

2024

環境 · 社會及管治報告

ENVIRONMENTAL · SOCIAL AND GOVERNANCE REPORT

蜜雪冰城股份有限公司
MIXUE Group

(於中華人民共和國註冊成立的股份有限公司)
(A joint stock company incorporated in the People's Republic of China with limited liability)

股份代號 Stock Code : 2097



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關於本報告

ABOUT THE REPORT

本報告是蜜雪冰城股份有限公司（以下簡稱“公司”）發佈的第一份環境、社會及管治（“ESG”）報告，旨在客觀、公允地反映公司及其子公司（“本集團”或“我們”）ESG理念、年度重要進展和成效。我們將在本報告內逐一重點討論ESG有關領域，特別是該等可能對公司可持續性產生重大影響且利益相關方關注的重要ESG事宜。有關管治部分的內容建議與公司年報所載企業管治報告章節一併閱讀。本報告經由公司董事會審閱批准。

報告範圍

除另有說明外，本報告的披露範圍與公司2024年年報所涵蓋的範圍一致。本報告涵蓋期間為2024年1月1日至2024年12月31日（“報告期間”），為保持信息的連貫性，報告中可能包括超出此時間範圍的事項。

編製依據

我們遵循香港聯合交易所有限公司（以下簡稱“香港交易所”）《證券上市規則》附錄C2《環境、社會及管治報告守則》（以下簡稱“ESG守則”）編製本報告，並參考全球可持續標準委員會（GSSB）發佈的《GRI 可持續發展報告標準》（以下簡稱“GRI 標準”）。

匯報原則

本報告在編製過程中，依照ESG守則中有關“重要性”“量化”“平衡”“一致性”原則要求以界定報告的內容及呈列方式。

This is the first Environmental, Social and Governance (“ESG”) Report published by Mixue Group (hereinafter referred to as the “Company”), aiming to objectively and fairly reflect the ESG philosophy, key progress, and achievements of Company and its subsidiaries (the “Group” or “we”). We will focus on discussing ESG-related areas in this report, particularly those significant ESG matters that may materially impact the Company’s sustainability and are of concern to stakeholders. The governance section is recommended to be read in conjunction with the corporate governance report included in the Company’s annual report. This report has been reviewed and approved by the Board of Directors of the Company.

REPORTING SCOPE

Unless otherwise stated, the disclosure scope of this report aligns with that of the Company’s 2024 annual report. This report covers the period from January 1, 2024, to December 31, 2024 (the “Reporting Period”). For the sake of coherence, certain matters beyond this timeframe may also be included.

REPORTING FRAMEWORK

This report is prepared in accordance with the Environmental, Social and Governance Reporting Code (the “ESG Code”) in Appendix C2 to the Rules Governing the Listing of Securities on the Hong Kong Stock Exchange (the “Stock Exchange”), and references the GRI Sustainability Reporting Standards (“GRI Standards”) issued by the Global Sustainability Standards Board (“GSSB”).

REPORTING PRINCIPLES

In preparing this report, we adhered to the principles of “Materiality,” “Quantitative,” “Balance,” and “Consistency” as outlined in the ESG Code to define the content and presentation of the report.

- “重要性”：本報告已在編製過程中識別主要利益相關方及其關注的ESG議題，並根據議題重要性評估結果，在報告中做有針對性的回應和呈列。有關重要性評估工作的詳情參見後文“利益相關方溝通”與“議題重要性評估”章節。
- “量化”：本報告所披露的環境與社會層面的關鍵績效指標採用量化方式展現，有關計量標準、方法、假設及/或計算工具、以及使用的轉換係數來源，均已在相應位置做出說明。
- “平衡”：本報告確保內容不偏不倚、全面地呈報報告期內本集團的各項ESG表現。
- “一致性”：除另有說明外，本報告的數據統計方法與其他公開披露信息保持一致。
- **Materiality:** This report identifies key stakeholders and their concerns regarding ESG issues during the preparation process. Based on the materiality assessment results, targeted responses and disclosures are provided. Details of the materiality assessment can be found in the sections “Stakeholder Engagement” and “Materiality Assessment.”
- **Quantitative:** Key performance indicators (KPIs) related to environmental and social aspects are presented quantitatively in this report. The measurement standards, methodologies, assumptions, calculation tools, and conversion factors used are explained where applicable.
- **Balance:** This report ensures an unbiased and comprehensive presentation of the Group’s ESG performance during the Reporting Period.
- **Consistency:** Unless otherwise stated, the data collection and reporting methodologies in this report are consistent with other publicly disclosed information.

