方面對已有防護手段進行完善，同時新增安全資產中台、安全告警中心、密碼管理系統、郵件安全網關等防護手段。

In order to strengthen and standardize the security management of APPs, we have formulated the *Administrative Measures for Mobile App Security of Tongcheng Travel* and the *Measures for Standardizing and Managing Online Promotion Process for Tongcheng Travel APP and Products* to control security throughout APPs' entire life cycle, from the perspectives of APP development security, client security function and system release security. During the Reporting Period, we set up an APP compliance team to carry out continuous self-inspection and self-rectification for the compliance of our APPs. We also regularly engaged external inspection agencies to conduct compliance monitoring.

Moreover, the Company has established a security emergency response center to identify threats and bugs that have been reported by the public on the official website. These threats and bugs will then be handled, repaired and reviewed by internal staff, and rewards will be offered to the reporters based on the risks and impacts of the threats and bugs.

### iii. Data security management

To ensure data security throughout its life cycle, we have formulated the *Data Security Management Policy* to specify the principles, organizational structure and data classification for data security management and control. We have also controlled all aspects of the data life cycle, including generation, storage, use, transmission, opening and destruction, to avoid potential risks or losses caused by misconducts. During the Reporting Period, we continued to improve the data security protection system. We have built a data security management center to promote the implementation of asset management and classification. We have established a data encryption system to strengthen sensitive data protection. We have also set up a database security audit system to give timely audit alerts on the risks of daily data operations, and have further expanded the function of audits to manage data transmission interfaces.

為加強和規範APP的安全管理，我們制定《同程旅行移動應用安全管理辦法》及《APP及平台產品上線推廣流程規範管理辦法》，從應用程序開發安全、客戶端安全功能、系統發布安全等角度管控APP全生命周期的安全建設。報告期內，我們成立APP合規小組，對公司APP進行持續化的內部合規自查自糾，並定期聘請外部檢測機構開展合規檢測。

此外，本公司已建立安全應急響應中心，通過官方網站面向公眾徵集威脅及漏洞，由內部工作人員進行處理、修復及複查，並根據威脅及漏洞的風險及影響程度為報告者積分並進行獎勵回饋。

### iii. 數據安全管理

為保障數據全生命周期的安全應用，我們制定《數據安全管理制度》，規範數據安全管控的原則、組織架構、數據分級等內容，同時對數據生命周期中產生、存儲、使用、傳輸、開放、銷毀等各個環節進行控制，規避不當行為引起的潛在風險或損失。報告期內，我們持續完善數據安全防護體系，構建數據安全管理中心，推進資產管理及分類分級的落地；建立數據加密系統，加強對敏感數據的防護；建立數據庫安全審計系統，對日常數據的風險操作進行及時審計告警，並進一步豐富應用審計功能，對數據接口傳輸進行管理。

We also take stringent data security management measures related to our cooperation with third parties, including suppliers and other partners, such as signing relevant confidentiality agreements and data processing agreements with them. We always keep the review status of the partners who engage in data transfer to ensure that they have the relevant qualifications for data and network security management, including understanding whether they have obtained the certification for information security protection such as national certification of classified protection of information security and ISO 27001 certification. At the same time, we carry out interface security inspection and data review to confirm data transmission permissions and the implementation of the principles of de-identification, anonymization and minimization, so as to reduce and avoid risks associated with the data transmission to and from third parties.

To further enhance data security management, we have designated data security officers in each business unit or department to be responsible for data security and compliance matters, with the aims of ensuring that daily data management complies with security and confidentiality regulations and safeguarding the safe and reliable operation of data systems. During the Reporting Period, we continued the “Oracle” project, in which we reviewed the business data interactions and optimized data security and personal information protection based on the data security assessment.

To secure business continuity to the most extent, we have formulated the *Personal Information Security Incidents Contingency Plan* for information security incidents such as data leakage. We have specified the scope of responsibilities and incident response processes for the security emergency team and relevant business departments. At the same time, we have built a backup system with high reliability and high availability to cope with disasters, which together with intra-city cross data room backup and remote backup, addresses potential data security risks caused by force majeure situations. We have also established a strict data storage, data access and corresponding data recovery mechanism. We regularly conduct emergency drills such as “data deletion recovery” and “core database deletion permission recovery verification” to enhance our emergency response capability.

我們對合作的第三方（包括供應商和其他合作夥伴）亦採取嚴格的數據安全管理舉措，如與其簽訂相關保密協議、數據處理協議。我們對發生數據傳遞的合作商，始終保持審查狀態，了解其國家信息安全等級保護認證、ISO 27001 認證取得情況，確保其擁有信息安全安全管理相關資質；同時展開接口安全檢查、數據審查，確認其數據傳輸權限及去標識化、匿名化、最小化原則踐行情況，降低及規避第三方數據傳遞帶來的相關風險。

為提升數據安全管理水平，我們在各事業部／項目部指定數據安全員，負責本事業部／項目部數據安全及合規事宜，確保日常數據管理符合安全保密規定，保障數據系統的安全可靠運營。報告期內，我們延續「甲骨文」項目，全面梳理公司的業務數據交互情形，評估數據安全情況及個人信息保護力度並進行升級優化。

為最大程度地保障業務的連續性，我們針對數據洩露等信息安全事件制定《個人信息安全事件應急預案》，規範相關情境下安全應急組織及各相關部門的職責範圍及事件響應流程；配備高可靠性、高可用性的災備系統，結合同城跨機房備份和異地備份，充分應對不可抗力因素引起的數據安全風險；制定嚴格的數據存儲、數據使用、數據恢復等機制，定期開展「數據誤刪恢復」、「核心庫刪除權限回收驗證」等應急演練活動，提高應急處理能力。



#### iv. Security awareness training and publicity

In addition to regular data security training for all employees (including full-time employees, interns and other employees of all types/employment forms), we also provide special training for new employees and employees in related positions and invite internal and external experts to help increase data security knowledge among our people and improve their information security management capabilities. We strive to continuously cultivate an information security culture by publicizing promotional slogans and holding offensive and defensive security drills. We have also set up an information security complain and report channel (the same as the business ethics report channel), and encouraged employees to report information security incidents timely. During the Reporting Period, we launched the “Problems Clearing Action”. We combined it with the training of “Oracle” project, thus providing relevant laws and regulations training for employees of all lines and at all levels and helping them improve information security compliance awareness based on practice.

We actively share our experience with industry peers, disclose common security issues such as vulnerabilities and countermeasures in an open and transparent way for the reference of industry peers and the public. Together, we work hard to promote and advance the strengthening of information security for the industry. During the Reporting Period, we arranged employees to participate in external trainings, policy interpretation meetings, seminars and other relevant activities. We shared our experience in the “Cybersecurity Day of Suzhou Culture, Broadcast-TV and Tourism Authorities” event. We also participated in the “Create Security Shield – 2022 Cybersecurity Incident Emergency Drills” organized by Jiangsu Communications Administration to rapidly respond to and fix security vulnerabilities, working with all sectors of society to strengthen the social network security.

#### iv. 安全培訓宣貫

我們定期開展覆蓋全體員工（包括全職員工、實習生等所有類型／用工形式的員工）的數據安全培訓，並為新員工及相關崗位員工提供專項培訓，聘請內外部專家為員工普及數據安全知識、提高信息安全管理能力；亦通過張貼宣傳標語、組織安全攻防演練等方式，營造良好的信息安全文化氛圍。我們亦設立了信息安全投訴舉報渠道（同商業道德舉報渠道），鼓勵員工及時反饋信息安全不合規事件。報告期內，我們結合「甲骨文」項目的培訓工作，進一步推出「掃雷專項」，面向各層級各條線員工開展相關法律法規培訓，結合實踐提升全員信息安全合規意識。

我們秉持開放透明的態度，積極向行業分享自身經驗，並公開披露漏洞及應對方案，供同業及公眾參考常見的安全問題，共同推動行業信息安全建設。報告期內，我們組織相關員工多次參與外部培訓、政策解讀及研討會議等活動，於「蘇州市文廣旅系統網絡安全宣傳日」活動中作經驗分享；參與江蘇省通管局舉辦的「鑄盾二零二二網絡安全保障應急實戰演練」，針對安全漏洞進行快速響應與修復，同各界共同築牢社會網絡安全屏障。

## (2) Protecting user privacy

### i. Management system

The protection of personal information and privacy is a critical issue in the internet era. The Company strictly complies with the *Personal Information Protection Law of the People's Republic of China* and other relevant laws and regulations to carry out information management. We require all employees to sign the *Confidentiality Agreement* for personal information and data security, and require key employees to sign the *User Personal Information Protection Commitment*. We actively arranged employees to participate in relevant external trainings and to get relevant certificates. As of the end of the Reporting Period, three employees have been awarded the *Personal Information Protection Engineer* certificate and the *Enterprise Compliance Engineer* qualification. We have also established a user complaint channel and feedback mechanism for user privacy matters, and have taken effective control measures to protect users' personal information and privacy. In response to data security violations, we seriously deal with them under the *Data Security Management Policy*. The heaviest penalties include immediate termination of employment, and the violator may be investigated for civil or criminal liabilities. During the Reporting Period, we did not receive any complaints for privacy matters.

### ii. Full life-cycle management

Please refer to the *Tongcheng Travel Users' Privacy Policy*

In the *Tongcheng Travel Users' Privacy Policy*, we introduce to users our management methods for the collection, storage, use, sharing, transfer and disclosure of their personal information, as well as entity rights. This policy applies to all of our business lines. Based on this policy, we will expand and refine the user privacy policy of our products and services, and will strive to protect the security and controllability of users' personal information.

## (2) 守護用戶隱私

### i. 管理體系

保護個人信息及隱私安全是當今互聯網時代至關重要的議題。本公司嚴格遵照《中華人民共和國個人信息保護法》等相關法律法規開展信息管理工作，要求全體員工簽署個人信息及數據安全相關的《保密協議》，要求關鍵崗位員工簽署《用戶個人信息保護承諾書》。我們積極組織相關員工參與外部培訓認證，截至報告期末，已有3名員工獲授《個人信息保護工程師》證書及《企業合規師》資質。我們亦針對用戶隱私事宜建立用戶申訴渠道和反饋機制，採取有效管控措施，保障用戶個人信息及隱私安全。若出現數據安全違規事件，我們將依據《數據安全管理制度》進行嚴肅處理，最高處罰包括立即辭退，並有可能被追究民事或刑事責任。報告期內，我們未收到隱私保護事宜的相關投訴。

### ii. 全生命周期管理

請參考《同程旅行用戶隱私政策》

我們通過《同程旅行用戶隱私政策》向用戶介紹其個人信息在收集、存儲、使用、共享、轉讓、披露及主體權利的管理方法，該政策適用於我們所有的業務線，我們將基於該政策拓展並細化我們旗下產品和服務的用戶隱私政策，並將致力於保護用戶的個人信息安全可控。

**We promise to:**

我們承諾：



- Minimize unnecessary collection of personal information
- 最大化減少不必要的個人信息收集
- Specify the collection and use of users' data by third parties
- 規範第三方對用戶數據的收集及使用流程
- Make every effort to protect users' rights in the management of personal information
- 全力保障用戶的個人信息管理權利
- Conduct regular assessments and audits of user information security
- 定期開展用戶信息安全評估及審計

We have established a comprehensive users' rights protection mechanism that mandates us to collect the minimum necessary private information and to specify the rights of users to control their personal information, such as inquiry, correction, deletion, cancellation, and withdrawal of authorization. We have standardized the process specifications for retention and use of data through documents such as membership agreement, user's privacy policy, business reservation agreement and data processing agreement. We follow the principle that the retention period of personal information is the shortest time necessary for processing purposes. Meanwhile, we have clearly defined the required scope for collecting and using personal data to prevent the unlawful collection of users' personal information from third parties. We also attach great importance to the protection of personal information and privacy of minors; we ensure that personal information of minors will only be collected, used, shared, transferred or disclosed as permitted by law and as necessary for business purposes, with the express consent of parents or guardians, or as necessary for the protection of minors.

我們已建立完善的用戶權利保障機制，通過會員協議、用戶隱私政策、業務預定協議、數據處理協議等文件規範數據保留、使用的流程規範，做到收集最小必要的隱私信息，並明確用戶對其個人信息的查詢、更正、刪除、註銷及撤回授權等管控權利。我們遵循個人信息保存期限為實現處理目的所必要之最短時間的原則。同時，我們明確了收集和使用個人信息的必要範疇，杜絕從其它第三方非法收集用戶個人信息。我們亦重視對未成年人個人信息及隱私的保護，保證只會在法律法規允許、業務必要、父母或監護人明確同意或者保護未成年人所必要的情況下對未成年人的個人信息進行收集、使用、共享、轉讓或披露。

We have set up a rigorous data security system, which limits the business processing involving users' personal information to a secure office network. We carry out multi-level approvals, log backup, and periodic inspection of information retrievals as well as the adoption of secure data transmission methods. We have set up a data leakage prevention system within our office network to regularly review and examine the handling of sensitive user information by staff. In response to personal information security incidents such as data leakage, we have formulated the *Personal Information Security Incident Contingency Plan* to standardize the incident handling process, in which we also clarify that emergency response training and emergency plan drills should be organized at least once a year.

In cooperation with contractors and suppliers, we sign agreements such as the *Data Processing Agreement*, which contains relevant provisions on the collection, storage and use of user data by third parties. We also regularly check the suppliers of each business line for personal information protection to ensure their compliance with data use provisions. During the Reporting Period, we revised the rules for using user information and the penalties for violations of air ticket suppliers, and strengthened relevant penalties. We added terms and clauses of data processing and personal information protection to the cooperation agreements with the accommodation suppliers to further safeguard user privacy and personal information security.

### iii. Technology empowerment

We automatically check compliance of personal privacy on a regular basis in areas such as common mobile security bugs, privacy policies, information collection and use of permissions. We continuously promote innovative R&D of privacy protection technologies. In product design, we have developed and integrated various functions and technologies for personal information protection. We have launched "Automatic Deletion after Check-in" function. After the user books a hotel and selects this function, the order information will be automatically deleted from the order list. During the Reporting Period, we introduced the "Visitor Browsing Mode" to minimize unnecessary collection of personal information.

我們設立嚴密的數據安全保障體系，將涉及用戶個人信息的業務處理操作限制在安全辦公網絡環境中，並對信息調取行為進行分類分級審批、日誌備份和定期檢查，採取安全的傳輸方式進行數據傳輸。我們在辦公網內部署了數據防洩漏系統，定期對員工操作處理用戶敏感信息進行覆核和審查；針對隱私洩露等個人信息安全事件，制定《個人信息安全事件應急預案》，規範事件處理流程，並明確每年至少組織一次應急響應培訓和應急預案演練。

在與外包商及供應商合作時，我們通過《數據處理協議》等文件，明確對用戶數據的收集、保存及第三方使用的相關規定。我們亦就個人信息保護對各業務線的供應商進行例行檢查，以確保其數據使用的合規性。報告期內，我們修訂機票業務供應商的用戶信息使用規範和違規罰則，並加大相關處罰力度；在與住宿業務供應商的合作協議中添加數據處理及個人信息保護條款，進一步保障用戶隱私和個人信息安全。

### iii. 技術賦能

我們定期對常見的移動安全漏洞、隱私政策、信息收集、權限使用等方面進行個人隱私安全合規的自動檢測，不斷促進隱私保護技術的創新研發。在產品設計環節，我們自主開發並集成了個人信息保護的多項功能與技術。我們已推出「訂後即焚」產品功能，當用戶啟動該功能服務預定酒店後，其訂單信息將在訂單列表中自動刪除。報告期內，我們推出「遊客瀏覽模式」，以減少不必要的個人信息收集。

## TOPNOTCH OPERATION AND HIGH QUALITY

Adhering to the principle of “putting customers first – creating value for users”, we are committed to providing supreme travel experience for users through grasping the needs of users throughout their journey, and thus making their journey more convenient, personalized and cozy.

The Group is always in compliance with relevant laws and regulations that have a significant impact on us relating to health and safety, advertisement, labelling and privacy relating to products and services provided and methods of redress.

### (1) Delivering quality with conscientiousness<sup>1</sup>

We strictly comply with relevant laws and regulations such as the *Tourism Law of the People's Republic of China* and the *Law of the People's Republic of China on the Protection of Consumers' Rights and Interests*. Through the integration of various resources in the industry chain, we have established in-depth cooperation with high-quality travel service providers and offer innovative products and services, so as to satisfy users' changing travel needs.

As of the end of the Reporting Period, our online platforms offered over 9,200 domestic routes, around 2.5 million hotels selections and alternative accommodation options, approximately 400,000 bus routes, over 810 ferry routes and about 8,000 domestic tourist attractions ticketing services. During the Reporting Period, we established cooperative relationships with 478,018 tourism service providers.

<sup>1</sup> As the Company does not manufacture physical products in its operations and does not meet the relevant conditions to trigger the recall of products, the KPI B6.1 (percentage of total products sold or shipped subject to recalls due to safety and health reasons) and the KPI B6.4 (description of quality assurance process and recall process) are not applicable to the Company, and no disclosure is made in this ESG report.

## 匠心運營 堅守品質

秉持着「客戶第一 — 為用戶創造價值」的價值觀，我們致力於為用戶提供極致旅行體驗，把握貫穿旅行全過程的用戶需求，使旅途更加便利、個性化及舒適愜意。

本集團始終遵守對我們有重大影響的、有關所提供產品和服務的健康與安全、廣告、標籤及隱私事宜以及補救方法的相關法律及規例。

### (1) 打造良心品質<sup>1</sup>

我們嚴格遵守《中華人民共和國旅遊法》、《中華人民共和國消費者權益保護法》等法律法規，通過產業鏈整合各項資源，與高品質旅遊服務供應商深入合作，提供更多創新產品及服務，滿足用戶不斷變化的出行需求。

截至報告期末，我們的線上平台提供9,200多條國內航線、約2.5百萬家酒店及非標住宿選擇、約400,000條汽車路線、810多條渡輪線路及約8,000個國內旅遊景點的門票服務。報告期內，我們共與478,018家供應商建立合作關係。

<sup>1</sup> 由於本公司並不在經營活動中生產實體產品，不滿足觸發產品召回的相關條件，故KPI B6.1(已售或已運送產品總數中因安全與健康理由而須回收的百分比)及KPI B6.4(描述質量檢定過程及產品回收程序)不適用本公司，故在本ESG報告中不作披露。

Supplier Structure <sup>1</sup> Indicators		2022 Total
供應商結構 指標		二零二二年 總數(家)
<b>Total</b>		
總計		478,018
<b>Mainland China</b>	North China (Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia)	54,095
大陸地區	華北(北京、天津、河北、山西、內蒙古)	
	Northeast (Liaoning, Jilin, Heilongjiang)	25,552
	東北(遼寧、吉林、黑龍江)	
	East China (Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong)	133,981
	華東(上海、江蘇、浙江、安徽、福建、江西、山東)	
	Central China (Henan, Hubei, Hunan)	63,931
	華中(河南、湖北、湖南)	
	South China (Guangdong, Guangxi, Hainan)	68,517
	華南(廣東、廣西、海南)	
	Southwest (Chongqing, Sichuan, Guizhou, Yunnan, Tibet)	97,713
	西南(重慶、四川、貴州、雲南、西藏)	
	Northwest (Shaanxi, Gansu, Qinghai, Ningxia, Xinjiang)	31,186
	西北(陝西、甘肅、青海、寧夏、新疆)	
<b>Hong Kong, Macao and Taiwan regions</b>	Hong Kong Special Administrative Region	2,388
港澳台地區	香港特別行政區	
	Macao Special Administrative Region	79
	澳門特別行政區	
	Taiwan	7
	台灣地區	
<b>Overseas</b>		569
海外		

<sup>1</sup> We have established a strict supplier access qualification review and management mechanism, and do not establish cooperative relations with suppliers that do not meet the standards. Supplier data includes air ticket service suppliers, accommodation service suppliers, ground transportation suppliers and administrative purchasers within the validity period of the cooperation as of the end of the Reporting Period. During the Reporting Period, the number of accommodation service suppliers fluctuated due to the impact of the COVID-19 epidemic, so the total number of suppliers in 2022 decreased slightly compared to 2021.

<sup>1</sup> 我們已建立嚴格的供應商准入資質審核和管理機制，不與未符合標準的供應商建立合作關係。供應商數據包含截至報告期末，處於合作有效期內的機票服務供應商、住宿服務供應商、地面交通類供應商及行政類採購商。報告期內，受新冠疫情影響，住宿服務供應商的數量有所波動，故二零二二年供應商總數較二零二一年相比略有下降。

**i. Accommodation reservation business**

Through our mature control system for accommodation suppliers and constantly improving products and services, we continue to provide users with diverse and high-quality accommodation to meet different budgets and preferences of users.

***Selection of guaranteed resources***

We have established strict admission criteria and carefully select suppliers based on core dimensions including business growth, merchant qualification, pricing advantage and software system. We incorporated a “hotel service quality score” into our regular supplier assessment and rating system. We continuously monitored their service capabilities, pricing advantages, response time to users’ demands, contract compliance and fulfilment, product reputation and other indicators.

For high-quality suppliers, we irregularly offer preferential support, such as upper sequence and brand recommendation. For unqualified suppliers, we have formulated the supplier blacklist and the delisting process for abnormal suppliers. When there is an abnormal situation in terms of hotel booking and check-in or public opinion, we will adopt disciplinary measures such as rectification, excellence-label removal, business suspending, product delisting or cooperation termination. We continue to implement the deposit system. In the initial cooperation, we will set a reasonable deposit to foster a strong sense of responsibility.

***Enhancement of service experience***

We are dedicated to creating a supreme hotel reservation experience for users. During the Reporting Period, we released the “Tongcheng Quality Hotel List” based on hotel conditions and user experience, making hotel selection quicker and easier for users. We labeled hotels with barrier-free facilities and provided screening function for people with disabilities to enhance the travel experience of the disabled. We provided users with free cancellation within 15 minutes after hotels confirm orders. As of the end of the Reporting Period, tens of thousands of hotels have adopted this function.

**i. 住宿預訂業務**

我們通過成熟的住宿供應商管控體系、不斷提升的產品與服務水平，持續為用戶提供多元且高質量的住宿房源，滿足用戶的不同住宿預算及喜好。

***優選安心房源***

我們制定嚴格的准入標準，基於業務增長、商戶資質、價格優勢和系統軟件等核心維度綜合甄選供應商；將「服務質量分」納入供應商定期考核評級體系，通過服務能力、價格優勢、用戶需求響應速度、合同遵守與履行、產品好評度等維度對供應商進行持續監測。

我們不定期給予優質供應商前端排序、品牌推薦等平台資源傾斜支持；對於不合格供應商，設置有供應商黑名單及異常供應商下線處理流程，當出現用戶預訂、入住等方面或輿論的異常情況，會採取業務溝通整改、摘牌、關停、下線和終止合作等處罰管理措施；持續推行保證金繳納制度，對首次合作的供應商設置相應的保證金，促進其形成良好的業務合作經營責任感。

***提升服務體驗***

我們致力為用戶打造優質的住宿預訂服務體驗。報告期內，我們根據酒店自身條件和用戶真實體驗反饋等維度精選出「同程好住榜」，為用戶提供快速便捷的決策參考；針對殘障人士推出酒店無障礙設施篩選項和標籤，有效提升殘障人士的出行體驗；為用戶提供酒店確認後訂單15分鐘內可以免費取消的功能，截至報告期末，已有數萬家酒店支持該功能。

In product innovation, we have launched services of reservation with credit such as “Stay First, Pay Later”, “Check-in without Deposit” and “Pay after Check-out” based on the third-party pay credit system, covering over 90% of hotels on our platform. During the Reporting Period, we optimized pre-booking interaction and copywriting, and added reminders for post-booking rules, so as to simplify check-in and check-out procedures. Meanwhile, to enrich the platform’s payment forms, we provided “Installment Payment” to meet the credit consumption demand of the younger generation. We recommended credit payment to users with all-around promotion and operation instructions. As of the end of the Reporting Period, tens of thousands of users have used the “Installment Payment”.

To secure users’ travel experience during the pandemic, we used technologies, including intelligent robots and keyword triggering, to capture users’ intentions when they searched for information about the pandemic, thereby providing services such as pandemic policies enquiry and real-time announcements push based on users’ needs. We provided the information of nucleic acid testing sites on the hotel’s detail page, with the screening function of “nearby nucleic acid testing sites” to help users with booking decisions.

#### *Empowerment of merchant operation*

We actively empower our partners to improve industry efficiency. Through one-stop intelligent solutions, we help accommodation clients enhance efficiency and create revenue. We provide them with services such as new media marketing, agency operations, revenue management, big data applications and intelligent hotel upgrades. We have four major brands, namely, “Lvzhi Cloud”, “Zhuzher”, “Golden Swan” and “Yunzhanggui”, covering middle and high level chain hotels, small and medium-sized individual hotels as well as alternative accommodations.

在產品創新方面，我們基於第三方支付分信用體系上線「先住後付」、「免擔保金」、「離店付款」酒店信用預訂服務，產品覆蓋率達90%以上，並於報告期內優化預訂前交互和文案、增加預訂後規則提醒，幫助用戶省去過往酒店入住及退房的諸多繁瑣環節。同時，為豐富平台用戶的支付形式，進一步滿足新一代群體的信用消費趨勢，我們推出「分期付款」功能，從感知到操作全方位輔助用戶選用信用支付方式。截至報告期末，使用「分期付款」功能的用戶量累計達數萬。

為保障用戶在疫情期間安心出行，我們通過應用智能機器人、關鍵詞觸發等技術，在業務流程中敏銳捕捉用戶疫情信息查詢意圖，並根據用戶出行需求提供疫情政策查詢、實時公告推送等服務；在酒店詳情頁展示該酒店附近的核酸檢測點信息，並提供「近核酸檢測點」篩選功能，方便用戶進行預訂決策。

#### *賦能商戶運營*

我們積極賦能行業夥伴，提升行業效率。我們通過一站式數智化解決方案賦能住宿業客戶，幫助其提升效率、創造收益。我們旗下擁有「旅智雲」、「住哲」、「金天鵝」、「雲掌櫃」四大品牌，覆蓋中高端連鎖酒店、中小型單體酒店及民宿，並在此基礎上為客戶提供新媒體營銷、代運營、收益管理、大數據應用、智慧酒店升級等服務。



During the Reporting Period, we integrated hotel reservation, pre-check-in and in-stay scenarios to enable self-services of online reservation, room selection and stay extension. We launched Lvzhi Cloud CMS to meet the demand of middle and high-end hotels and chain hotels for standardized management and operation analysis of their stores, personnel and membership. The Lvzhi Cloud CMS worked with the hotel room management system and the hotel quality inspection system to help our clients improve their operational management capabilities. We also used technical and operational means to help accommodation clients improve their marketing capabilities on various new media platforms and achieve order growth.

In addition to the emerging digital services, we have taken a number of measures to support the recovery and development of the accommodation industry. During the Reporting Period, we organized a number of supplier conferences to share market research results and discuss market trends with accommodation partners. We have also released industry data reports such as the *2022 National Day Holiday Operation Report on Alternative Accommodation* and the *2021 National Data Report on Alternative Accommodation*, providing useful references for alternative accommodation operators. We also led an “Empowerment Program” for small and medium-sized hotels, and worked with industry experts, hotel partners and operational experts to organize live-streaming course “Lvzhi Tech Lecture Hall”, attracting tens of thousands of participants.

Furthermore, we created a one-stop operation platform “Business Assistant” for hotel merchants to help them better understand the platform operation rules and operation data, so as to attract high-quality traffic and users. We also issued certificates for 3,000 hotels included in the “Tongcheng Quality Hotel List” and tagged labels to show the hotel’s type and ranking, which enhanced the interaction between the platform and hotels both online and offline.

報告期內，我們整合用戶預訂、住前、住中使用場景，幫助酒店實現用戶在線預訂、選房、續住等在線微訂房服務。我們發布旅智雲CMS管理系統，滿足中高端及連鎖酒店集團對門店、人事、會員等的統一規範管理和經營分析，結合客房通系統和酒店質檢系統，助力酒店客戶提高運營管理能力；我們亦通過技術和運營雙重手段，助力酒店客戶提高其在各種新媒體上的營銷能力，實現訂單增長。

除了打造與時俱進的數智服務，我們結合多項舉措全面助力住宿行業復甦和發展。報告期內，我們組織了多場供應商大會，與酒店商戶夥伴們分享市場調研結果，討論市場發展動向。我們亦發布了《二零二二年國慶假期民宿經營數據報告》、《二零二一民宿行業全國數據報告》等行業數據報告，為民宿經營者提供有力的參考材料。我們還面向中小酒店發起「賦能計劃」，聯合行業專家、酒店夥伴、運營專家等推出「旅智科技大講堂」，直播課程累計學習人次已達數萬。

此外，我們打造了一站式商戶運營平台「生意寶」，幫助商戶更加全面地掌握平台運營規則、更深入地了解平台經營數據、更多地獲取平台優質流量與用戶。我們亦為入選「同程好住榜」的3,000家酒店頒發實體認證證書，並在平台頁面添加相關標籤，呈現其入選榜單類型、排名信息，加強平台與酒店之間線上線下的聯動效應。

## ii. Air ticket business

We sell tickets of almost all Chinese airlines and major international airlines, and leverage our own data capabilities to help users book the most suitable flights by providing clear and direct purchasing methods.

### *Safeguarding travel quality*

We strictly review the supplier qualification documents. During the cooperation, we check the indicators of ticket volume, ticket issuing time and number of complaints, and constantly update the assessment criteria. We introduce monthly assessment mechanism to suppliers, and cooperate only with the high-quality air ticket suppliers based on assessment results. We have also established a health indicator system to monitor the supply chain and encourage benign bidding practices among suppliers in order to promote the sound development of the market.

We have required suppliers to establish an emergency response mechanism, and have formulated stringent penalty and compensation rules against suppliers in order to prevent the infringement of users' rights and interests. We have developed the *Air Ticket Supplier Service Specifications* to specify our requirements of admission, assessment, elimination and penalty on suppliers. During the Reporting Period, we enhanced the control of supplier behaviors, improved service scenarios for service constraints, and effectively prevented and controlled violations by proactively putting in place systematic means.

We have established a point reward system to grant points to eligible merchants in terms of their flight segment contribution and service quality. Those points can be exchanged for preferential resources or be deducted for valid customer complaints. We also regularly hold supplier conferences to convey the direction of service improvement and to gather relevant feedback and suggestions, in a joint effort to improve our platform and thereby enhancing our ability to provide users with sound, high-quality products and services.

## ii. 機票業務

我們銷售幾乎所有中國航空公司及主要國際航空公司的機票，利用自身的數據能力幫助用戶預訂適合其旅遊需要的航班，提供清晰、直觀的購買方式。

### *保障出行品質*

我們嚴格審核供應商資質文件，在合作過程中綜合考核其票量、出票時長、投訴數量等指標，並持續迭代考核標準，根據月度考核結果對供應商優勝劣汰。我們亦建立供應鏈結構健康度指針體系，引導供應商良性競價，推動市場秩序良性發展。

我們要求供應商建立突發事件響應機制，並制定嚴格的供應商處罰及賠償條例，杜絕供應商侵害用戶權益等行為。我們通過《機票供應商服務規範》向供應商傳達上述准入、考核、淘汰及處罰等相關細則。報告期內，我們加強供應商行為管控，完善服務行為場景進行服務約束，通過系統手段前置有效防控違規問題。

我們打造供應商積分獎勵機制，從航段貢獻及服務質量兩個維度為達標商戶發放積分獎勵，並針對資源傾斜和有效客訴情況進行積分扣除。我們亦定期召開供應商大會，向供應商傳達服務推進方向並聽取相關反饋，共同完善自有平台，從而為用戶提供優質穩定的產品及服務。

### *Innovating products and services*

We continuously refresh travelling products and services. We provide diversified services based on users' attributes, as well as customized value-added products and service covering all kinds of users. During the Reporting Period, we significantly increased users' self-service rate. We provided self-service portals for urging and rejecting domestic flight changes, reservation for flight cancellation, international and domestic flight changes due to the COVID-19 pandemic. We also promoted the self-service of domestic flight changes and refund of ancillary products.

### iii. Ground transportation business

We provide online booking services of rail tickets with value-added services covering pre-departure, on the road and arrival. Besides, we provide users with domestic ferry and bus ticketing services to meet China's growing intercity transportation demand. We also eye on emerging trends, such as self-drive tours, recreational vehicle tours and camp tours, to explore the possibilities of innovative business.

### *Quality Guarantee*

To select high-quality suppliers for cooperation, we have formulated a detailed supplier management specification. We conduct rigorous qualification review of potential suppliers and have controls over key areas, such as supplier classification, supplier assessment management, risk management, customer complaints and withdrawal. During the Reporting Period, we re-designed the train ticket supplier management system and standardized the business process through initiatives such as the development of supplier capabilities and the upgrading of electronic payment structures.

### *創新產品服務*

我們持續為用戶提供耳目一新的出行產品及服務體驗，根據用戶屬性開展差異化服務，定制差異化增值產品及服務策略，全方位覆蓋各類用戶群體。報告期內，我們大力提升用戶自助率，開放國內機票催改期、駁回改期、預約退票、國內及國際機票疫情改簽等自助入口，並推動國內機票改期及輔營產品退訂自助化。

### iii. 地面交通業務

我們提供火車票線上代訂服務，並為用戶提供出行前、出行中及出行後的配套增值服務。我們亦提供國內航線的渡輪票訂購服務及汽車票購票服務，以滿足中國不斷增長的城際交通需求。我們關注國內自駕車、旅居車與露營旅遊等新興趨勢，持續探索創新業務的可能性。

### *品質保障*

我們制定詳細的供應商管理規範流程，對潛在供應商開展嚴格的資質審查，並對供應商的等級劃分、考核管理、風險管理、客訴及退出等各重要環節進行把控，甄選優質供應商進行合作。報告期內，我們重構火車票供應商管理系統，通過供應商能力挖掘、電子支付結構提升等舉措，使業務更加規範和高效。

### *Digital empowerment*

We have launched an intelligent travel solution system named “Huixing”, which aims to provide users with more intelligent and diverse travel solutions by integrating users’ varying needs and transport capacity and resources. When the users cannot reach their destinations directly or there are no tickets available, “Huixing” can provide users with better travel solutions based on their needs and preferences. In addition to scenarios such as lack of tickets or ticket issuance failure, “Huixing” can also provide users with options for lower prices or shorter travel durations even when direct tickets are available. During the Reporting Period, we continued to optimize the algorithm capability of the system and the integration of transport capacity, and expand the coverage of scenarios to further innovate travel solutions.

We also constantly promote the transformation and upgrading of the passenger transport sector. We cooperated with many passenger transport enterprises to help facilitate the digital operation of urban and rural passenger transport routes and bus ticketing systems. During the Reporting Period, we implemented the “Digital Transformation into Intelligent Station 2.0” project, which provided artificial intelligence-based solutions of “vehicle, passenger and finance” for 14 stations of Hu’nan Huaihua Highway Transportation Group. Besides, we held a seminar on the transformation and upgrading of road passenger transport themed “Change & Breakthrough”, which brought together various industry peers to proactively explore the in-depth integration between road passenger transport and the Internet under the new situation.

In addition, in view of the high travel risks and unstable refund policies during the pandemic, we prioritized displays of products and services with more flexible refund policies and formulated the insurance process for the pandemic. We clearly defined the refund policies to provide free refund service for users, timely push information and reminders on orders and allow users to submit refund requests on the self-service intelligent terminal.

### *數智賦能*

我們推出「慧行」智能出行解決系統，深度整合用戶多元需求和供應鏈運力資源，為用戶提供更加智能、多樣的出行解決方案。當用戶無法直達目的地或查無餘票時，「慧行」可根據用戶的出行需求和偏好，提供更優的中轉聯程方案。除了無票、出票失敗等場景外，「慧行」亦可在有票的情況下為用戶優先提供價格更低、時間更短的優選方案。報告期內，我們持續優化系統運算能力和運力整合，擴大覆蓋場景，以進一步創新出行解決方案。

我們亦持續助推客運行業轉型升級，聯合眾多道路客運企業，幫助城鄉客運線路和公交車實現票務線上化運營和數字化管理。報告期內，我們推動「智慧車站2.0數字改造」，為湖南懷化公路運輸集團旗下14個車站的「車、旅客、財務」提供基於人工智能的智慧化解決方案。另外，我們還承辦了「思變·突破」道路客運轉型升級研討會，匯集各方共同探討新形勢下道路客運如何與互聯網深度融合、主動求變。

此外，針對疫情期間出行風險大、退票規則多變的情況，我們上線並優先展示退改政策更為寬鬆的產品和服務，制定疫情災害保障流程，明確退改政策，採取相應舉措保證為用戶提供免費退改服務、及時信息推送和訂單提醒，並支持用戶在智能端自助提交退改需求。

#### iv. Insurance business

We are committed to offering high-quality and comprehensive insurance products for the tourism market. We strictly audit the qualifications of insurers and assess their technical capabilities through test and verification. We regularly review operating conditions and credit ratings of partner insurers and implement annual insurer screening and update. We have also established a sound monitoring system and corresponding risk rating and handling procedures for sudden failure to get insured.

During the Reporting Period, we provided the full compensation insurance for room cancellation by hotel with no strings attached and added the claim agent function to address the pain points of long settlement period and difficult room verification of hotel cancellation insurance. We designed the air ticket price protection insurance to address price fluctuations and simplify users' travel decisions. We launched the ad hoc accident insurance for university students to provide support for their summer social practice activities organized by several regional youth leagues and dozens of universities.

We also support the development of industry partners. During the Reporting Period, we reduced the liability insurance premium for travel agencies based on big data computing results, so as to ease the operating pressure on travel agencies. We provided customized insurances for various clients such as alternative accommodation, inns and apartment hotels. We added 7 supplementary insurances to hotel comprehensive insurance and adjusted the deductible amount. We upgraded the system to help clients get insured online.