信息來源

本報告所使用的信息、數據和案例，均來自本集團的正式文件、統計報告或公開文件，以及經本集團各職能部門統計與匯總的ESG實踐信息和數據。除特別注明外，所有貨幣金額均以人民幣列示。董事會對報告內容的真實性、準確性和完整性負責。

報告獲取

本報告電子版可通過本集團官方網站（www.mxbc.com）及香港交易所官方網站（www.hkex.com.hk）查閱，如您對本報告的內容有任何意見或建議，歡迎電郵至esg@mxbc.com。

本報告以中英兩種語言發佈，如文本間存在差異，以中文版本為準。

SOURCES OF INFORMATION

The information, data, and cases presented in this report are sourced from the Group’s official documents, statistical reports, public records, and ESG practice compiled by relevant functional departments of the Group. Unless otherwise indicated, all monetary amounts are denominated in RMB. The Board of Directors assumes responsibility for the authenticity, accuracy, and completeness of the report.

REPORT ACCESS

The electronic version of this report is available on the Group’s official website (www.mxbc.com) and the website of The Stock Exchange of Hong Kong Limited (www.hkex.com.hk). For any feedback or suggestions regarding the content of this report, please email us at esg@mxbc.com.

The Report is prepared in Chinese and English. If there is any discrepancy between the two versions, the Chinese version shall prevail.

走進蜜雪冰城

MIXUE GROUP INTRODUCTION

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關於蜜雪冰城

ABOUT US

公司簡介

蜜雪冰城股份有限公司作為一家全球領先的現制飲品企業，聚焦為廣大消費者提供高質平價的現制果飲、茶飲、冰淇淋和咖啡等產品。旗下有現制茶飲品牌“蜜雪冰城”和現磨咖啡品牌“幸運咖”。截至2024年12月31日，我們的門店網絡擁有超過46,000家門店，覆蓋中國及海外11個國家。

ESG 戰略

我們以本集團層面的ESG治理作為基礎，從產品質量、夥伴福祉、回饋社會、環境保護四個方面著手，切實履行真實負責的ESG戰略。

COMPANY PROFILE

Mixue Group is a world-leading freshly-made drinks company. We are committed to providing value-for-money products to consumers, including freshly-made fruit drinks, tea drinks, ice cream and coffee. We have two major brands: freshly-made tea drinks brand *Mixue* and freshly-made coffee brand *Lucky Cup*. We have cultivated a network of over 46,000 stores spanning China and 11 overseas countries as of December 31, 2024.

ESG STRATEGY

ESG governance at the Group level is the foundation of our ESG strategy. We are committed to fulfilling our strategy of true and responsible sustainability by focusing on four aspects: product quality, partner well-being, giving back to society and environmental protection.

保障產品質量

Safeguard product quality



堅持高質平價的價值理念，持續提升食品安全治理水平，對每一位消費者負責，切實維護消費者權益。

Adhere to the value concept of value-for-money, continuously improve the level of food safety governance, be responsible for every consumer, and effectively safeguard the rights and interests of consumers.

提升夥伴福祉

Enhance partners' well-being



秉持“英雄不論出身，不放過每一匹千里馬”的人才理念，倡導務實積極的職場文化，為員工提供多樣化的培訓與職業發展通道；帶動上游至農戶、下游至加盟商等利益相關方實現共同富裕。

Uphold the human resource concept of “talents are not judged by their background, and we won't miss anyone's potential”, and advocate a pragmatic and positive workplace culture, as well as offer diverse training and career paths; help the upstream farmers and downstream franchisees to achieve common prosperity.

積極回饋社會

Actively give back to society



響應緊急需求，救濟遇災地區；投資可持續農業；投資教育，創造就業；助力行業和社會向善發展。

Respond to emergencies and provide relief to disaster-stricken communities; invest in sustainable agriculture; invest in education and create jobs; promote “business for good” in terms of industrial and societal development.

加強環境保護

Reinforce environmental protection



建設低碳與綠色工廠，開展能源轉型；積極推動環保包材研發，打造綠色價值鏈。

Advance energy transformation, construct low-carbon and green factories; proactively promote the R&D of environmentally friendly packaging materials to create a green value chain.