#### iv. 保險業務

我們致力為旅行消費市場提供高品質、全方位的保障產品。我們嚴格審核每一家保險供應商資質，通過測試驗證評估其技術能力；定期審查合作供應商經營狀況、信用等級等，於每年度對供應商進行篩選更新；並針對突發性投保失敗事件建立完善的監控機制及對應的風險評級和處理程序。

報告期內，我們推出酒店無理由取消險（100%賠付）並增加代理賠功能，以應對酒店取消險理賠周期長、核房難的痛點；設計機票保價險，旨在解決用戶出行決策易受機票價格波動影響的問題；啟動大學生暑期社會實踐意外險項目，為多個地區團委及數十所高校的大學生暑期社會實踐活動保駕護航。

我們亦通過業務支持行業夥伴發展，於報告期內通過大數據測算將旅行社責任險保費進行下浮調整，以減輕旅行社的經營壓力；為民宿、旅館、公寓式酒店等不同類型客戶提供定制化保險保障；對酒店綜合險新增7項附加險，並調整免賠額；進行系統迭代，實現線上投保。

## (2) Enhancing customer service experience

We carry out the slogan of “One-stop Service with Quick Response and Warm Attitude”, strictly observe applicable laws and regulations such as the *Law of the People’s Republic of China on the Protection of Consumers’ Rights and Interests* and the *E-Commerce Law of the People’s Republic of China*. We have established a comprehensive complaint management system to enhance communication with users and offer real time and efficient customer service. During the Reporting Period, we received a total of 3,906 customer complaints<sup>1</sup>, with a resolution rate of 100%.

### i. System construction

We have set up the Customer Service Center Service Committee and adopted a top-down management structure to continuously optimize and perfect our systems, procedures, personnel and services. We have obtained the certificate of International Customer Service Standardization Certification Body (COPC Inc.), and we have also built a scientific internal PMP (Project Management Professional) management model. During the Reporting Period, we introduced the *ICCPT Coaching Skills Empowerment* certification, organized trainings for 28 management personnel to obtain the certification, and continued to promote the certification to other employees. Meanwhile, 1 employee has obtained the *Six Sigma Black Belt certificate of China Association for Quality*.

We have formulated the *Customer Service Center Standard Operating Procedures*. It takes various customer service scenarios into consideration and sets out corresponding handling procedures and rhetoric, which is in continuous optimization, calibration and perfection. Meanwhile, we have established a career growth plan for all customer service staff. By means of intelligent techniques (i.e., incorporating the results of defect inspection and satisfaction index screening), we send notifications of study lists and tests to customer service staff and help them improve their service quality.

## (2) 提升客服體驗

我們貫徹「一站式、快響應、暖服務」的服務口號，嚴格遵守《中華人民共和國消費者權益保護法》、《中華人民共和國電子商務法》等適用的法律法規，建立良好的投訴管理體系，加強與客戶的溝通並提供實時高效的客戶服務。報告期內，我們共計收到客戶有效投訴共3,906宗<sup>1</sup>，處理解決率達100%。

### i. 體系建設

我們建立客服中心服務委員會，建立自上而下的管理架構，不斷對系統、流程、人員、服務進行優化完善。本公司已通過國際客戶服務標準化認證機構COPC Inc.的認證，並構建科學的內部PMP（項目管理專業人士資格認證）管理模式。報告期內，我們引進《ICCPT教練技術赋能》認證，組織28名管理層人員參與培訓和認證，並持續向其他員工進行赋能推廣；同時，已有1名員工獲得中國質量協會六西格瑪黑帶證書。

我們於客服中心建立完整的《客服中心標準作業程序》，針對不同的客服場景制定相應的處理流程及建議話術，並不斷進行優化、校准與完善；同時，建立覆蓋全體客服人員的員工成長系統，通過聯動質檢缺陷、滿意度影響指標篩查等智能手段定向推送學習單和考試單，幫助員工針對性學習，提升服務水平。

<sup>1</sup> The data source is from third-party complaint platform.

<sup>1</sup> 本數據為第三方投訴平台口徑數據。

ii. Top-notch services

*Intelligent service*

We continuously introduced intelligent means into customer services to improve the processing efficiency and reduce the pressure of manual consultation. The Customer Service Center has been equipped with intelligent quality sampling methods such as emotion detection, speech speed detection and online scoring based on voice-translated text, to comprehensively assess and monitor the quality of service provided by the customer service personnel. We launched an intelligent navigation system, which integrates the voice interaction function of robots into the service hotline to provide users with order inquiry and order processing services, which enabled us to deal with order processing in multiple layers. We continued to enhance the scenario coverage of intelligent service with intelligent navigation and intelligent outgoing calls. We maintained and optimized intelligent services through customer surveys, sample testing and offline feedback. We also built an assistance system with multiple functions (i.e., conversational intention recognition and real-time intelligent operation reminders) to address the pain points facing Customer Service Center.

**Real-time early warning and monitoring of risky sessions**

風險會話實時預警監控

Used intelligent assistants to achieve real-time monitoring of risky sessions, such as those involving third parties, public sentiment and service attitude; realized the change from offline service mode to online service mode, manual service to system service, resulting in an internal manpower saving of 0.5 person per day and 22% reduction in risky session hits.

通過智能助手對三方、輿情、服務態度類等會話實時監控，模式上實現由線下轉線上、人工轉系統的變更，對內節約人力0.5人力／天，功能上線後的風險會話命中量降低22%。

**Intelligent application of session closing**

智能會話小結應用

Replaced manual call-closing with intelligent notification, which reduced employee operation costs and saved 6 seconds per session processed. It also shortened the orientation period for new employees, and enabled users to consult in multiple scenarios.

通過智能推送小結替代人工選擇小結，降低員工操作費力度，會話處理時長節約6秒／個，縮短新人上手周期，實現用戶多場景諮詢。

ii. 匠心服務

*智能化服務手段*

我們持續將智能化手段引入客戶服務環節中，提升處理效率，降低人工諮詢壓力。我們建立情緒偵測、語速偵測、語音轉譯文本在線評分等智能化質檢抽樣方式，對客服人員的服務質量進行全方位評估及監控；通過智能導航系統，將智能機器人語音交互接入服務熱線，為用戶提供訂單查詢及處理服務，實現多層交互的訂單處理場景；持續推進智能導航和智能外呼的智能化服務場景覆蓋，並通過客戶調研、抽測、線下反饋等維護優化智能服務；針對客服中心面臨的痛點打造人員輔助系統，集成會話意圖識別、實時智能操作提醒等功能。

**“Stress cases” empowering application**

Through intelligent identification, real-time reminders are sent to customer service personnel with high emotional stress or to those without handling skills for high-risk scenarios; the survey results showed that 91.6% of respondents viewed the reminder as an effective way to relieve emotional stress.

**「委屈件」賦能應用**

通過智能識別，對溝通中客服情緒壓力大、高危場景無處理技巧的人員進行實時賦能提醒；調研結果顯示91.6%的受訪人員反饋推送能夠有效緩解情緒壓力

**Real-time empowerment reminders for new employees**

We have launched reminders of highly frequent defects. Real-time reminders are pushed for risky conversations that easily trigger service defects such as compromising attitude, negative public opinions and poor customer experience. During the Reporting Period, a total of 14,828 sessions were empowered, which relieved the stress of frontline customer service employees and made new employees more professional.

**新人實時賦能提醒**

通過上線高頻缺陷的賦能提醒，對觸發包含態度、輿情、易產生服務缺陷、影響客戶體驗等風險會話推送實時提醒，報告期內共計賦能會話14,828通，緩解一線夥伴的工作壓力，提升新人成熟度

***Elderly-oriented and Barrier-free transformation***

As one of the first batch of enterprises to respond to the Ministry of Industry and Information Technology's special project “Elderly-Oriented and Barrier-Free Transformation of Internet Application”, we actively created products and services for special groups. We have launched a barrier-free user interface for the elderly to facilitate their online scenic tour and travel booking on [elong.com](http://elong.com). We have offered the exclusive “55 Customer Service” to people with hearing impairments. We provide recorded sign language videos of common customer inquiries, and exclusive video customer service for verified users with hearing impairments, so as to eliminate the barriers for hearing-impaired users in the process of booking, travel and after-sales services.

***適老化及無障礙改造***

作為首批響應工信部「互聯網應用適老化和無障礙改造專項行動」的企業單位之一，我們積極打造適合特殊人群的產品和服務體系。我們對網站進行適老設計改造，讓老年用戶可通過藝龍旅行網的無障礙服務進行線上的線路風光瀏覽和出行預訂；針對聽障群體開設專屬「55 客服」，在客服端提供常見諮詢問題的手語視頻，為通過認證的聽障用戶提供專屬的視頻客服服務渠道，打通預訂、出行及售後流程中的聽障用戶壁壘。



### *Continuous improvement in customer complaint handling process*

During the Reporting Period, we have further optimized the handling process of customer complaints and strengthened the risk evaluation and mitigation mechanism, ensuring that the first call resolution rate (FCR) of complaints within 2 hours reach more than 95%. We sent our customer service staff to work at sites of various airlines and learn their business processes, where they helped with passenger complaints and improved problem-solving capabilities. In addition, to make the staff more responsive to complaints, we have stepped up efforts in reflection on complaints. We reported serious complaints and related risks to the senior management through the "Problems Clearing Action" project. We pushed cases and analyses to the senior management as well as the core personnel of each business line through the column of "Risky Complaints Today". We also worked with regulators to hold sessions themed on "supervision" and "procedures" for key employees to timely carry out early warning and investigation.

### iii. Feedback improvement

We conduct regular user satisfaction surveys, and take users' feedback and requirements as a driver for the improvement of user experience. During the Reporting Period, we dug into customer pain points and drove improvements from customer complaints, customer feedback, third-party complaints, robot reviews and net promoter scores. We also carried out targeted analysis on scenarios of high-frequency customer complaints and on groups or individuals at low-level performance to promote service optimization and improvement. As of the end of the Reporting Period, we had identified 553 points for optimization. Among them, 478 were optimized with 218 special reports being published accordingly.

### 持續優化提升

報告期內，我們進一步優化客訴處理流程，加強風險前置機制建設，保證投訴2小時首呼率達95%以上；指派客服人員到各航司駐場學習，協處理機票業務端客訴需求，提高問題處理的及時率和解決率。此外，為提高全員敏感度，我們加大投訴反推力度，通過「掃雷專項」在高管層面披露高危案例和面臨風險；通過「危訴今日說」欄目向高管層、各業務核心人員推送案例及分析；並聯動監管部門為關鍵員工開設「監」[程]並進座談會，做好及時預警和排查。

### iii. 反饋提升

我們定期開展用戶滿意度調查，收集用戶的真實反饋和要求作為改善用戶體驗的突破口和發力點。報告期內，我們通過客戶投訴、客戶意見反饋、三方投訴、機器人評價、客戶淨推薦值等多維度挖掘客戶痛點；通過客戶反饋的不滿意高頻場景及尾端組別進行針對性專題分析，推動服務優化改善。截至報告期末，我們共收集553個優化點，其中478個已跟進完成；累計輸出218個專題報告。

As a bridge connecting business and users, the Customer Service Center is a direct window to feel users' feelings. We continuously collect comments and feedback from all customer service staff to drive the closed-loop management of products, processes and systems. We also collect existing pain points from staff via the project of "Flagship Experience". Such findings will be specifically analyzed, categorized and solved by the project team. During the Reporting Period, we launched the "I'm Spokesperson for Users" event, working with our staff to identify customer service improvement points. We conducted quality improvements selections and staff recognition award on a monthly and quarterly basis to improve the effectiveness of flagship feedback. During the Reporting Period, there were 1,219 items of flagship feedback.

We hold "Feel for Users and Provide Supreme Experience"-themed activities to listen to customers' opinions. We invited the Company's senior management, business group leaders and other relevant employees (from product, operations or marketing teams) to go to the front line and timely listen to customers' voices. We regularly address pain points and difficulties. During the Reporting Period, a total of 34 listening activities were held, with 654 participants. A total of 523 issues were identified, of which 51% have been rectified.

#### iv. Capability building

In enhancing capability, the Customer Service Center pushed forward with a project named "Making Service WOW", of which W stands for wonderful, O for users' smiling faces and W for warm, aiming to deliver services that make users cheer with WOW. During the Reporting Period, we continued to roll out a series of activities, such as "WOW Service Popular King" and "WOW Service Star", to enhance the sense of identity and mission of the customer service personnel towards "WOW Service". We further launched the "WOW Service Star" cultivation activity, in which a total of 289 lectures were shared by 61 instructors and 47 participants were selected as the "WOW Service Star".

客服中心作為連接業務與用戶的橋樑，是直觀獲取用戶感受的窗口。我們持續面向全體客服人員收集意見與反饋，以此驅動產品、流程、系統的全鏈路閉環管理。我們通過「王牌體驗」項目向員工收集現有系統的流程痛點，並由項目團隊進行專項分析聚類、管控及解決。報告期內，我們打造「我是用戶發言人」活動，與員工共同挖掘客服改進點，並以月度、季度為周期進行優質改進點評選和夥伴表彰頒獎，促進王牌反饋效率提升。報告期內，王牌反饋量達1,219起。

我們開展「匠心比心，極致體驗」——「親」聽客戶聲音活動，邀請公司高層、各事業群管理層幹部以及相關業務人員（產品、運營、營銷團隊）親自走進一線，及時收集客戶心聲，定期進行痛點難點的優化改進。報告期內，我們共計舉辦34場線上「親」聽活動，參與人數654人，發現問題523例，其中51%已完成改進。

#### iv. 能力建設

在能力提升方面，我們於客服中心推行「讓服務WOW」項目，其中W代表Wonderful，O代表用戶的笑臉，W代表Warm，旨在提供令用戶尖叫的服務。報告期內，我們持續開展「WOW服務人氣王」和「WOW服務之星」系列活動，增強全體客服人員對「WOW服務」的認同感及使命感；並進一步推出「WOW服務之星」裂變活動，共計參與導師61位，分享289場次，裂變出47位WOW服務之星。

We are committed to building a positive workplace culture. During the Reporting Period, we set up honors for outstanding staff and outstanding workplaces, awarding 186 outstanding customer service staff and 4 outstanding workplaces. Meanwhile, we launched the “Biography of Outstanding Staff” project. We had interviewed 4 outstanding staff and disseminated their excellent performance through multiple channels.

為樹立職場正面氛圍，我們於報告期內設置優秀個人和優秀職場榮譽，共選取186名優秀客服人員及4個優秀職場進行表彰激勵；同時開展「人物傳記」項目，採訪完成4位優秀員工傳記，通過多渠道展現榜樣風采。

### (3) Marketing compliance and brand creativity

#### Compliant marketing

With emphasis on the management of advertising and visual identity, we strictly follow the *Advertising Law of the People’s Republic of China* to establish internal copywriting standards, and strive to stay true and accurate based on the principle of “Concise and Simple”. We have implemented the compliance auditing of advertising and promotional materials in accordance with policies such as the *Internal Audit Process for Advertising and Publicity*, requiring the contents to comply with relevant laws and regulations and respect the intellectual property rights of others. We have also established a unified visual identity system in accordance with the *Tongcheng Travel Color Standard System and Specifications* and the *Tongcheng Travel Brand VI Specification* to enhance the brand recognition.

During the Reporting Period, we have formulated the *Administrative Measures for Brand Promotion* and the *Administrative Measures for the Operation of Brand Assets* to develop an appropriate system of brand strategies and standardize the planning and management of the brand promotion and brand resources utilization. Meanwhile, we upgraded our advertisement audit system, and launched the Office Automation (“OA”) audit system to audit the advertising content, so as to deliver unified visual identities and brand values.

### (3) 堅持合規營銷 深化品牌創意

#### 合規營銷

我們注重廣告宣傳及視覺標識管理，嚴格依照《中華人民共和國廣告法》制定內部文案標準，堅持「簡短樸素」的原則，力求真實、表義精確。我們制定《廣告發布內部審核流程》等制度落實廣宣物料合規審核，要求其內容遵守相關法律法規，尊重他人知識產權；亦通過《同程旅行色標體系與規範》及《同程旅行品牌VI規範》建立統一的視覺標識體系，提升品牌的辨識度。

報告期內，我們制定《品牌推廣管理辦法》及《品牌資產運營管理辦法》，合理規劃品牌戰略體系，對所屬品牌在推廣、宣傳、運用角度進行統一規劃和管理；同時，對廣告審核系統進行迭代，上線OA審核系統幫助審核廣告投放內容，對視覺規範、品牌價值定位進行統一規範和輸出。

We have established principles of public relations management and of public opinion emergency response to manage media relations. During the Reporting Period, we have also established a sound prevention and early warning mechanism for major public opinion in our core businesses, and improved the risk evaluation and mitigation mechanism. We made continuous efforts to build a positive corporate image as well as improving our corporate recognition, reputation and compatibility. We also promote a positive, healthy, and scientific development of the advertising industry. As an important board member of the China Advertising Association, we actively participate in various activities organized by the Association, as well as attending various industry events as event experts, judges or speakers.

### Creative marketing

In 2022, we focused on exploring the younger consumer market and insisted on practicing the brand rejuvenation strategy. During the Reporting Period, we continuously pushed forward the “Travel +” model to target younger consumers from different social networks. We continued to innovate our products and services based on our precise insights into customer demands, so as to provide diversified surprises for younger users.

我們建立公共關係管理原則及突發輿情危機事件應急處理原則，於報告期內建立健全核心業務的重大輿情防範機制和預警機制，加強輿情風險前置機制建設，以維護管理媒體關係，堅持營造正面企業形象，持續提高企業認知度、美譽度與和諧度。我們亦積極推動廣告行業正向、健康、科學發展，作為中國廣告協會重要理事成員，主動參與協會舉辦的各類活動，並作為活動專家、評委、演講嘉賓出席各類行業活動。

### 創意營銷

二零二二年，我們着力深耕年輕人消費市場，堅持踐行品牌年輕化戰略。報告期內，我們持續推進「旅行+」模式，打造年輕化跨圈層營銷，精準洞察客戶需求，在產品與服務上不斷創新，向年輕化用戶提供多元驚喜。

#### Travel + Metaverse: NFT collections

##### 旅行+元宇宙：NFT數字藏品項目

On the 2nd anniversary of the brand upgrade, we launched the first limited NFT collection of our brand IP “Firmon”, which formed unique brand influence and brand equity. It also marked the beginning of the metaverse era of Tongcheng Travel. On the launch day, the NFT collection aroused great attention and discussions within and outside the industry. Meanwhile, we received very positive feedback from users. We participated in the TravelDaily Conference to exchange and share our experience in terms of this project.

時值品牌升級2周年慶，我們基於品牌IP「飛兒萌」發布首款限定NFT數字藏品，形成獨有的品牌影響力和品牌資產沉澱，開啟同程元宇宙時代。產品首發當天引起行業內外的高度關注和熱議，用戶反饋正向且積極。基於此項目，我們參與全球峰會活動作交流分享。

#### Travel + Airlines: “Tongcheng Travel” themed plane

##### 旅行+航空：「同程旅行號」主題航班

We jointly launched a “Tongcheng Travel” themed plane with Air Travel. The colorful paintings on the plane were designed to fully reflect the visual symbols of the brand, highlighting a younger and more energetic brand image. On Maiden Flight, we launched 6 customized NFT collections of summer flight, which were sold out upon launch and well received in the market.

我們聯合湖南航空推出「同程旅行號」主題航班，機身彩繪設計充分體現品牌視覺符號，凸顯更年輕、更有活力的品牌形象；並於首飛儀式推出6款夏日專機定制NFT數字藏品，產品上線即售罄，獲得市場一致好評。

**Travel + E-sports: "Tongcheng Travel Cup" League of Legends (LOL) Game**  
旅行+電競：「同程杯」英雄聯盟手游爭霸賽

We continued to organize the second "Tongcheng Travel Cup" LOL Game with innovation in aspects such as livestreaming of the Game and multi-channel registration for participants. Over 100 university teams participated in the Game. In the future, we will continue to explore the "Travel + E-sports" model, and work with the government and the e-sports industry to drive the revival of the tourism industry.

我們延續承辦第二屆「同程杯」英雄聯盟手游爭霸賽，從線上直播、多渠道報名等環節進行創新，共招募上百支高校戰隊參與競技。未來，我們將持續探索「旅行+電競」模式，攜手政府和電競行業共同推動旅遊復甦。

**Travel + Music: Water music festival**  
旅行+音樂：水上音樂節

We tried the "Travel + Music" model for the first time. Together with TME, Kugou Music and Hengdian World Studios, we held a water music festival to create a grand music party for tourists that integrated travel, music and culture, contributing to economic recovery after the COVID-19 pandemic in a creative form.

我們進行「旅行+音樂」模式的首次嘗試，聯合騰訊音樂、酷狗音樂以及橫店影視城舉辦水上音樂節，為遊客打造旅行、音樂、文化相互交融的音樂大派對，以創新形式為景區疫後復甦貢獻力量。

#### (4) Protecting intellectual property

In order to promote technological innovation and strengthen core competence, we maintain and manage the intellectual property in strict accordance with the *Copyright Law of the People's Republic of China*, the *Trademark Law of the People's Republic of China* and the *Patent Law of the People's Republic of China*. We have also established the *Incentive Mechanism for Special Projects and Patents* to fully stimulate the enthusiasm and creativity of all employees. Under the mechanism, bonuses or honors are awarded for achievements and inventions of employees.

We have established a comprehensive maintenance mechanism for intellectual property protection. Any suspected infringement will be reported to the Legal Center for examination. If the infringement is confirmed, the Legal Center will require the infringer to cease his infringement action and make compensation; if the infringement constitutes a major one, we will safeguard our legal rights through legal means. We have specified the same strict requirements for intellectual property management in contractual terms to restrict the related action of our partners.

#### (4) 保護知識產權

為促進技術創新，強化核心競爭力，我們嚴格依據《中華人民共和國著作權法》、《中華人民共和國商標法》及《中華人民共和國專利法》對知識產權進行維護及管理，並通過《專利專項激勵規範管理機制》充分調動全體員工的積極性及創造性，對員工的發明成果進行獎金及榮譽獎勵。

我們已建立完備的知識產權維護機制，任何可能涉及侵權的事件均會被上報至法務中心，並由法務中心進行侵權對比，若確實發生，即要求侵權方停止侵權行為並賠償；如屬重大侵權事件，我們將通過司法途徑維護合法權益。我們以同樣嚴格的知識產權管理要求來約束合作夥伴，並在相關合作條款中予以明確。

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During the Reporting Period, we carried out the implementation work of the standards related to intellectual properties in accordance with the national standard of *Enterprise Intellectual Property Management*. We aim to standardize the overall management of intellectual properties. Based on the management of account and content in new media, we have built a sound intellectual property management platform, and have streamlined the entire intellectual property management process. We have linked up the risk control with the intellectual property management to form a two-way interaction between intellectual property management and publicity risk management.

報告期內，我們根據《企業知識產權管理規範》國家標準項開展知識產權貫標工作，致力實現知識產權管理的標準化與全面覆蓋化。我們以新媒體管理為抓手，立足於賬號管理和內容管理兩個維度，構建完善的知識產權管理平台，打通知識產權管理全流程，並聯動風險控制管理，形成知識產權管理與外宣風險管理的雙向互動。



Whole process for intellectual management  
 知識產權全流程管理

In addition, a communication and liaison mechanism has been set up by the Marketing Committee, through organizing regular sharing meetings to enhance interactions between different business lines regarding marketing activities, thus maximizing brand synergy. During the Reporting Period, we trained our staff in relevant management systems and compliance scenarios in the "Problems Clearing Action" project to mitigate and eliminate risks associated with intellectual properties.

此外，我們通過營銷委員會搭建溝通聯絡機制，定期組織分享會，加強業務之間的營銷聯動，實現品牌協同的最大化。我們亦於報告期通過「掃雷專項」對員工進行相關管理制度及合規使用場景培訓，減少及避免知識產權相關風險。

## PARTNER COLLABORATION AND VALUE CREATION

In addition to cooperation with various travel service suppliers (see the *Topnotch Operation and High Quality* section of this report for details), we are also involved in the procurement of outsourcing services, information technology equipment and office supplies in our business operation. Selecting such suppliers also affects our business operation to a profound extent.

### (1) Admission and assessment of Suppliers

We have established a sound mechanism of selection, assessment and management as well as having implemented relevant requirements in the *Supplier Management Policy*, the *Purchasing Management Policy*, the *Guidelines for Purchasing Operations* and the *Purchasing Bidding Specification*. We further clarified the management rules in areas such as supplier price management and performance assessment. We also published templates such as supplier catalogues, blacklists and competency survey forms to help standardize and streamline these management practices.

We set different qualification requirements for different suppliers and maintain supplier catalogues. When selecting new suppliers, we will conduct online review on all candidates, while carrying out field inspections on some high-risk suppliers. The Procurement Department will also evaluate and assess suppliers regarding qualities of delivery, products and services based on comments from relevant departments.

We pay close attention to the environmental and social risks along the supply chain. We have formulated the *Supplier Evaluation Scheme Focusing on Social and Environmental Risks*, which serves as a vital basis for selecting suppliers. We sign relevant agreements with our suppliers and outsourcing service suppliers, requiring them to comply with all applicable laws and regulations pertinent to employment, safety and health. We also assess and evaluate their social risks including their employees' living and working conditions, employment practices and turnover rate as well as hardware and workplace safety. All the identified risk matters will be required to rectify. We advocate that suppliers should proactively adopt environmentally friendly products and reduce carbon footprints generated in the process of operation. We also prioritize cooperation with environmentally conscious suppliers to jointly build a sustainable supply chain. Moreover, we have established a quality supplier club named TE-Club and provide incentives to outstanding suppliers.

## 協同夥伴 共創價值

除涉及各類旅遊服務產品供應商外（詳見《匠心運營 堅守品質》章節），本公司在業務運營中亦會涉及到外包服務、信息科技設備和辦公物資等後台支持類的採購需求，此類供應商的選擇亦對我們的業務運營有深刻影響。

### (1) 供應商准入與考核

我們已建立完善的供應商甄選、考核及管理機制，並在《供應商管理制度》、《採購管理制度》、《採購操作指引》及《採購招投標規範》等制度中落實相關要求，明確如供應商價格管理、績效考核等管理細則；並通過供應商目錄、黑名單、能力調研表等模板，實現管理標準化、流程化。

我們針對不同品類的供應商設置不同的資格要求，建立供應商目錄，在甄選新供應商入庫時，對其進行在線審核，並對部分風險較高的供應商進行實地考察；採購部門亦會綜合使用部門的意見，對供應商的交付情況、產品質量、服務質量等方面進行評估及考核。

我們積極關注供應鏈各環節的環境及社會風險，建立《供應商社會及環境風險的供應商評標方案》作為選擇供應商的重要依據。我們與供應商及外包商簽署相關協議，要求其遵守所有適用的僱傭、安全及健康等相關法律法規，並對其員工生活及工作環境、僱傭常規及人員流失率、硬件及辦公場所安全等社會風險進行考核和評估，對識別的風險事項進行整改督促。我們亦倡導供應商積極採用環保產品、減少運營過程中產生的碳足跡，優先與注重環保意識的供應商進行合作，共同建設可持續供應鏈。此外，我們成立優質供應商俱樂部TE-Club，對優秀供應商進行激勵反饋。

## (2) Optimizing procurement management

### i. Process optimization

We have launched the supplier relationship management system, which integrated functions such as self-service information input, introduction and withdrawal as well as classification and performance assessment, thus achieving a comprehensive management of supply chain relationship. During the Reporting Period, we made the bidding process online. We realized online supervision and risk control over the whole bidding process, as well as online control and automatic archiving of technical bid scoring. Meanwhile, we significantly improved the procurement efficiency by granting suppliers access to submitting payment requirements and inputting invoice in our self-developed online system.

In addition, we used RFID tags to record information of the existing assets. With the electronic tags, assets could be easily located. The effective transmission distance of the tags reaches more than 10 meters, with over 98% of the tags being effective, which made the efficiency of inventory checking 14 times higher than that of the traditional checking.

### ii. Training and publicity

We have been committed to creating a procurement environment with integrity and transparency. We monitor every stage of bidding activities through initiatives such as pre-event inspection, sampling inspection and bid-loss surveys. We also sign anti-bribery agreements with all suppliers. We inform our suppliers of the Company's anti-corruption policies and provide regular trainings to all suppliers and key procurement employees, so as to raise their integrity awareness. For those who pass the training, we will issue integrity practitioner certificates to them. During the Reporting Period, we signed the *Fair-Trading Guarantee Agreement* with suppliers, and continued to conduct special procurement trainings that included risk alerts for the entire procurement process and procurement fraud risks, to help the purchasing personnel to effectively mitigate risks and reasonably allocate the Company's resources.

## (2) 優化採購管理

### i. 優化流程

我們已上線供應鏈關係管理系統，集成供應商自主錄入、供應商引入、供應商分類、供應商績效考核、供應商退出等功能，實現供應鏈關係的全流程管理。報告期內，我們實現招投標工作線上化，並對招標項目的全過程進行線上監督和風險控制，對技術標評分項進行線上把控及自動存檔保管；同時，通過自主研發系統向合作供應商開放提交付款及發票錄入權限，極大提高採購工作效率。

此外，我們於報告期內對已有資產開展電子標籤盤點，將資產信息寫入RFID標籤，根據信息尋找物品存放地址；電子標籤有效傳輸距離達10米以上，有效性達98%以上，相較於傳統資產盤點效率提升了14倍。

### ii. 培訓宣導

我們致力於打造廉潔、透明的採購環境，通過事前審查、產品抽檢、落標回訪等舉措對招投標各環節進行監督，並與所有合作供應商簽署反賄賂協議。我們定期對供應商及公司重點採購人員進行培訓，告知我們的反貪腐合規政策，宣貫廉潔意識，並為通過培訓的成員頒發廉潔從業培訓合格證。報告期內，我們與供應商陸續簽署《正當交易保證協議》，並持續開展採購專項培訓，內容包括採購全流程風險提示、採購舞弊風險等，幫助採購人員有效規避風險，合理配置公司資源。



## EMPLOYEE CENTRICITY AND TALENT DEVELOPMENT

Human resources are the most valuable resources to us and constitute the cornerstone of the Company's business development. We strictly abide by relevant laws and regulations, including the *Labor Law of the People's Republic of China* and the *Labor Contract Law of the People's Republic of China*, relating to but not limited to compensation and dismissal, recruitment and promotion, working hours, holidays, equal opportunities, diversity and other benefits and welfare, as well as prohibition of child labor and forced labor, so as to safeguard the legal rights and interests of employees. We build a fair, diverse, healthy and positive working environment, and we are committed to growing together with our employees.

During the Reporting Period, our efforts in human resources management were recognized by job seekers, employees and the society, and won several awards.

## 以人為本 匯聚人才

人力資源是我們最寶貴的資源，是業務發展的基石。我們嚴格遵守《中華人民共和國勞動法》、《中華人民共和國勞動合同法》等包括但不限於有關薪酬及解僱、招聘及晉升、工作時數、假期、平等機會、多元化和其他待遇及福利、禁止童工及強制勞動的法律法規，保障員工合法權益，構建公平、多元、健康、向上的工作環境，致力與員工共同成長。

報告期內，我們的人力資源管理工作也獲得了求職者、僱員及社會的認可，榮獲多個獎項。

Awards 獎項	Issued by 頒發機構
Most Talent-appreciated Employer 最愛人才僱主	zhipin.com Boss直聘
Outstanding Employer 傑出僱主	51job.com 前程無憂
Most Influential Employer 最具影響力僱主	haitou.cc 海投網

### (1) Safeguarding employee rights and interests

Please refer to the *Tongcheng Travel Statement on Human Rights*

In the course of recruitment and daily work, we do not discriminate against any talents on the basis of their race, color, gender, age, family background, religion, physical fitness or nationality. We adhere to equality and diversity of employees and endeavor to create a harmonious working atmosphere. We have issued the *Tongcheng Travel Statement on Human Rights*, which covers the basic principles of the *International Labor Organization Declaration on Fundamental Principles and Rights at Work*, the *Ten Principles of the UN Global Compact* and the *UN Guiding Principles on Business and Human Rights*. By doing so, we encourage our employees, partners and other stakeholders to join us in protecting human rights.

### (1) 保障員工權益

請參考《同程旅行人權聲明》

我們在招聘及日常工作中嚴正反對因種族、膚色、性別、年齡、家庭背景、宗教信仰、身體素質和國籍等造成的歧視，堅持員工平等及多元化，創造和諧的工作氛圍。我們發布了《同程旅行人權聲明》，覆蓋對《國際勞工組織關於工作中基本原則和權利宣言》、《聯合國全球契約十項原則》、《聯合國商業與人權指導原則》中的基本原則，鼓勵我們的員工、合作夥伴及其他利益相關方與我們一同推動人權保障工作。

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We have built a new pattern of labor relations under the value of “human-centricity, consideration of common interests, mutual benefits and common development”, so as to continuously promote the realization of employees’ rights and interests and the healthy development of the company. During the Reporting Period, we launched the internal data monitoring platform to periodically analyze the overall organizational health in terms of attendance and scheduling, so as to timely detect, follow up and rectify abnormal situations such as excessive overtime.

As of the end of the Reporting Period, the Company has a total of 6,134 full-time employees. Among them, the proportions of male and female employees were 53.36% and 46.64% respectively, the Han nationality and other ethnic minorities accounted for 96.94% and 3.06% respectively, and the proportions of male and female in management were 57.06% and 42.94% respectively.

我們建立「以人為本、利益兼顧、互利共贏、共同發展」的新型勞動關係，持續促進員工權益實現和企業健康發展。報告期內，我們上線內部數據監控平台，定期從出勤、排班等多個維度對組織健康度進行綜合分析，及時發現、跟進、改正如加班過多等異常情況。

截至報告期末，本公司共有6,134名全職員工，其中男女員工佔比分別為53.36%及46.64%，漢族及少數民族員工佔比分別為96.94%及3.06%，管理層中男性及女性佔比分別為57.06%及42.94%。

Workforce Structure Indicators	僱員結構指針	2022 Total (Person) 二零二二年總數 (人)
<b>Total</b>	<b>總計</b>	6,134
<b>By gender</b>	<b>按性別劃分</b>	
Male	男性	3,273
Female	女性	2,861
<b>By employment type</b>	<b>按僱傭類型分</b>	
Full-time	全職	6,134
Part-time	兼職	0
<b>By age</b>	<b>按年齡劃分</b>	
Under 30 years old	30歲以下	2,493
30-50 years old	30-50歲	3,630
Over 50 years old	50歲以上	11
<b>By geographical region</b>	<b>按地域劃分</b>	
Suzhou	蘇州	2,604
Beijing	北京	611
Hefei	合肥	902
Other regions	其他地區	2,017

**i. Recruitment**

We adhere to the recruiting principle of “Open, Fair, Competitive and Meritocratic” and attract talents through diversified recruitment channels such as on-campus recruitment, social recruitment and internal referral. We have formulated the *Recruitment Management Measures* and the *Internal Recommendation Management Policy*, in which we clarified our recruitment criteria and hiring process, as well as specifying the relevant regulations prohibiting child labor. Since its establishment, the Company had no incidents of child labor.

We are dedicated to improving the interview efficiency and interview experience. During the Reporting Period, we upgraded the interviewer management system to empower interviewers based on skills mapping. We timely handled behaviors that harmed our brand reputation, and offered multiple incentives to excellent interviewers. As of the end of the Reporting Period, 807 interviewers had completed competence assessment, and nearly 100 interviewers had participated in the online trainings. Meanwhile, our independently developed video interview system provided candidates with flexible online interview, as well as enabling interviewers to simultaneously browse resumes, read interview comments and record assessments during the interview. We also collected opinions and suggestions of candidates from multiple aspects to optimize the interview process and the interviewer management.

During the Reporting Period, we continued to expand recruitment channels and for the first time held online recruitment talk to warm up and promote our branding events, which caught the eyes of numerous job seekers. We also innovated our campus recruitment by bringing in business to attract more college talents. Meanwhile, we have launched the program of “Recruitment Monthly” to share monthly recruitment information with various business segments to facilitate work arrangement, decision making and feedback collection, thus continuously making recruitment more efficient and scientific.

**i. 招聘**

我們秉持「公開、平等、競爭、擇優」的用人原則，通過校園招聘、社會招聘及內部推薦等多元化招聘渠道吸納人才，制定《招聘管理辦法》及《內部推薦管理制度》以明確招聘標準及錄用流程，明確禁止錄用童工的相關規定。自成立以來，本公司未發生錄用童工事件。

為提升面試效率及面試體驗，我們於報告期內進一步構建面試官管理體系，對面試官進行全面的能力盤點及培養賦能；除了針對影響僱主品牌的行為進行及時干預與糾偏，亦對面試官進行多維度激勵。截至報告期末，已有807名面試官完成能力盤點與評估，近百名面試官參與線上培訓。同時，我們自主研發視頻面試系統，便利應聘者進行線上靈活面試，並讓面試官在過程中可以同時瀏覽簡歷、查看面試建議及記錄面試評價等。我們亦從多維度收集應聘者的意見和建議，針對性地優化面試流程與面試官管理工作。

報告期內，我們持續拓展招聘渠道，首次通過空中宣講會進行僱主品牌活動預熱及宣傳，獲得人才市場的廣泛關注；創新採用聯動業務的校招模式，提升對高校人才的吸引力。同時，我們啟動「招聘月報」項目，與各業務板塊進行月度招聘信息互通互享，基於數據進行工作安排與決策，並同步收集意見反饋，持續提高招聘工作效率及科學性。

**Case: Campus Recruitment of “Connecting Scenic Spots with Campus”**

**案例：「帶着景區進校園」校招活動**

During the Reporting Period, in collaboration with business segments, we launched campus recruiting events designed to inspire the zeal of new graduates for the tourism industry through in-person experience, which not only attracted talents but also increased revenue, traffic and brand awareness. During the event, we collaborated with universities and organized 2 roadshows on campus, attracting thousands of students. Additionally, we carried out 2 runs of “Visiting Scenic Spots with Social Media Influencers”, attracting more than 2 million followers.

報告期內，我們聯動業務端開啟校園招聘活動，通過業務深度體驗激發校招生對旅遊行業的熱情，在吸納人才的同時，有效拉動業務營收及流量，擴大品牌知名度。活動期間，我們聯合高校組織2場路演進校活動，共吸引上千名學生參與，並在此基礎上開展2場「網紅進景區」活動，總參與粉絲量超過200萬。

**ii. Working hours and holidays**

In accordance with relevant laws and regulations, we have formulated the *Attendance Management Policy* based on the Company's operations, and have implemented the standard working hours system, the comprehensive working hours system and the flexible working hours system based on attributes of different types of positions. We have standardized our working hours and forbidden forced labor. We encourage balance between work and rest while ensuring work progress and quality.