蜜雪冰城：真實負責的可持續發展 True and responsible sustainability

保障產品質量 Safeguard product quality	提升夥伴福祉 Enhance partners' well-being	積極回饋社會 Give back to society	加強環境保護 Reinforce environmental protection
<ul style="list-style-type: none"> • 高質平價 Value-for-money • 食品安全 Food safety • 消費者權益 Consumer rights and interests 	<ul style="list-style-type: none"> • 多元、平等與包容 Diversity, equality and inclusion • 福利與關懷 Welfare & care • 培訓及發展 Training & development • 共同致富 Shared prosperity 	<ul style="list-style-type: none"> • 扶危濟困 Help the poor and in-needs • 產業助農 Industry for agriculture • 創業就業 Entrepreneurship and employment 	<ul style="list-style-type: none"> • 應對氣候變化 Respond to climate change • 減少碳排放 Reduce carbon emissions • 廢棄物及包材管理 Manage waste and packaging materials • 有效使用資源 Utilise resources efficiently • 綠色價值鏈 Green value chain

ESG治理 ESG governance

年度榮譽與獎項

EXTERNAL ACCREDITATION

河南省脫貧人口就業幫扶示範點	Demonstration Site for Employment Assistance to Poverty-Alleviated Populations in Henan Province
河南省食品履行行業社會責任優秀企業	Outstanding Enterprise in Fulfilling Social Responsibility in Henan Food Industry
河南省綠色供應鏈	Green Supply Chain in Henan Province
中國農業企業500強	Top 500 Agricultural Enterprises in China
中國食品安全報2024年度食品安全管理創新優秀案例	2024 Outstanding Case of Food Safety Management Innovation – <i>China Food Safety News</i>
新華網客戶端、中國質量新聞網、中國食品藥品企業質量安全促進會：質量金盾案例-創新典範	Quality Golden Shield Award – Innovation Exemplar – <i>Xinhuanet APP, China Quality News, China Food and Drug Enterprise Quality and Safety Promotion Association</i>
紅餐網、紅餐產業研究院：2024年度餐飲品牌力百強	Top 100 Restaurant Brands of 2024 by Brand Influence – <i>Hongcanwang & Hongcan Industrial Research Institute</i>
每日經濟新聞2024食品飲料行業創新力榜影響力企業TOP10	Top 10 Most Influential Enterprises in Innovation (Food & Beverage Industry, 2024) – <i>National Business Daily</i>
財聯社社會責任（S）先鋒企業獎	Corporate Social Responsibility (S) Pioneer Award – <i>Cailian Press</i>
人民日報社2024新質生產力賦能高質量發展案例	Exemplary Case of New Quality Productivity Driving High-Quality Development (2024) – <i>People's Daily</i>
美團中國餐飲加盟品牌TOP100	Top 100 China Catering Franchise Brands – <i>Meituan</i>
餓了麼愛心商家	Caring Merchant – <i>Ele.me</i>
抖音2024年度最佳影響力品牌獎	2024 Best Influential Brand Award – <i>Douyin</i>
快手年度榜樣商家	Model Merchant of the Year – <i>Kuaishou</i>

ESG 管理

ESG

MANAGEMENT

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本集團積極踐行可持續發展理念，持續完善ESG管理，以更好地應對ESG機遇和挑戰，致力於為股東和利益相關方創造可持續的長期價值。

The Group actively practices the concept of sustainable development, continuously improves ESG management to better respond to ESG opportunities and challenges, and is committed to creating sustainable long-term value for shareholders and stakeholders.

董事會聲明

BOARD STATEMENT

董事會是ESG事務的最高負責和決策機構，全面監督公司的環境、社會及治理事務，並負責審閱相關策略和報告。本年度，董事會審閱了年度ESG報告及報告中呈列的ESG事項，包含ESG戰略、ESG管理，議題重要性評估、與業務相關連的環境目標設定、ESG管理成效等重要ESG事宜。

為更好地落實ESG理念和戰略，本集團成立了ESG委員會，以及ESG相關業務部門組成的ESG工作小組，規範指導、開展ESG實踐和管理工作。我們全面識別了與本集團相關的重大ESG風險，包含食品安全、供應鏈管理、信息安全與隱私保護、人力資源、知識產權、商業道德等風險，並制定了相關應對措施，我們亦要求相關部門在運營管理中落實相關應對措施。