We encourage employees to complete their work during normal working hours. If employees need to work overtime in special circumstances, they need to communicate in advance with and obtain approvals from their supervisors. The supervisors will review the application according to the actual situation, and arrange compensatory leave or payment for the overtime work. In addition, employees of the Company enjoy the legal holidays, statutory annual leave, supplementary annual leave, personal leave, sick leave, maternity leave, dystocia leave, abortion leave, nursing leave, breastfeeding leave, parental leave, family leave, bereavement leave and other holidays. During the Reporting Period, following the local policies for “parental leave”, we set forth relevant rules for parental leave in the *Attendance Management Policy*, and launched the application process for parental leave on our internal platform to facilitate eligible employees. At the end of 2022, some local governments introduced one-child nursing leave, which grants 5 days of paid leave for those “only child” whose parents are in hospital. As of the end of the Reporting Period, the Company has implemented this policy in required provinces.

**ii. 工時與假期**

結合公司運營情況，我們根據相關法律法規制定《考勤管理制度》，針對不同崗位特性實行標準工時制、綜合工時制和不定時工作制，規範工作時長，禁止強制勞動，鼓勵員工在保證工作進度和質量的前提下勞逸結合。

我們提倡員工在正常工作時間內完成本職工作，特殊情況下需要加班的，員工需要事先溝通並獲得上級的許可，上級按照實際情況進行審核，安排補休或支付其加班工資。此外，我們為所有員工提供國家法定節假日、法定年休假、補充年休假、事假、病假、產假、難產假、流產假、護理假、哺乳假、育兒假、探親假、喪假等假期。報告期內，我們貫徹落實各地育兒假政策，於《考勤管理制度》明確「育兒假」相關規則，並於內部平台上線育兒假流程，便利符合條件的員工自行提交休假申請。二零二二年底，各地政府出台獨生子女護理假，對於屬於獨生子女且父母在住院期間，可享受5天帶薪假期；截至報告期末，公司對於相應省份已落實該政策。

### iii. Remuneration and benefits

In accordance with the *Remuneration Management System* and the *Performance Management Policy*, we have formulated incentive policies including the *Organizational Incentive Management Specification*, based on the Company's incentive philosophy and cultural value orientation. We provide targeted incentives for organizational milestones, technological iterations, business innovations and service experience. Meanwhile, we attract, motivate and retain excellent talents in the industry through our salary incentive plan that combines short, medium and long-term goals. In addition, we create a fair, open and just environment for performance assessment. Through top-down performance management involving the Company, organizations and individuals, we achieve a virtuous cycle of performance management in the entire business process. The variable compensation, based on the performance evaluation that conducted every three months, covers 100% of our full-time employees. During the Reporting Period, we have established a circuit-breaker mechanism for organizational performance as well as a protection mechanism for individual performance, through which the performance coefficients are adjusted based on the actual conditions, such as the pandemic and policy changes, to guarantee the fairness of performance evaluation. We have also established a protection mechanism for the performance evaluation of new business, which provides a six-month buffer period to help innovative organizations grow and retain talents.

In addition to the statutory social insurances and housing fund, we also offer additional commercial insurance and gift bonus for all employees. To promote business recovery and improve employees' sense of gain, we continued to launch the "tens of millions worth reward" program during the Reporting Period. The incentives paid to employees during the peak seasons of 2022 Spring Festival and summer vacation totaled over RMB5 million.

### iii. 薪酬福利

依據《薪酬管理制度》和《績效管理制度》，結合公司激勵理念和文化價值導向，我們制定《組織激勵管理規範》等制度，針對性地對組織成長的里程碑、技術迭代、業務創新和服務體驗等維度進行定向激勵，通過短、中、長期相結合的薪酬激勵體系，吸引、激勵和保留優秀人才。同時，我們營造公平、公開、公正的績效考核環境，通過自上而下的公司、組織、個人績效鏈管理，實現績效管理在全業務流程中的良性循環。我們每三個月開展一次績效評估，由績效評估構成的可變薪酬覆蓋100%的正式員工。報告期內，我們設立組織績效熔断保護機制及個人績效保護機制，根據疫情、政策調整等實際情況調整績效系數，保障績效評估的公平性；設立創新業務績效保護機制，為新業務設定半年的組織績效保護期，助力創新組織的成長及其人才留存。

除了按照國家規定繳納五險一金，我們亦為全體員工提供補充商業保險、司慶禮金等。為促進業務復甦，提升員工獲得感，我們於報告期內繼續推行「千萬獎勵計劃」，二零二二年開展春運會戰及暑運會戰激發員工積極性，累計發放獎勵金超過人民幣500萬元。

#### iv. Termination

In accordance with the labor contract and relevant laws and regulations, we have formulated and regularly updated the *Tongcheng Travel Policy for Administration of Employee's Employment, Transfer, Reassignment and Termination*. We have been constantly optimizing the resignation process to ensure that the rights and interests of the employees as well as that of the Company are free from any infringement. We strictly abide by the laws and regulations regarding the compensation for the dismissed. While taking appropriate measures to retain talents, we have also collected opinions about the Company and relevant positions through surveys among employees who have voluntarily resigned, so as to respond to employees' concerns and demands after an integrated analysis of these opinions.

As of the end of the Reporting Period, the employee turnover rate<sup>1</sup> was 18.8%.

#### iv. 離職

我們按照勞動合同和相關法律法規制定並實時更新《員工入轉調離管理制度》，不斷優化離職程序，保障員工和公司權益均不受侵犯。我們嚴格執行對離職員工經濟補償的相關法律法規。我們亦對主動離職的員工進行離職意見調查，在採取適當措施挽留人才的同時，收集員工對公司及崗位的建議，整合分析並響應員工關注的問題及要求。

報告期內，我們的員工流失率<sup>1</sup>為18.8%。

Employee Turnover Rate Structure Indicators		僱員流失率結構指針	2022 Turnover Rate (%) 二零二二年 流失率(%)
<b>Total</b>		<b>總計</b>	<b>18.8%</b>
<b>By gender</b>		<b>按性別劃分</b>	
Male		男性	21.1%
Female		女性	16.1%
<b>By age</b>		<b>按年齡劃分</b>	
Under 30 years old		30歲以下	25.5%
30-50 years old		30-50歲	13.5%
Over 50 years old		50歲以上	8.3%
<b>By geographical region</b>		<b>按地域劃分</b>	
Suzhou		蘇州	16.0%
Beijing		北京	16.4%
Hefei		合肥	25.0%
Other regions		其他地區	20.1%

<sup>1</sup> The formula used to calculate the employee turnover rate is: Employee turnover rate = number of employees lost during the Reporting period / (number of employees lost during the Reporting period + number of employees at the end of the Reporting Period) \* 100%.

<sup>1</sup> 本公司使用的僱員流失率計算公式為：僱員流失率 = 報告期內流失人數 / (報告期內流失人數 + 報告期末人數) \* 100%

## (2) Protecting health and safety

Please refer to the *Tongcheng Travel Occupational Health and Safety Policy*

We earnestly protect employees' occupational safety and health. We strictly abide by applicable laws and regulations pertinent to safety and health including the *Labor Law of the People's Republic of China* and the *Fire Protection Law of the People's Republic of China*. We have also formulated the *Tongcheng Travel Occupational Health and Security Policy* and the *Workplace Safety Management Policy*, to build a safety and health management system. As of the end of the Reporting Period, we have obtained ISO 45001 certification of occupational health and safety management system and have been awarded the "China Healthy Workplace Certification" by the HR Excellence Center.

### i. Physical and mental health

We continuously care about the physical and mental health of employees. We regularly provide all employees free annual physical examination and report interpretation seminars. We also provide physical examination discounts and convenient physical examination channels for employees' families. During the Reporting Period, we held an event of "Health Care Month and Free Clinical Services" in collaboration with hospitals to provide employees with free clinical services and health advice from expert physicians. Meanwhile, we enhanced the internal control over food safety by adopting weekly canteen inspection mechanism and engaging third-party inspection to identify and rectify issues related to food safety in a timely manner. Moreover, we encourage employees to have healthy diet and keep physical fitness through posters, booklets and offline events.

In addition, to safeguard the mental health of our employees, we have set up an Employee Assistance Program ("EAP") - "Tongcheng Travel Care for Mental Health". We engaged a third-party institution to provide professional psychological counseling for employees. During the Reporting Period, we showed our care about employees' mental health by pushing a monthly bulletin of mental health and holding psychological counseling lectures. Accumulatively, more than 200 hours of psychological consultation were provided for employees. Besides, the Customer Service Center has stress relief materials in storage to help employees build a positive attitude and enjoy more in work.

## (2) 守護健康安全

請參考《同程旅行職業健康安全政策》

我們切實保障員工的健康與安全，嚴格遵守《中華人民共和國勞動法》、《中華人民共和國消防法》等適用的安全及健康法律及法規，制定《同程旅行職業健康安全政策》、《職場安全管理制度》，建立健全安全健康管理體系。截至報告期末，我們已獲得ISO 45001職業健康安全管理体系認證及人力資源智享會頒發的「CHW健康工作場所認證」。

### i. 身心健康

我們持續關注員工的身心健康，定期組織覆蓋全員的免費年度體檢及體檢報告解讀活動，亦為員工家屬提供體檢優惠和便捷的體檢渠道。報告期內，我們聯合醫院開展「健康關愛月義診公益行」健康義診活動，為員工提供免費專家坐診和健康建議；同時，加強內部食品安全管控，通過餐廳周度巡檢機制及聘請第三方專業機構檢測，及時整改食品安全問題，並通過展板、展冊及線下活動等形式宣導員工合理健康飲食，提升身體素質。

為保障員工的心理健康，我們設立「程藝心行動」員工心理援助項目（「EAP」），聘請提供專業心理諮詢服務的第三方機構，為員工提供一對一的問題解答和心理疏導。報告期內，我們持續通過推送心理健康月刊、舉辦心理疏導講座等形式幫助員工關注心理健康，累計員工心理諮詢小時數逾200小時。此外，客服中心亦為員工準備解壓物資，幫助員工塑造積極心態，提升工作幸福感。

## ii. Emergency drills and trainings

In order to ensure the safety of the company's personnel and property, we have formulated the *Tongcheng Travel Emergency Plan Management Manual* to quickly respond to office emergencies and implement emergency rescue work in a timely and effective manner. We have a comprehensive fire protection system in office areas and dedicated personnel responsible for fire safety. In strict compliance with the *Fire Extinguishing and Emergency Evacuation Plan*, we conduct regular fire self-inspections and underlying safety loophole investigations. During the Reporting Period, we completed signage renewal and reinstallation of partial firefighting equipment and facilities, to ensure a safe and reliable office environment. We regularly organize fire drills every year, and carry out monthly trainings on fire safety for employees in key positions. In addition, we continued to raise safety awareness among all employees with respect to anti-fraud, fire safety and pandemic prevention in forms such as videos, posters and safety lectures.

During the Reporting Period, we made more efforts in the first-aid and emergency program in the workplace. We equipped core offices with automatic external defibrillators (AEDs) and first-aid kits, as well as releasing the *First-Aid Manual*. We established a first-aid volunteer team and carried out various activities, such as first-aid training, skill competition and knowledge quiz. As of the end of the Reporting Period, over 80 employees had passed the training examination and obtained the *Certificate of First-aider Training*.

In the past three years, no work-related fatalities occurred. During the Reporting Period, the lost days due to work injury were 192 days.

## ii. 應急演練及培訓

為保障公司的人員及財產安全，我們制定《同程旅行應急預案管理手冊》，以快速響應辦公場所緊急事件，及時有效地實施應急救援工作。我們在辦公區域內配置完備的消防系統，確定消防安全責任人，嚴格執行《滅火和應急疏散預案》，定期進行消防自查、安全隱患排查，於報告期內完成消防設備設施的標識更新及部分設備重裝，確保安全可靠辦公環境。我們每年定期組織開展消防演習，並針對關鍵崗位員工開展月度消防安全培訓。此外，我們持續通過推送視頻及海報、開展科普講座等形式對全體員工進行防詐、消防、防疫等多個領域的安全意識宣貫。

報告期內，我們重點加強職場急救安全建設，於核心職場的辦公場所完成AED（自動體外除顫器）、急救包配置，編製發放《急救手冊》，並組建急救志願者團隊，開展急救培訓、技能競技、知識答題等活動。截至報告期末，我們已有逾80名員工通過培訓考試獲得《救護員培訓合格證書》。

過往三年內，本公司未發生因工亡故事項。報告期內，因工傷損失工作日數為192天。



### (3) Supporting talent development

#### i. Broad career development space

We are committed to creating a diverse and fair career development platform for our employees. We have set up a Career Development Committee, which is responsible for the formulation of policies and strategies as well as for the decision-making on major issues regarding employee career development. We provide employees with career progression channels in both management and expertise. We have formulated the *Management Measures for Leader Development* and the *Measures for Management of Career Development in Professional Sequence*, clarifying the 12 position ranks in each business line as well as the competency requirements for each rank. We have also publicized the promotion requirements and processes for each rank in each business line, and established channels for collecting feedback about promotion results. During the Reporting Period, we made the promotion mechanism more reasonable by adjusting the promotion cycle, redefining special contributions, opening up fast channels, and optimizing the logic of performance evaluation. During the Reporting Period, 962 employees have obtained rank promotion. In addition, we also launched a “Talent Flow Program” to boost the internal flow and vitality of talents.

#### Case: Talent flow program

##### 案例：活水計劃

During the Reporting Period, with the “Talent Flow Program”, we launched the talent flow platform and formulated the *Guideline for Talent Flow of Tongcheng*, specifying major concerns such as compensation, performance, process and handover to ensure the effectiveness of the internal talent flow mechanism. As of the end of the Reporting Period, accumulatively 167 positions were released on the platform, which attracted 20,629 visits by 2,272 visitors with average 9.1 visits per person. Over 100 cases closed successfully.

報告期內，我們開展「活水計劃」，上線活水平台系統，並制定《同程活水指引》，從薪酬、績效、流程、交接等關注點保障內部人才流動順滑機制的有效運行。截至報告期末，活水平台累計發布崗位167個，訪問量20,629次，訪問人次2,272人，人均訪問9.1次，已成功案例100餘個。

### (3) 聚力人才發展

#### i. 廣闊的職業發展空間

我們致力為員工提供多元、公平的職業發展平台。我們成立職業發展委員會，負責員工職業發展管理方針、策略的制定和重大事項的決策。我們亦制定《幹部職業發展管理辦法》和《專業序列職業發展管理辦法》，為員工提供幹部線和專業線晉升雙通道，明確各條線12個崗位職級的劃分及具體能力項說明，公示各條線職級的晉升條件及流程，並建立晉升結果反饋渠道。報告期內，我們通過調整晉升周期、重新定義特殊貢獻、開設綠色通道、優化績效核算邏輯等舉措，使晉升機制更加合理，期內共有962人獲得職級成長。此外，我們還推出「活水計劃」，加強內部人才流動，提升人才活力。

We formed a triple-dimensional evaluation system of “Performance + Supervisor Evaluation + Competency Review” to evaluate and promote outstanding talents in a more objective and comprehensive way. We regularly conduct annual talent review on leaders and core positions, and optimize our talent deployment through performance improvement plans, departmental communication and position adjustments. We also initiated a “Lighthouse” program, which provides our HR with techniques and skills in the course of career assessment and career counseling, to help improve the effectiveness of employee selection and retention.

## ii. Excellent training system<sup>1</sup>

We are committed to creating a diverse, equal and informative learning environment for our employees. We integrated internal and external resources to encourage employees to proactively participate in various training activities as well as to provide them with various opportunities to improve professional qualifications and skills, so as to help them grow with the Company. We have established a comprehensive training system, and have formed three major curriculum systems of “leadership cultivation, professional skills improvement, and orientation training” to create targeted training programs. We have also assisted in carrying out various learning activities through online learning and sharing platforms such as “Tongcheng Study” and “Tongcheng Sharing”, as well as offline theme discussion and sharing, to meet the needs of competence enhancement of employees at different career stages.

我們通過「績效+上級評價+能力評審」三重評價體系客觀全面地評價及提拔優秀人才，並於每年定期開展幹部及核心崗位的人才盤點，通過績效改進計劃、部門溝通、崗位調整等方式對人才進行優化調整。我們亦開展「燈塔」項目，為公司HR提供職業生涯評估、職業生涯諮詢對話的流程技巧和方法培訓，幫助提升員工選育用留的效果。

## ii. 完善的培訓體系<sup>1</sup>

我們致力為員工打造多元平等、內容豐富的學習環境，整合內外部資源，為員工提供完善職業素養、提升職業技能的機會，鼓勵員工自主參與各類培訓活動，與公司共同成長。我們已建立完善的培養體系，形成「領導力培養、專業技能提升、新員工培訓」三大課程體系，針對性打造培訓項目，並通過「同程學堂」、「同程樂享」等線上學習分享平台，以及線下主題研討和分享等形式，輔助開展各類學習活動，滿足員工在職場不同階段的能力提升需求。

<sup>1</sup> The disclosure scope of data in this section only covers employees' training organized by the Company's Human Resources and Administration Center.

<sup>1</sup> 本小節數據披露範圍僅涵蓋本公司人力行政中心所組織的員工培訓。

Categories 類別	Curriculum system and coverage 課程體系及覆蓋人群	Training program 培養項目
<b>Leadership cultivation</b> 領導力培養	<p>The leadership cultivation curriculum covers 100% of full-time employees, and include the following categories:</p> <p>領導力培養課程覆蓋100%正式員工，包含如下類別：</p> <ul style="list-style-type: none"> <li>• Provide customized leadership trainings for current managers at all levels, covering industry trends, business practice, management tools and scenario simulations; 為現任各級管理者提供定制化領導力培訓，課程內容覆蓋行業趨勢、業務實戰、管理工具、場景實踐等；</li> <li>• Provide leadership trainings for newly promoted managers and manager trainees, covering management theory, management methodology and management practice to help consolidate their managerial skills; 為普通員工晉升管理崗及新晉管理者提供領導力培訓，課程內容覆蓋管理理論、管理方法論及管理實踐等，助力夯實管理基礎；</li> <li>• Provide general training for ordinary employees, including leadership training to improve personal influence and activeness of employees. 為普通員工提供的通用培訓中涵蓋領導力培養相關內容，提升員工個人影響力與主觀能動性。</li> </ul>	<ul style="list-style-type: none"> <li>• Middle and high level managers: Tenglong Program</li> <li>• 中高層管理者領導力：騰龍計劃</li> <li>• Junior managers: Yulong Program</li> <li>• 基層管理者領導力：育龍計劃</li> <li>• Reserve and newly promoted managers: Qianlong Program</li> <li>• 儲備與新晉管理者領導力：潛龍計劃</li> </ul>
<b>Professional skills improvement</b> 專業技能提升	<ul style="list-style-type: none"> <li>• We set up different courses according to different professional positions regarding technology, customer service, business and functions to improve the professional skills of employees in different lines and help them grow.</li> <li>• 根據技術線、客服線、業務線、職能線等不同專業崗位設置不同的專業課程，提升不同條線員工的專業技能，助力員工成長。</li> </ul>	<ul style="list-style-type: none"> <li>• Meishi Training Camp</li> <li>• 美世訓練營</li> <li>• Project Manager Certification</li> <li>• 項目經理認證</li> <li>• Innovation &amp; Creation Training Camp</li> <li>• 創新·創造訓練營</li> <li>• Mentor Empowerment Program</li> <li>• 導師賦能計劃</li> </ul>

Categories 類別	Curriculum system and coverage 課程體系及覆蓋人群	Training program 培養項目
<b>Orientation training</b> 新員工培養	<ul style="list-style-type: none"> <li>We carry out orientation trainings for new employees of social recruitment, focusing on core issues such as the Company's culture, policies and procedures and career sharing, in order to facilitate role transformation;</li> <li>為社招新人開展崗前培訓，圍繞公司文化、制度流程與職業分享等核心課題，助力員工角色轉變；</li> <li>We provide comprehensive trainings from front-end businesses to back-end functions for new graduates, aiming at cultivating future industry leaders.</li> <li>為應屆畢業提供從前端業務到後端職能的全面培訓，旨在培養未來行業領軍人才。</li> </ul>	<ul style="list-style-type: none"> <li>New employees of social recruitment: Xingcheng Program</li> <li>社招新人：星程計劃</li> <li>New employees of campus recruitment: Chengxing Program</li> <li>校招新人：程星計劃</li> </ul>

During the Reporting Period, we enhanced the capability of the internal coaching team. We developed the implementation plan and guidance for coaching, launched 6 digital platform functions, studied and shared more than 10 excellent coaching cases, as well as carrying out multiple trainings for coaches and interaction between coaches and trainees. As of the end of the Reporting Period, there were 41 certified coaches, who had instructed more than 200 new employees.

報告期內，我們加強內部導師隊伍建設，制定帶教實施方案和指南，上線6項數字化平台功能，沉澱、分享10餘個優秀帶教案例，並開展多場導師培訓課程及師徒互動活動。截至報告期末，我們共有41位認證導師，已帶教培養逾200名新人。

During the Reporting Period, the average annual training hours per employee were 8.2 hours, covering 86.8% of employees.

報告期內，本公司約86.8%的員工接受了培訓，員工年人均學習時長達到8.2小時。

			2022 二零二二年
	Indicators	指標	
Proportion of employees receiving training(%) <sup>1</sup> 受訓員工百分比(%) <sup>1</sup>	<b>Total</b>	總計	86.8%
	<b>By gender</b>	按性別劃分	
	Male	男性	87.8%
	Female	女性	85.6%
	<b>By employment type</b>	按僱傭類型分	
	Senior management	高級管理層	75.0%
Middle management	中級管理層	87.6%	
Junior employees	基層員工	86.9%	
Training hours per employee(hour) <sup>2</sup> 人均培訓小時數(小時) <sup>2</sup>	<b>Total</b>	總計	8.2
	<b>By gender</b>	按性別劃分	
	Male	男性	6.8
	Female	女性	9.8
	<b>By employment type</b>	按僱傭類型分	
	Senior management	高級管理層	6.7
Middle management	中級管理層	4.5	
Junior employees	基層員工	8.3	

In addition, to support and encourage employees to advance in diploma or professional skills and build up an atmosphere of learning among employees, we have formulated the *Tongcheng Study Incentive Program*, offering financial support and paid leave to all full-time employees. During the Reporting Period, approximately RMB600,000 was awarded as study incentive after internal assessment. To drive employees for better performance and inspire their sense of personal achievement, we have integrated various incentive mechanisms of the Company and have released the *Tongcheng Incentive Management Policy* which specifies multiple incentives for employees in a more systematic manner. Besides, we launched an online interactive platform named as "Hall of Honor" to present corporate-level and project-level honors.

此外，為支持和鼓勵員工提升學歷或工作技能，打造學習型組織氛圍，我們出台了《同程旅行助學獎勵計劃》，為員工提供財務與帶薪假期等支持，該計劃適用於全體正式員工。報告期內，經內部評審後發放助學獎勵金約人民幣60萬元。為進一步激發員工工作積極性和提升個人成就感，我們整合了公司各項激勵機制，推出更加系統化的《同程旅行榮譽激勵管理制度》，從多個維度對員工進行激勵，並推出「榮譽殿堂」線上交互平台，綜合呈現公司級、項目級榮譽。

1 Percentage of employees trained = Employees who took part in training/Number of employees\*100%  
Percentage of breakdown for employees in relevant categories = Employees in the specified category who took part in training/Number of employees in the specified category\*100%

2 Average training hours per employee = Total number of training hours/Total number of employees  
Average training hours for employees in relevant categories = Total number of training hours for employees in the specified category/Number of employees in the specified category

1 員工百分比=受訓員工/員工總數\*100%  
按相關類別劃分的員工百分比=該類別受訓員工數/該類別員工總數\*100%

2 每名員工平均受訓時數=總受訓時數/員工總人數  
相關類別員工平均受訓時數=特定類別員工的總受訓時數/特定類別的員工人數

During the Reporting Period, we continued the “Star Plan” designed to better incentivize and retain core employees, accumulatively awarding special contribution bonus of nearly RMB3 million to more than 70 core employees. In addition, we pushed ahead with the special incentive activities such as the “Innovation Project Competition” and “Hackathon Competition” to further energize our organization and staff.

為加大對核心骨幹員工的激勵和保留力度，我們於報告期內持續開展「恆星計劃」，累計為70餘位骨幹員工發放特別貢獻獎金約人民幣300萬元。我們亦持續開展「創新項目大賽」、「黑客馬拉松大賽」等專項激勵活動，進一步激發組織和員工活力。

**Case: Hackathon competition**

**案例：黑客馬拉松大賽**

During the Reporting Period, we held the third “Hackathon Competition” with the theme of “Code for Better”, encouraging creative programmers to design unique products with their creative ideas in 24 hours. Totally 37 teams of 200 individuals participated in the competition, output 37 finished products, and won awards of more than RMB100,000. 報告期內，我們舉辦第三屆黑客馬拉松大賽，以「Code for Better」為主題，召集富有創造力的程序員員工在24小時內發揮靈感創意，打造別具創想的产品。大賽共計招募37支戰隊，參與人數逾200人，產出37個成型作品，發放獎金逾人民幣10萬元。



Hackathon Competition  
黑客馬拉松大賽現場

#### (4) Delivering humanitarian care

##### i. Employee communication

Adhering to the principle of “communicate and solve problems in a timely manner, and leaving no issues unresolved overnight”, we have established online and offline employee communication and feedback channels to understand and respond to employees’ expectations and opinions. In accordance with the *Regulations on the Negotiation and Adjustment of Labor Disputes in Enterprises*, we have established the labor union and workers’ congress, and formed a labor dispute mediation committee. We also sign collective agreements with all employees to promote scientific decision-making and democratic management of the Company and to maximize the rights and interests of employees. We also regularly conduct employee surveys to check organizational health and employee dedication. Moreover, we have joined Suzhou Harmonious Enterprise Association as the chairman of the board of directors, and actively participate in the construction of harmonious labor relations in the places where we operate.

During the Reporting Period, we enhanced the systematic management of employee communication channels and built a “One-stop Service Hall” where consulting services are available to employees through three channels, namely OA system, iOA application and WeCom. Employees’ opinions can be collected on the “Employees’ Feedback” page of the OA system. In addition, we held various interactive activities, such as “Your Words Make Sense” debate competition and “Sharing from HR”, to increase the frequency of communication with employees, collect feedback broadly and make effective response.

#### (4) 提升人文關懷

##### i. 員工溝通

我們堅持「及時溝通，及時解決，問題不過夜」的原則，建立線上和線下的員工溝通反饋渠道，及時了解並響應員工的期望和意見。我們根據《企業勞動爭議協商調節規定》建立工會組織和職工（代表）大會制度，並設立勞動爭議調解委員會；與所有正式員工簽署集體協議，推動科學決策和民主管理，爭取員工權益最大化；亦定期開展員工調研，了解組織能力健康度和員工敬業度。此外，我們加入蘇州市和諧企業協會並出任理事長單位，積極參與運營所在地的和諧勞資關係建設工作。

報告期內，我們加強員工溝通渠道的體系化管理，打造「一站式服務大廳」，為員工提供OA系統、iOA應用及企業微信三種諮詢服務通道；通過OA系統「樂問」板塊收取員工對公司的意見；並打造「言之程理」辯論賽、「HR樂享匯」等互動活動，增進與員工的交流頻次，廣泛聽取員工意見並作出有效回應。

**Case: “Your Words Make Sense” debate competition**

**案例：「言之程理」辯論賽**

During the Reporting Period, we held the “Your Words Make Sense” Debate Competition to discuss topics of employees’ interests and to provide an opportunity for cultural exchange. On the one hand, through the debate, we heard employees’ voices and optimized the internal mechanism for cultural communication based on their understanding and experience of cultural behaviors. On the other hand, the debate deepened employees’ understanding of cultural behavior and aroused awareness of culture, thus enhancing organizational loyalty.

報告期內，我們開展「言之程理」員工辯論賽，就員工關心的議題展開討論，打造文化交流場，基於員工對文化行為的認知和體驗，收集員工心聲以優化內部文化傳播機制，同時加深員工對文化行為的理解，喚醒文化感知，提升組織黏性。



“Your Words Make Sense” Debate Competition  
「言之程理」辯論賽現場

**Case: “Sharing from HR”**

**案例：「HR樂享匯」**

To help employees better understand HR policies and latest benefits, we launched a quarterly event named “Sharing from HR” during the Reporting Period, making face-to-face sharing on the latest HR information and hot topics. As of the end of the Reporting Period, more than 200 employees had attended the sharing, with a satisfaction rating over 9.8.

為幫助員工更好地了解人事政策與最新福利，我們於報告期內開展以季度為周期的「HR樂享匯」活動，通過面對面溝通的方式分享HR最新資訊與熱點。截至報告期末，已有逾200名員工參與交流活動，滿意度超9.8分。



“Sharing from HR” Event  
「HR樂享匯」現場



## ii. Employee benefits

In order to motivate employees to go all out for the Company's long-term development, in addition to the statutory support and welfare, we provide additional welfare to all employees in areas of:

- Health: physical examination, additional commercial insurance, EAP mental health support, gym
- Finance: tens of millions worth reward program, study incentive program, phone bill subsidy, accommodation and management services, traditional holiday gifts, staff discounts
- Flexibility: additional paid annual leave, flexible working hours, work-from-home options, nursing rooms
- Entertainment: team building, festival events, recreation room and library

We also launched an anniversary bonus program to award travel funds to the employees who have served the Company for 5 years and 10 years. During the Reporting Period, we optimized the anniversary bonus program and female employees caring program to inspire employees and grow with the Company.

## ii. 員工福利

為激勵員工為公司長期發展全力以赴，我們為所有員工提供法定要求外的支持與福利關懷，如：

- 健康保障方面：體檢、補充商業保險、EAP心理健康支持、健身房
- 經濟支持方面：千萬獎勵計劃、助學獎勵計劃、通訊補貼、住宿及管理服務、傳統節日禮盒、公司內購
- 家庭與個人支持方面：帶薪補充年假、靈活辦公時間、居家辦公選擇、哺乳室
- 興趣愛好培養方面：團建活動、節日活動、娛樂室和圖書室

我們亦推出周年夥伴計劃，為在職滿五周年和十周年的員工提供旅遊基金。於報告期內優化周年夥伴計劃及女性員工關懷工作，持續激發員工與公司共同發展的熱情。

### Case: Anniversary bonus program

#### 案例：周年夥伴計劃

We have built "anniversary culture" in gratitude for employees' long-term service and contribution. During the Reporting Period, we launched the "18th Work Anniversary Program", providing two benefit options to employees with 18 years of service, i.e. "Lifelong Critical Illness Insurance" and "18th Anniversary Customized Black Whale Membership". Meanwhile, we have updated the existing 5th and 10th anniversary benefits with the "Customized Black Whale Membership".

為感謝員工的長期付出與奉獻，我們特別打造周年文化，並於報告期內推出「十八周年夥伴計劃」，為司齡滿十八周年的在職員工提供「終身重大疾病保險」和「十八周年定制黑鯨會員」兩大權益選項；同時，對原有的五周年和十周年夥伴計劃進行迭代升級，增加「定制黑鯨會員」權益。

**Case: Care for female employees**

**案例：女性員工關懷**

We protect female employees' legal rights and interests. During the Reporting Period, we carried out a range of events. 我們依法保障女性職工的各項權益，於報告期內開展多項女性員工關懷活動。

• **Event on Women's Day**

On Women's Day, we launched a special Goddess Day event for female employees with special offers on online shopping mall, which was well received by female employees.

• **女神節活動**

三八婦女節期間，依託線上商城面向女性員工開設「女神節」專場活動，優惠活動得到廣大女性員工好評。

• **Special contract protecting the rights and interests of female employees**

The *Special Collective Contract for the Protection of the Rights and Interests of Female Employees* is signed to protect the rights and interests of female employees, which clearly states various rules, including the commitment to equal pay for equal work, more seats for female employees in the employee congress, and protection of the rights and interests for marriage and childbirth.

• **女性職工權益保護專項合同**

簽訂《女職工權益保護專項集體合同》，對女職工權益保護作出明確規定，包括承諾同工同酬、提高女性員工在職工代表大會中的比例、保障女性員工結婚生產期間的權益等。

**iii. Employee activities**

In order to enrich the amateur cultural life of employees, we have organized various activities from time to time, such as hobby clubs, annual parties and sports meets, to deepen the communication among departments, thus strengthening team cohesion. During the Reporting Period, we organized various fitness classes on a monthly basis and held the annual sports meet and fun sports week to cultivate an atmosphere of physical wellness in the workplace.

**iii. 員工活動**

為豐富員工們的業餘文化生活，我們不定期組織興趣社團、公司年會、運動會等各類型的團隊活動，加深各部門之間的交流，提高團隊凝聚力。報告期內，我們於每月度開設不同的健身課程，並舉辦年度運動會，打造花樣運動周，營造優良的健康職場氛圍。

**Case: Employee fitness classes**

**案例：員工健身課程**

During the Reporting Period, we did our best to encourage employees to do exercise by organizing diversified fitness classes, including aerobic exercises, jazz dance and Zumba dance. We also provided employees with monthly yoga membership, engaging yoga tutors to coach our employees for physical and mental relaxation.

報告期內，我們組織開展全民健身活動課程，開設包括有氧瘦身操、爵士舞、尊巴等多元化課程，最大程度地吸引員工參與日常鍛煉。我們亦開設「瑜悅身心 加倍美麗」福利月卡活動，邀請專業瑜伽老師進行講解、示範、指導，幫助員工獲得身心放鬆。

**Case: Employee sports meet**

**案例：員工運動會**

During the Reporting Period, we continued to hold employee sports meet, consisting of online challenges, ball games and fun sports week in the form of individual competitions, team competitions and free combination competitions. Covering all offices across the country, the event did not only strengthen the employees' fitness, but also spread the spirits in an impressive way of unifying employees, creating passion and encouraging persistence.

報告期內，我們持續開展員工運動會，將活動分為線上挑戰賽、球類競技賽和趣味運動周三大賽事，並推出個人賽、團隊賽、自由組合賽等多種玩法。此次活動覆蓋全國各個職場，在增強員工身體素質的同時，深度宣揚了團結力量、創造激情、鼓勵拼搏的精神。



Employee Sports Meet

員工運動會

## GREEN DEVELOPMENT AND ECOLOGY PROTECTION

We always adhere to the principle of sustainable development. We are committed to reducing adverse impacts of our business operation upon the environment and climate. In strict compliance with the *Environmental Protection Law of People's Republic of China*, the *Energy Conservation Law of the People's Republic of China* and other applicable laws and regulations, we have formulated the *Administration of Energy Conservation*, in which we clarify the green operation principles, actively promote energy conservation, emission reduction and efficient resource utilization. We have obtained ISO 14001 certification of environmental management system. During the Reporting Period, the Company was not involved in any environmental violation issues.

### (1) Responding to climate change

Please refer to the *Tongcheng Travel Climate Change Policy*

We continue to focus on the impacts on our business from climate change and climate-related changes in domestic and foreign laws and regulations. We have developed the *Tongcheng Travel Climate Change Policy* to adapt to and mitigate the impacts of climate change on our operations and to strengthen our resilience.

We have established a board-level ESG committee which oversees and evaluates ESG-related issues (including addressing climate change and carbon neutrality) and reviews and updates policies related to climate change on a regular basis, and a corporate-level ESG and Data Security Committee which leads a Public Policy and Regulatory Affairs sub-committee responsible for managing climate-related issues. At the same time, the ESG working group is responsible for the implementation of climate change responses.

Based on the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD), we have initially identified the significant risks and opportunities arising from climate change to our assets and business operations, and formulated scientific responses to address climate change. In the future, we plan to further develop a scientific risk management strategy to address the impacts and opportunities imposed by climate change.

As we are not engaged in large-scale production activities, we have limited exposure to climate-driven transition risks related to policies, regulations, technologies, markets and reputation.