本年度，我們收集利益相關方關注的重要ESG事宜，並通過調研、訪談等形式，對ESG議題重要性進行總結和評估。具體評估過程和結果在“利益相關方溝通”及“實質性議題評估”部分詳細說明。

本報告詳細披露了環境、社會及治理相關事宜與進展，已於二零二五年四月二十三日經董事會審閱批准。

The Board of Directors serves as the supreme decision-making body for ESG matters, oversees the Company's environmental, social and governance affairs, and is responsible for reviewing ESG strategies and related reports. During the Reporting Period, the Board reviewed the annual ESG report, which covers key ESG matters including ESG strategy, ESG management, materiality assessment, business-related environmental targets, and ESG performance.

To effectively implement ESG principles, the Group has established an ESG Committee and an ESG Work Team composed of various business departments to systematically carry out ESG practices and management. We have comprehensively identified significant ESG risks facing the Group, including food safety, supply chain management, information security and privacy protection, human resources, intellectual property, and business ethics, and developed corresponding management measures. Relevant departments are required to strictly implement these measures in their operations.

During the year, we collected ESG issues of concern from stakeholders through questionnaires, in-depth interviews and other means, and conducted a systematic materiality assessment. The detailed assessment process and results are presented in the “Stakeholder Engagement” and “Materiality Assessment” sections of this report.

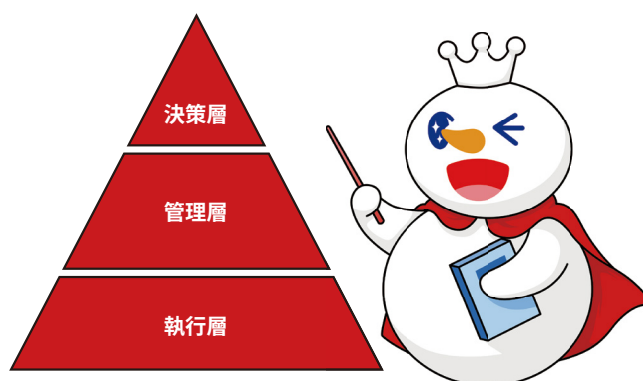
This report fully discloses the Group's practices and progress in ESG areas, and was reviewed and approved by the Board of Directors on April 23 2025.

ESG 管治架構

ESG GOVERNANCE STRUCTURE

我們構建並持續優化以董事會為最高決策層的三層管治架構，涵蓋“決策層-管理層-執行層”的自上而下治理體系，明確各層級的職能與目標，確保ESG管理深度融入本集團的日常運營與業務實踐。

The Group has established and improved a three-tiered governance structure of “leadership - management - execution”, with the Board serving as leadership. The Group has also clarified the functional objectives for each level and integrated corporate ESG efforts into our daily work and operations.



決策層 Leadership

董事會是ESG事務的最高負責及決策機構，負責審議ESG戰略與目標，監督ESG工作並審議ESG報告，推動ESG理念融入公司運營。

The Board of Directors is the highest authority for ESG matters, responsible for reviewing and approving ESG strategies and objectives, supervising ESG performance and reviewing ESG reports, and promoting the integration of ESG principles into corporate operations.

管理層 Management

公司設立ESG委員會，由創始人兼董事長張紅超先生擔任主任，聯合創始人兼首席執行官張紅甫先生擔任副主任，協助董事會進行ESG治理。ESG委員會負責制定ESG戰略和目標、政策制度和Work計劃，指導監督ESG工作小組推進各項相關工作。

The Group set up an ESG Committee, chaired by Mr. Zhang Hongchao (Founder and Chairman) and co-chaired by Mr. Zhang Hongfu (Co-Founder and Chief Executive Officer), to assist the Board in ESG governance. Its responsibilities include formulating ESG strategies, objectives, policies and work plans and guiding and supervising the ESG Work Team in advancing related work.

執行層 Execution

為推動ESG戰略和目標的有效落實，我們組建了由各業務部門及附屬公司負責人領導的ESG工作小組，負責落實ESG具體工作事項。

To ensure effective implementation of ESG strategies and objectives, we have established an ESG Work Team led by heads of business departments and subsidiaries, responsible for executing specific ESG initiatives.