## 綠色發展 守護生態

我們始終堅持可持續發展原則，致力於減少自身運營對環境與氣候造成的不良影響。我們嚴格遵守《中華人民共和國環境保護法》、《中華人民共和國節約能源法》等相關法律法規，制定《節能管理辦法》，明確綠色營運原則，積極推進節能減排，提高資源利用率。我們已獲得ISO 14001環境管理體系認證。本報告期內，本公司未發生環保違規事件。

### (1) 應對氣候變化

請參考《同程旅行氣候變化政策》

我們持續關注氣候變化趨勢、國內外法規演變對業務運營的影響，制定《同程旅行氣候變化政策》，致力於適應、減緩氣候變化與本公司經營業務的互相影響，加強應對氣候變化的抗御能力。

我們已於董事會層面成立ESG委員會，對ESG相關事宜（包括氣候變化應對及碳中和議題）進行審視與評估，定期檢討及更新氣候變化政策；並於公司層面成立ESG和數據安全委員會，由其下設的公共政策和監督事務分會主要負責管理氣候變化應對等事宜；同時，通過ESG工作小組具體落實氣候變化應對工作。

我們參考氣候相關財務信息披露工作組(TCFD)的建議開展研究，初步識別氣候變化對自身資產及業務運營構成的重大風險和機遇，並科學制定相關應對措施以應對氣候變化挑戰。未來，我們計劃進一步制定科學的風險管理戰略，以應對氣候變化風險所帶來的影響和機遇。

本公司業務運營過程不涉及大規模生產活動，故面臨來自政策、法規、技術、市場、聲譽等氣候轉型的風險較低。

Category of climate risks 氣候風險類別	Potential climate risks affecting Tongcheng Travel 與同程旅行有關的潛在氣候變化風險	Responses 應對措施
<p><b>Physical risks:</b> 實體風險： <b>Extreme weather</b> 極端天氣</p>	<p>Extreme weather, e.g., typhoons and rainstorms, poses the most significant physical risk to the Company's business operations.</p> <p>經評估，颱風、暴雨等極端天氣是本公司面臨的主要實體風險，對我們的業務運營帶來潛在的影響。</p> <p>Our business provides users with travel solutions such as transportation ticketing and accommodation reservation, increased frequency of extreme weather events would result in increased frequency of cancellations of and changes to users' trips or an increase in travel safety risks. These could result in lower revenue and higher operating costs for our business.</p> <p>由於我們的業務主要為用戶提供交通、住宿等出行解決方案，因此若極端氣候事件發生頻率增高，導致未來用戶行程頻繁取消／更改，或出行安全風險增大時，我們將面臨營收下降及經營成本上升的風險。</p>	<p>Each business segment of the Company has established disaster response procedures and mechanisms for extreme weather such as typhoon to define the accountabilities of business units, partners, customer services, platforms and market end in case of emergencies, as well as ensuring prompt responses upon information synchronization of extreme weather and emergencies and, so as to mitigate the impact of natural disasters on business operations and ensure the travel safety of our customers.</p> <p>本公司各業務版塊已針對颱風等極端天氣建立相應的災害保障應對流程及響應機制，明確緊急事件下業務方、合作方、客服、平台、市場端多方的響應職責，確保極端天氣和突發狀況的信息同步與及時應對，以減緩不可抗自然因素對業務運營的影響，保證用戶出行的安全及便捷。</p>
<p><b>Physical risks:</b> 實體風險： <b>Rising mean temperatures</b> 平均氣溫上升</p>	<p>Our business operations are heavily dependent on the stable operation of the servers. The continuously rising global mean temperatures and increased extreme weather events in recent years may cause server failures, exposing data to the risk of leakage and thus disturbing business continuity.</p> <p>我們的業務運營與服務器的穩定運行息息相關，近年來愈加嚴重的全球平均氣溫上升和極端天氣事件可能導致服務器發生故障，產生數據洩露風險，影響業務的連續性。</p>	<p>We have equipped the server room with a disaster recovery plan of high-reliability and high-availability, and taken various measures for the server data security in harsh weather, such as intra-city inter-machine backup, remote backup, and regular emergency drills for server room management and data recovery.</p> <p>我們為機房配備高可靠性、高可用性的災備系統，並通過同城跨機房備份、異地備份、定期開展針對機房管理和數據恢復的應急演練等手段，確保惡劣氣候環境下的機房數據安全。</p>

## (2) Creating a green atmosphere

In 2021, we analyzed our energy consumption and carbon emissions, and planned to reduce our energy consumption constantly over the next 10 years in response to the national strategy of “Carbon Emission Peak and Carbon Neutrality”. Taking 2021 as the base year, we are committed to reducing our Scope 1 and Scope 2 carbon emissions intensity by 15% by the end of 2030. During the process, we will prioritize intelligent means, such as energy consumption system and electromechanical management system, to optimize energy consumption. Meanwhile, we will gradually replace traditional energy with green energy in the workplace where applicable and continuously optimize the energy consumption structure.

We have no significant negative impact on the environment or natural resources since we are not engaged in any large-scale production activities and we neither consume significant energy nor produce massive emissions. However, we are intensely aware of the importance of environment protection, thus making us proactively practice green operations, optimizing equipment and facilities, promoting green office and taking other measures to gradually achieve the goal of energy conservation and emission reduction.

- Put into use energy consumption system and electromechanical management system to monitor the operating status of air conditioners and electromechanical equipment as well as setting the use of hours for air conditioners in different seasons with the temperature control function dormant for the rest of the time;
- Adopt the intelligent lighting system throughout the building, equip LED induction lamps of low energy consumption in underground garages; the luminosity of light source is only 30% on standby and return to normal only when vehicles pass by or stop;
- Optimize equipment operating time, and turn off office ceiling lights during the one-hour lunch break;
- Increase the patrol frequency by the property management company to three times each in the morning and in the evening to ensure timely turn-off/close of air conditioners, lights, doors and windows in unoccupied areas;
- Supply hot water using solar energy in the canteen and install photovoltaic panels on the roof to generate electricity.

## (2) 營造綠色氛圍

二零二一年，我們響應國家「雙碳」目標的號召，對自身能源消耗及碳排放情況進行摸排分析，計劃在未來10年持續降低我們的能源消耗。我們承諾，以二零二一年為基準年，到二零三零年碳排放強度（範疇1及範疇2）降低15%。推進過程中，我們將優先通過智能手段，如上線能耗系統和機電管家等，使能源使用達到最優狀態。同時，我們也將在具備條件的辦公場地逐步引入綠色能源以替代傳統能源，持續優化能源使用結構。

本公司業務不涉及大規模生產活動，不消耗大量能源，亦不產生大量排放，因此對環境及天然資源並無任何重大負面影響，但我們深諳保護環境的意義所在，積極踐行綠色運營，採取優化設備設施、提倡綠色辦公等具體措施，逐步促進節能減排目標達成。

- 上線能耗系統和機電管家系統，監控空調，機電等設備的運行狀態，設置不同季節空調開放時間，其餘時間後台控制不可開啟溫控功能；
- 全大樓採用智能照明系統，地下車庫安裝低能耗LED感應燈，待機時光源亮度僅為30%，只有車輛經過或停靠時恢復至正常亮度；
- 優化設備啟停時間，於一小時午休期間關閉辦公室的頂燈；
- 物業巡檢次數增至早晚各三次，保證無人區空調、燈、門窗等的及時關閉；
- 食堂採用太陽能供熱水，並在樓頂增設光伏板發電。

Meanwhile, we encourage users, employees, suppliers, partners and other relevant stakeholders to reduce carbon emissions in our day-to-day operations and the carbon footprint across the industry chain. We value low-carbon products and have launched intelligent digital products such as Lvzhi Cloud CMS to help corporate customers such as hotels and tourist attractions realize precise management of energy consumption, increase operational efficiency and reduce carbon emissions by reducing human resources and materials. During the Reporting Period, we prioritized environmentally friendly materials and products in procurement. For example, we procured degradable boxes made from wheat straw to pack employee holiday gifts, and took energy consumption into consideration for server procurement. Paperless operation was strongly encouraged, such as electronic contract signing, electronic payment and electronic invoice, to reduce paper consumption, increase business efficiency and minimize adverse environmental impacts.

While making an effort in carbon neutrality, we also continued to strengthen the management of resource and waste to keep our planet green. In strict compliance with the *Water Law of the People's Republic of China*, the *Law of the People's Republic of China on Prevention and Control of Water Pollution* and other applicable laws and regulations, we have been reducing water consumption and improving water utilization by a series of measures, including applying water-saving equipment and adopting advanced flushing technologies. We have created a paperless office via online systems such as OA and email. To reduce waste production, we have also placed wastepaper boxes with reusable papers alongside printers as well as encouraging double-sided printing.

Moreover, we promote green and healthy lifestyle in employees' trainings, and continuously enhance employees' environmental awareness by electing spokespersons for energy conservation, releasing environmental videos and posters, publicizing energy-saving and water-saving slogans, and launching "Clean Your Plate Campaign".

### (3) Environmental KPIs

During the Reporting Period, the total office space area has increased significantly due to the relocation of the Company's office in Hefei, so the amount of waste-water discharge, GHG gas emissions and use of resource has increased compared with the previous reporting period. At the same time, the emission of non-hazardous waste in the Reporting Period has decreased compared with the previous reporting period, due to a significant decrease in the business hours of the company's canteens as a result of COVID-19 impact.

同時，我們鼓勵用戶、員工、供應商、合作夥伴及其他相關方在日常業務中減少碳排放，降低產業鏈碳足跡。我們積極打造低碳產品，推出旅智雲CMS管理系統等數智化產品，幫助酒店或景區等類型客戶實現精細化能耗管理，並通過減少人力、物力消耗提升運營效率，降低碳排放量。報告期內，我們積極採購有利於環境保護的原材料和產品，如採用可降解小麥秸稈材料製作員工節日禮盒外盒、針對服務器採購環節設置能耗標準等；於業務環節大力推行電子簽約、電子支付、電子發票，減少紙質票據數量，提升業務效率並減少環境負面影響。

除了助力碳中和，我們亦不斷加強對資源使用及廢棄物的管理，守護綠色生態。我們嚴格遵守《中華人民共和國水法》、《中華人民共和國水污染防治法》等相關法律法規，通過應用節水設備、採用先進沖洗技術等措施，減少水資源消耗，提升水資源利用率；通過OA、郵件等電子辦公工具進行無紙化辦公；提倡雙面打印，並在打印機邊配備廢紙盒，供員工二次取用，減少廢紙的產生。

此外，我們在員工培訓中倡導綠色健康的工作生活方式，並通過選舉節能降耗代言人、推送環保宣傳視頻與海報、張貼節能節水標語、開展光盤行動等多元化方式，持續提升員工環保意識。

### (3) 環境範疇KPI

報告期內，由於本公司位於合肥的辦公場所搬遷至新地點，辦公場所的面積總量有較大幅度的增加，因此本報告期內廢水排放量、溫室氣體排放量及資源使用量較上一報告期有所上升；同時，受新冠疫情影響，公司餐廳的營業時間有較大幅度的減少，因此本報告期內無害廢棄物排放量較上一報告期有所減少。

i. Emissions

During the Reporting Period, our KPIs for emissions aspect are as follows:

Emissions	排放物	2022	2021	2020
		二零二二年	二零二一年	二零二零年
Wastewater discharge (tonnes)	廢水排放量(噸)	71,446.92	58,347.00	62,307.48
Total GHG emissions (Scopes 1 and 2) (tonnes) <sup>1</sup>	溫室氣體排放總量(範疇1及範疇2)(噸) <sup>1</sup>	7961.04	6,670.31	7,138.70
Direct GHG emissions (Scope 1) (tonnes)	直接溫室氣體排放(範疇1)(噸)	69.30	67.66	67.79
Including: Petrol (tonnes)	其中：汽油(噸)	69.30	67.66	67.79
Energy Indirect GHG emissions (Scope 2) (tonnes)	能源間接溫室氣體排放(範疇2)(噸)	7,891.74	6,602.65	7,070.91
Including: Purchased electricity (tonnes)	其中：外購電力(噸)	7,891.74	6,602.65	7,070.91
GHG emissions per capital (tonnes per capital)	人均溫室氣體排放量(噸/員工)	1.65	1.34	1.57
GHG emissions per floor area (tonnes per square meter)	每平方米樓面溫室氣體排放量 (噸/平方米)	0.05	0.05	0.12
Total non-hazardous waste (tonnes) <sup>2</sup>	無害廢棄物總量(噸) <sup>2</sup>	596.53	756.48	426.95
Non-hazardous waste per capital (tonnes per capital)	人均無害廢棄物排放量 (噸/員工)	0.12	0.15	0.09

Notes:

- Due to the characteristics of our operations, the exhaust emissions of the Company are only generated by the gasoline combustion of the Company's business vehicles, which are not large-scale and have no material impact. Therefore, the KPI A1.1 (the types of emissions and respective emissions data) regarding exhaust emissions is not disclosed in this ESG report. Our GHG emissions mainly include direct GHG emissions (Scope 1) arising from petrol consumption of the Company's commercial vehicles, and energy indirect GHG emissions arising from purchased electricity (Scope 2). GHG emissions are presented in carbon dioxide equivalence and is calculated based on the *Accounting Methods and Reporting Guide for Greenhouse Gas Emissions from Public Building Operators* issued by the National Development and Reform Commission.
- Non-hazardous waste arising from our daily operation mainly includes domestic waste, grease trap waste and kitchen waste, all of which are disposed by the property management company. The hazardous waste includes waste toner cartridge and waste ink cartridge from printing equipment at office buildings. Waste toner cartridge and waste ink cartridge have no material impact as they are collected and disposed of by printing suppliers, so KPI A1.3 (total hazardous waste produced and, where appropriate, intensity) is not disclosed in this ESG report.

i. 排放物

報告期內，我們的排放物層面KPI如下：

註：

- 基於運營特性，本公司的廢氣排放僅由公司商務車輛的汽油消耗產生，不涉及大規模廢氣排放，無實質影響。故KPI A1.1(排放物種類及相關排放數據)有關廢氣排放在本ESG報告中不作披露。本公司的溫室氣體排放主要來自公司商務車輛的汽油消耗所造成的直接溫室氣體排放(範疇1)，以及外購電力所造成的能源間接溫室氣體排放(範疇2)。溫室氣體核算按二氧化碳當量呈列，並依據國家發展和改革委員會發布的《公共建築運營企業溫室氣體排放核算方法與報告指南》進行核算。
- 本公司在日常運營過程中產生的無害廢棄物包括生活垃圾、隔油池廢物及餐廚垃圾等，均交由物業統一處理。有害廢棄物為辦公打印設備產生的少量廢棄硒鼓及墨盒，均由供應商回收處置，無實質影響。故KPI A1.3(所產生有害廢棄物的總量及密度)在本ESG報告中不作披露。



ii. Use of resources

During the Reporting Period, our KPIs for use of resources aspect are as follows:

ii. 資源使用

報告期內，我們的資源使用層面KPI如下：

Use of Resources	資源使用	2022	2021	2020
		二零二二年	二零二一年	二零二零年
Total energy consumption (MWh) <sup>1</sup>	能源消耗總量(兆瓦時) <sup>1</sup>	11,149.53	9,354.24	9,897.92
Total direct energy consumption (MWh)	直接能源消耗總量(兆瓦時)	297.75	293.84	277.25
Including: Petrol (MWh)	其中：汽油(兆瓦時)	283.45	276.74	277.25
Including: renewable energy <sup>2</sup> (MWh)	其中：可再生能源 <sup>2</sup> (兆瓦時)	14.30	17.10	/
Total indirect energy consumption (MWh)	間接能源消耗總量(兆瓦時)	10,851.78	9,060.40	9,620.67
Including: Purchased electricity (MWh)	其中：外購電力(兆瓦時)	10,851.78	9,060.40	9,620.67
Energy consumption per capital (MWh per capital)	人均能源消耗量 (兆瓦時／員工)	2.31	1.89	2.18
Energy consumption per floor area (MWh per square meter)	每平方米樓面能源消耗量 (兆瓦時／平方米)	0.07	0.07	0.17
Average PUE <sup>3</sup>	平均PUE <sup>3</sup>	1.31	1.29	/
Water consumption (tonnes) <sup>4</sup>	自來水用量(噸) <sup>4</sup>	79,385.47	64,830.0	69,230.53
Water consumption per capital (tonnes per capital)	人均自來水用量 (噸／員工)	16.46	13.07	17.32

Notes:

- Total energy consumption is calculated based on the consumptions of electricity, oil and the default parameter values related to fossil fuel as shown in the Appendix 1 to the *Accounting Methods and Reporting Guide for Greenhouse Gas Emissions from Public Building Operators* issued by the National Development and Reform Commission.
- Renewable energy consumption comes from electricity consumption generated by own solar power generation system.
- The average PUE value of the data center is calculated based on the ratio of the annual energy consumption of the total equipment of the data center to the annual energy consumption of the IT equipment. This data is an indicator of the energy efficiency of the data center, and the statistical scope of the 2022 data covers all of the company's own data centers.
- The Company's water consumption mainly consists of the domestic water at office buildings, all sourced from the municipal pipe network. The domestic wastewater generated is discharged into the municipal pipe network for treatment.
- Since the Company's operation does not involve the use of packaging materials, KPI A2.5 (Total packaging material used for finished products) is not applicable to us and thus not disclosed in this ESG report.

註：

- 能源消耗總量根據用電量、耗油量及國家發展和改革委員會發布的《公共建築運營企業溫室氣體排放核算方法與報告指南》附表1化石燃料相關參數缺省值計算。
- 可再生能源消耗量是來自於使用自有太陽能發電系統的電量使用量。
- 數據中心平均PUE值是根據數據中心總設備的全年能源消耗量與IT設備的全年能源消耗的比值計算所得。該數據是評估數據中心能源效率的指標，二零二二年數據統計範圍覆蓋本公司全部自有數據中心。
- 本公司的用水主要是辦公場所的生活用水，均來自市政管網，所產生的生活廢水統一排入市政管網處理。
- 由於本公司的運營中不涉及包裝材料的使用，故KPI A2.5(製成品所用包裝材料的總量)對本公司不適用，故本ESG報告內不作披露。

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT 環境、社會及管治報告

6. Based on the characteristics of the industry, Aspect A3 (The Environment and Natural Resources) and KPI A3.1 (Description of significant impacts of activities on the environment and natural resources and the actions taken to manage them) are not applicable to us as we do not have any significant impacts on the environment and natural resources during our business operation, thus such information is not disclosed in this ESG report.
7. According to the assessment, based on the characteristics of the industry, the Company does not have any problem in sourcing water, does not have large-scale industrial water use, does not have a substantial impact on the environment from the waste emissions generated during the operation process, and the energy use efficiency is related to the carbon emission. Therefore, the report only discloses the carbon emission targets established by the Company. KPI A1.6 (wastes reduction target(s) set and steps taken to achieve them), KPI A2.3 (energy use efficiency target(s) set and steps taken to achieve them) and KPI A2.4 (water efficiency target(s) set and steps taken to achieve them) are not disclosed in this ESG report.

6. 基於行業特性，本公司的運營中不涉及其他的環境及天然資源，因此A3層面（環境及天然資源）及KPI A3.1（描述業務活動對環境及天然資源的重大影響及已採取管理有關影響的行動）不適用，故本ESG報告內不作披露。
7. 經評估，基於行業特性，本公司在運營過程中不存在任何求取水源的問題，不存在大規模工業用水情況，產生的廢棄物排放對環境不存在實質性影響，且能源使用效益與碳排放情況相關聯。故本報告僅披露本公司已訂立的碳排放目標，不披露KPI A1.6（所訂立的減廢目標及為達到這些目標所採取的步驟）、KPI A2.3（所訂立的能源使用效益目標及為達到這些目標所採取的步驟）及KPI A2.4（所訂立的用水效益目標及為達到這些目標所採取的步驟）。

## COMMUNITY CARING AND SOCIAL RESPONSIBILITY

Enthusiastic participation in public welfare undertakings is not only our unshakeable social responsibility, but also the requirements of our long-term development. We adhere to the practice principles of "Being voluntary and free, open and transparent, honest and trustworthy". We have formulated the *Tongcheng Travel Public Welfare and Charity Policy* to clarify our public welfare action strategy. During the Reporting Period, we offered more than 200,000 travel benefits to college students and other groups through government-enterprise cooperation, including vouchers and other benefits. We also continued to carry out charity activities in areas like education and community construction. Accumulatively, we had contributed a total of RMB773,900<sup>1</sup> for public welfare in the Reporting Period.

Upholding the country's development philosophy of "common prosperity", we spare no effort in rural revitalization and community development by leveraging our advantages in the entire industrial chain.

## 心系社會 彰顯擔當

熱心參與社會公益事業，既是我們義不容辭的社會責任，也是長期發展的需要。我們秉持「立足公益、自願無償、公開透明、誠實守信」公益實踐原則，制定《同程旅行社會公益與慈善事業政策》，明確公益行動戰略。報告期內，我們通過政企合作向大學生等群體發放超過20萬份出行福利，包括代金券等眾多平台權益。我們亦在助力教育事業、貢獻社區建設等多領域持續開展公益慈善活動，累計投入公益資金人民幣77.39萬元<sup>1</sup>。

我們積極響應國家「共同富裕」發展理念，主動發揮自身全產業鏈布局優勢，充分助力鄉村振興和社區建設發展。

<sup>1</sup> The data only cover the non-profit and marketing social welfare projects that the Company participated in during the Reporting Period.

<sup>1</sup> 該數據統計僅涵蓋本報告期內本公司所參與的不具營利及營銷目的的社會公益項目。

### i. Rural revitalization

During the Reporting Period, we implemented two sample projects of rural tourism, which were Lindu Warm Village Project and Zhangjiagang Bay Yongxing Village Project. We also launched a “New Players in Tourism” program to empower tourism practitioners with our industry expertise, which had covered hundreds of thousands of tourism practitioners as of the end of the Reporting Period. With this program, we joined hands with the People’s Government of Ruyang County, Henan Province and co-held a special training on alternative accommodation and rural tourism operation in August 2022, which opened our exploration of rural tourism training. We launched passenger transport project in rural area to solve the “last mile” problem in rural tourism.

### i. 鄉村振興

報告期內，我們完成林渡暖村項目和張家港灣永興村項目，兩大鄉村旅遊產業發展模式樣板項目落地；通過「新旅人」項目對文旅從業者進行行業技能賦能，截至報告期末，該項目已覆蓋數十萬旅遊人；二零二二年八月，該公益直播還與河南汝陽縣人民政府聯合舉辦了民宿及鄉村旅遊運營專題培訓，開啟了探索鄉村旅遊培訓的領域；啟動鄉村交通客運等專項，打通鄉村旅遊出行的「最後一公里」。

#### “One-stop Rural Resort” model: Lindu Warm Village

「一站式鄉野度假區」模式：林渡暖村

Lindu Warm Village is our first rural revitalization sample project, which maintains the original landscape of the countryside to the greatest extent in the construction of resort infrastructure. We launched “New Villager Program”, through which a number of startups in culture and tourism industry and other fields as well as those keen about rural life were gathered for the planning and operation of the resort. During the Reporting Period, the little train, Tao House and campsite started operation, gaining a good reputation in the industry. Meanwhile, the new villagers brought new culture and new ideas, and some children of old villagers have also returned and participated in the development of the village.

林渡暖村項目是我們鄉村振興的首個樣板項目，在旅遊度假基礎設施統籌規劃的基礎上，最大限度保持鄉村原貌；結合「新村民招募計劃」，廣泛吸引文旅度假及其他領域的創業者及熱愛鄉村田園生活的人士共同參與度假區的規劃和經營。報告期內，林渡小火車、林渡陶廬民宿、營地等業態陸續開放，並收獲良好的行業口碑；同時，新村民為當地帶去了新文化、新思路，部分老村民的子女亦陸續回歸併積極參與到鄉村的建設中來。

The project was awarded the “Demonstration Project of Urban and Rural Leisure Integration” by the National Leisure Standardization Technical Committee.

該項目獲得了全國休閒標準化技術委員會頒發的「城鄉休閒一體化示範項目」稱號。

#### “Rural Life and Vacation Experience Community” model: Zhangjiagang Bay Yongxing Village

「鄉村生活及度假體驗社區」模式：張家港灣永興村

We implemented our second rural revitalization project in Zhangjiagang Bay, which introduces resort facilities into the lives of villagers in light of rural life and vacation experience community, providing an in-depth experience of rural community for urban residents. With the concept of “digital village”, an integrated platform has been established to provide products and services such as accommodation, special catering and entertainment, so as to improve operational efficiency through terminal digital facilities. By virtue of in-depth experience in rural life, we expect to boost the development of peripheral business while focusing on the core business, and share the fruit of the project with local villagers by unlocking more employment opportunities.

張家港灣項目是我們正在推進的第二個鄉村振興項目。該項目融合鄉村生活及度假體驗社區的概念，將民宿等度假設施融入到村民生活中，為城市居民營造一個鄉村深度體驗社區；結合「數字鄉村」構想，將住宿、特色餐飲、演藝等產品和服務場景聚合到一個平台上，並基於終端的數字化設施提升運營效率。通過鄉村生活的深度體驗產品，我們希望以核心業態的打造為支點，撬動周邊業態的發展，為當地村民創造就業機會，共享項目成果。

## ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT 環境、社會及管治報告

Based on the above successful practices, we have further launched the “Tongcheng Thousand Villages Program”, which aims to help more villages build sustainable tourism models and promote the development of local green economy based on the concept of “thousands of villages, thousands of facets” and from the perspectives of talents, technology, traffic and capital.

We have also integrated the rural revitalization strategy into our business operations to boost the sustainable development of local agricultural industry in the Internet era.

基於上述成功實踐，我們進一步推出「同程千村計劃」，旨在以千村千面的發展理念，從人才、技術、流量和資金等多個維度出發，幫助更多鄉村打造可持續發展的旅遊模式，促進當地綠色經濟的發展。

我們亦將鄉村振興戰略融入業務運營環節，助力目的地農產品產業在互聯網時代的可持續發展。

### Case: Air tickets + Agricultural products

#### 案例：機票+農產品售賣

During the Reporting Period, we worked with local airports and cultural tourism bureaus to help local agricultural products “Going Out”. We set up an agricultural products sales entrance at the air ticketing portal, and promoted the sales of local agricultural products through offering rewards redemption and other supports. Users can either choose airport pickup or physical delivery.

報告期內，我們攜手各地機場與文旅局，助力當地農產品「走出去」。我們於機票業務端搭建農產品售賣入口，給予積分抵扣等支持，圍繞機場自提和實物郵寄兩條線，促進當地農產品銷售。

### Case: Innovative marketing by blind boxes of agricultural products

#### 案例：農產品盲盒創新營銷

During the Reporting Period, we launched the “Blind Boxes” campaign for agricultural products of Hanzhong City by integrating local agricultural products into the blind boxes for nation-wide promotion. The repurchase rate of high-quality agricultural products was nearly 70%, which significantly raised the popularity of Hanzhong’s agricultural products.

報告期內，我們為漢中策劃了農產品盲盒活動，將當地扶貧助農特產整合進盲盒進行全國推廣，盒內優質農特產品複購率近70%，大幅提升了漢中扶貧助農產品的知名度。

### Case: Fruits Program in Yan’an

#### 案例：延安碩果計劃

During the Reporting Period, we upgraded the campaign of “I Have an Apple Tree in Yan’an”. We worked with Yan’an local government and co-launched the “Fruits Program” to promote the benign development of the local apple industry through online and offline integrated marketing. As of the end of the Reporting Period, the program had benefited more than 1 million people.

報告期內，我們對「我在延安有棵蘋果樹」活動進行升級，聯合延安當地政府共同打造「碩果計劃」，通過線上+線下整合營銷，促進當地蘋果產業良性發展。截至報告期末，項目總計受益人數已逾百萬。

## ii. Recovery of culture and tourism industry

With the recovery of the domestic tourism industry, we collaborated with local governments in 18 provinces, municipalities and regions, such as Yunnan, Guizhou and Zhejiang, to distribute tourism consumption coupons and promote the recovery of local tourism markets and local economies. As of the end of the Reporting Period, we had distributed consumption coupons worth hundreds of millions of RMB, reaching hundreds of millions of people. We have also launched a program to reinvigorate cultural heritage tourism, and we actively take on a leading role in the travel industry. We cooperated with local cultural and tourism organizations and carried out seminars on rural revitalization. We launched a research project on the innovative development of the cultural and tourism industry in the Yangtze River Delta, and shared experience at many provincial-level conferences concerning tourism development.

## ii. 文旅復甦

時值國內文旅行業回暖之際，我們先後與雲南、貴州、浙江等18個省市地區政府聯合開展文旅消費券發放活動，推動各地旅遊市場復甦，助力地方經濟恢復。截至報告期末，我們累計發放消費券規模達人民幣數億元，並實現數億次曝光量。我們亦推出文化遺產旅遊復興計劃，亦積極承擔引領角色，聯合各地文旅組織機構開展鄉村振興相關研討會，啟動長三角文旅業創新性發展研究工程，並參與多地省級旅遊發展大會作經驗交流分享。

### Case: Live streaming on China Tourism Day

#### 案例：中國旅遊日旅行直播活動

During the Reporting Period, to celebrate the 12th “China Tourism Day” on May 19, we launched a 24-hour live streaming covering 12 representative travel destinations across the country in concert with “Chinese Ancient 12 Hours” (Chinese ancient division of a day into 12 hours). By demonstrating China’s great nature landscapes, the event aroused people’s longing for travel and caught the attention of the society, with nearly 200,000 people watching the live streaming via various platforms. 報告期內，為迎接第12個「5.19中國旅遊日」，我們以「中國十二時辰」為概念，發起了一場持續24小時的旅行直播，覆蓋全國12個具有代表性的旅行地。活動通過展現中國的大好山河，喚起人們對於旅行生活的美好期待，引起社會的廣泛關注，各平台直播總觀看近20萬人次。

### Case: “Thoughts on Intangible Cultural Heritages” and “2022 Footprints of Chinese Culture”

#### 案例：非遺所思「二零二二尋跡中華」系列活動

During the Reporting Period, we partnered with Chinese Heritage under Chinese National Geography to jointly launch a series of activities concerning “Flagship Store of Thoughts on Intangible Cultural Heritages” and “2022 Footprints of Chinese Culture”. We built an online platform for intangible cultural heritages and created a cultural heritage tourism model of “brand + content + product”. As of the end of the Reporting Period, we had entered into contracts with 8 tourism destinations and had completed brand marketing services for 5 of them. The project of “2022 Footprints of Chinese Culture” had been included in the Tourism Product Innovation Cases at the 4th “China Service” held by China Tourism Association, which had been widely reported by hundreds of official media, with hundreds of millions of visits. 報告期內，我們同中國國家地理·中華遺產達成友好合作關係，攜手推出「非遺所思旗艦館」和「二零二二尋跡中華」系列活動，構建線上數字化非遺傳承平台，打造「品牌+內容+產品」的文遺旅遊模式。截至報告期末，我們已與8個目的地形成項目簽約，並完成其中5個目的地的文遺品牌營銷服務。「二零二二尋跡中華」項目已入選中國旅遊協會第四屆「中國服務」旅遊產品創意案例，並得到數百家官方媒體的宣傳報道，相關話題曝光量逾億次。

Following the tide of digital China construction and intelligent culture and tourism, we have built a smart platform of “Universe Connect” to provide tourism destinations across the world with one-stop services involving digital city planning, technology R&D, promotion and operation, with focus on integration and innovation of technology, culture and tourism as well as implementation of services. As of the end of the Reporting Period, the smart platform had served more than 40 destinations at various administration levels in 16 provinces, becoming a leading brand in China’s digital cultural and tourism industry. Among them, the “Elong Intelligent Cultural and Tourism Platform for Digital Application” won a special subsidy for cultural and technological integration projects.

為適應數字中國建設和文旅智慧化大趨勢，我們打造「全域通」智慧平台，為全球目的地政府提供專業的數字城市規劃、技術研發、推廣運營等一站式服務，聚焦「科技+文化+旅遊」的融合創新及服務落地。截至報告期末，項目已覆蓋16個省份，包括省級、地級市、若干區縣、街區、景區和鄉村等40餘個平台，成為中國數字文旅領域的前沿品牌。其中，「藝龍智慧文旅數字應用場景建設平台」項目榮獲文化科技融合項目類專項資金補助。

### iii. Community construction

We actively participate in social care activities and devote our efforts in building a harmonious society by working with people from all walks of life to address major social issues and care those in need.

### iii. 社區共建

我們積極參與社會愛心活動，致力同社會各界一起，聚焦社會重大事件，關注困難群體需求，為建設和諧社會貢獻力所能及的力量。

#### Case: Tongcheng Shelter

##### 案例：同程小站

During the Reporting Period, in response to the long scorching summer, we initiated a hotel alliance “Tongcheng Shelter” that enlisted nearly a hundred of hotels in 8 cities across the country, which provided free access to rest areas, tea, recharging facilities and other services within hotels. Besides, the public can locate nearby “Tongcheng Shelter” by one-click search on Baidu Map.

報告期內，面對暑期持續高溫天氣帶來的影響，我們在全國8個城市聯合近百家酒店推出「同程小站」公益酒店聯盟，讓酒店大堂成為市民服務站，提供公共休息區、免費茶水、充電等服務；亦聯合百度地圖推出「同程小站」專題地圖，用戶通過百度地圖搜索「同程小站」即可一鍵查看附近小站。

#### Case: Donation to Songyu Community

##### 案例：淞漁社區暖心凳捐贈

During the Reporting Period, we supported the project of “Original Intention for the People” in Songyu Community, Xietang Street, Suzhou Industrial Park, and donated to install backless benches for the community, which had brought convenience to the elderly in the community and won praise from the public and the authorities.

報告期內，我們支持蘇州工業園區斜塘街道淞漁社區「初心為民心 百凳為百姓」項目落地，提供捐款為社區安裝無靠背椅子。此次「暖心凳」安裝行動為社區老年居民的日常生活提供了便利，獲得官方和社區居民一致感謝。

**Case: Warm journey home with Tongcheng**

**案例：溫暖回家路，同程伴你行**

During the Spring Festival travel season in 2023, we delivered our services directly to factories. We traveled to many large factories in the Yangtze River Delta and Pearl River Delta regions, and provided workers with Spring Festival travel benefits. In addition, considering the group travel needs of workers during the Spring Festival, we also offered free chartered bus service to employees of the enterprises in Shanghai University Science Park, sending them to the airport or to the train or bus stations. 二零二三年春運期間，我們將服務直接送到工廠裏，為長三角、珠三角多個大型廠區的工友們送上同程旅行的春運福利。考慮到春運期間工友們的團體出行需求，我們亦免費向上海大學科技園內企業職工提供了送機（送至機場）或送站（送至火車站或汽車站）包車服務。

**iv. Employee actions**

We do not only donate goods and funds to communities, but also encourage our employees to participate in community volunteer service, giving back to the society together with the Company by taking practical actions.

**iv. 員工行動**

除了積極為社區建設捐資捐物，我們亦鼓勵員工親身參與社區公益活動，弘揚志願服務精神，採取實際行動與企業共同回饋社會。

**Case: Voluntary blood donation**

**案例：公益獻血**

During the Reporting Period, we organized an activity of voluntary blood donation, and encouraged employees to participate in delivering our love and care to the community. The activity received a positive response from employees, especially young people, with a total of nearly 100 employees participating in the activity.

報告期內，我們組織愛心獻血活動，鼓勵員工共同向社會傳遞愛心。活動得到廣大員工，尤其是青年群體的積極響應，總計近百名員工參與了此次活動。

**v. Providing financial aid for education**

For over 10 years since our establishment, we have devoted ourselves to the cause of public welfare education. We run a long-term scholarship program to assist the targeted students in need, and constantly provide strong support for the development and construction of Tongcheng Hope School. During the Reporting Period, we worked with various stakeholders to launch welfare projects, such as travel study programs, welfare flights for college students, to give hope and strength to the students in need.

**v. 教育資助**

自成立以來，我們已連續十多年堅持助力公益教育事業，通過獎學金項目長期定向幫扶困難學生群體，並大力支持同程希望小學的發展建設。報告期內，我們攜手多方打造公益研學主題活動、大學生公益助飛等項目，致力把更多的希望和力量傳遞給需要幫助的困難學生群體。

**Case: Study Tour with Adream Foundation**

**案例：真愛夢想公益基金會研學主題活動**

During the Reporting Period, we worked with Shanghai-based Adream Foundation and organized a study tour for primary and middle school students. Students visited our company and participated in fun programming activities, gaining practical knowledge in programming. This study gave the students new perspectives to see the world and thus enhancing their comprehensive capacities.

報告期內，我們聯合上海真愛夢想公益基金會開展中小學生研學主題活動，通過參觀和了解公司發展歷程、參與趣味編程遊戲等形式，讓學生在實踐中體驗編程應用，增加學生多維度看世界的機會，全面提升其綜合能力。

**Case: “Fly with Your Dreams” activity**

**案例：「公益助飛 為夢遠航」行動**

During the Reporting Period, in collaboration with Yinchuan Hedong International Airport and Mianyang Nanjiao Airport, we launched an activity of “Fly with Your Dreams” to help poverty-stricken college students in the western region return home by donating air tickets and launching a “Million Fund for Flights” program. As of the end of Reporting Period, the activity had helped more than 5,000 college students for their summer journey.

報告期內，我們聯合銀川河東國際機場、綿陽南郊機場共同發起「公益助飛 為夢遠航」行動，通過向西部高校的貧困大學生捐贈機票、上線百萬現金助飛計劃等方式，全方位助力大學生減輕返鄉壓力。截至報告期末，活動已幫助5,000餘名高校學子順利完成暑期出行。

**vi. Combating the COVID-19 pandemic**

Since the outbreak of the COVID-19 pandemic, we had actively mobilized available resources for “Escort Program” and “New Journey Program” to help medical workers, returnees and communities, so as to support the fight against the pandemic at both national and local levels. During the Reporting Period, we accumulatively donated RMB400,000 worth pandemic prevention supplies, and arranged more than 2,400 employees to fight against the pandemic with service hours of more than 670,000.

**vi. 馳援抗疫**

自疫情爆發以來，我們積極調動可用資源開展「逆行者護航計劃」、「新啟程計劃」等項目，為醫務工作者、返鄉人群及社區提供幫助，全力支持國家和地方抗疫防疫工作。報告期內，我們累計向社會捐贈價值約人民幣40萬元的抗疫物資，共有2,400餘名員工投入抗疫工作，投入時間超過67萬個小時。

**Case: Escort program for medical staff and volunteers**

**案例：逆行者護航計劃**

Since 2021, we have continued to carry out the “Escort Program”, working with hotels to provide free accommodation and service for medical workers and volunteers fighting against the pandemic. During the Reporting Period, we expanded our program to Suzhou, Shenzhen and other cities. For example, approximately 20 hotels in Shenzhen actively participated in the program, helping more than 100 frontline medical workers and volunteers.

自二零二一年以來，我們持續開展「逆行者護航計劃」，聯合酒店商家為參與抗疫的醫護人員及志願者提供免費住宿及服務保障。報告期內，我們將行動擴展至蘇州、深圳等多個城市。如在深圳，在近20家當地酒店商家的積極響應下，累計幫助百餘位一線醫護工作者及志願者。

**Case: Help the trapped travelers return home**

**案例：援助滯留人員返鄉**

During the Reporting Period, we jointly launched “New Departure Program” with the Culture, Tourism and Sports Bureau of Beilin District of Xi’an to help workers, students and business travelers trapped in Xi’an by the pandemic return home. We provided those trapped with food and pandemic prevention supplies worth RMB50,000 as well as 10,000 travel kits worth RMB450,000.

報告期內，為幫助因疫情原因滯留在西安的務工、求學、出差人員返鄉，我們聯合西安市碑林區文旅體局共同發起「新啟程計劃」，為滯留的返鄉人員提供價值人民幣5萬元的食品和防疫物品，以及價值人民幣45萬元的1萬套出行禮包。



## OUTLOOK

In the future, we will continue to actively assume social responsibilities and as always, manage to create excellent experience for our users and grow together with our employees. We will carry out more diverse and close cooperation with our partners, and work together to help the industry develop positively. We will also work to improve energy efficiency, achieve sustainable development, and explore more forms of charity, so as to give back to our stakeholders with every pragmatic action.

## 未來展望

未來，我們將繼續積極承擔社會責任，一如既往地為用戶創造優質體驗，與員工共同進取；我們將與合作夥伴開展更為多樣及密切的協作，一同攜手，助力行業向陽發展；我們亦將努力提升能效，踐行可持續發展，並進一步探索慈善公益形式，用每一個務實的行動回饋利益相關方。