利益相關方溝通

STAKEHOLDER ENGAGEMENT

本集團建立多元化的溝通機制，與各利益相關方保持高效暢通的交流。我們通過多種渠道與利益相關方開展廣泛且積極的交流。在環境、社會及管治報告編製過程中，我們主動收集其關注議題，並融入ESG治理決策，以優化管理實踐。

The Group has established diversified communication mechanisms to maintain efficient and transparent dialogue with all stakeholders. Through multiple channels, we conduct extensive and proactive engagements with our stakeholders. During the preparation of this ESG Report, we actively collected their concerns and incorporated them into ESG governance decision-making to optimize management practices.

利益相關方 Stakeholders	關注議題 Issues concerned	溝通渠道 Communication channels
股東與投資者 Shareholders and investors	可持續治理 Sustainable governance 商業道德 Business ethics	公司公告 Company Announcements 來訪接待 Visiting reception 專項會議 Special meetings
政府和監管部門 Government and regulators	商業道德 Business ethics 應對氣候變化 Response to climate change 環境合規 Environmental compliance 產業助農 Industry for agriculture 共建有愛社會 Co-building a caring society 食品質量與安全 Food quality and safety 員工權益與安全 Employee rights and safety	信息報送 Information disclosure 視察接待 Inspection reception 公文往來 Official correspondence 專項會議 Special meetings

利益相關方 Stakeholders	關注議題 Issues concerned	溝通渠道 Communication channels
董事會、管理層、員工 Board, Management, and employees	可持續治理 Sustainable governance 商業道德 Business ethics 食品產業鏈創新 Food industry chain innovation 員工權益與安全 Employee rights and safety 賦能培訓發展 Empowerment training and development 平等包容職場 Equal and inclusive workplace	公司會議 Company meetings 公司培訓 Company training 公司郵箱與電話 Company email and hotline 員工熱線 Employee hotline
消費者 Consumers	高質平價 Value-for-money 新鮮健康產品 Fresh and healthy products 食品質量與安全 Food quality and safety 貼心優質服務 Considerate quality service 負責任營銷 Responsible marketing 隱私安全 Privacy security	電話及媒體溝通平台 Mobile and media communication platform 消費者服務熱線 Consumer service hotline 滿意度調查 Satisfaction survey 透明工廠 Transparent factory 線下活動 Offline events

利益相關方 Stakeholders	關注議題 Issues concerned	溝通渠道 Communication channels
加盟商 Franchisees	夥伴共贏 Win-win partnership 高質平價 Value-for-money 食品質量與安全 Food quality and safety 貼心優質服務 Considerate quality service 負責任營銷 Responsible marketing 隱私安全 Privacy security	加盟商溝通平台 Franchisee communication platform 加盟商服務熱線 Franchisee service hotline 加盟商調研 Franchisee survey
供應商 Suppliers	新鮮健康產品 Fresh and healthy products 食品質量與安全 Food quality and safety 供應鏈管理 Supply chain management 夥伴共贏 Win-win partnership	供應商會議 Supplier meetings 商務往來 Business exchange 供應商培訓 Supplier training 供應商審核 Supplier review
社區 Community	共建有愛社會 Co-building a caring society 產業助農 Industry for agriculture	公益活動 Charity activities 志願者行動 Volunteer activities

議題重要性評估

MATERIALITY ASSESSMENT

報告期內，我們建立ESG議題重要性分析的工作流程，全面識別相關ESG議題，從議題“對集團的重要性”和“對利益相關方的重要性”兩個維度開展評估，並將重要性評估結果作為ESG管理和信息披露的重要參考。

During the Reporting Period, we established a workflow for analysing the materiality of ESG issues. The process identifies issues that have a significant impact on the Group's ESG progress and are of major concern to internal and external stakeholders. The materiality matrix derived from this analysis serves as a foundational reference point for our ongoing ESG governance and transparent communication practices.



識別 Identification

開展內外部利益相關方調研，識別ESG議題；
Carry out research with internal and external stakeholders to identify material ESG issues;

評估 Assessment

從議題“對集團的重要性”和“對利益相關方的重要性”兩個維度進行評估排序；
Assess and rank the issues based on “the impact of the issue on the Group” and “stakeholders’ perception of the importance of the issue”;

審閱 Validation

本集團ESG決策層對議題重要性評估結果進行審閱。
The ESG leadership of the Group reviews the assessment results of the materiality of the issues.

極高重要性議題
High importance issues

- 01 食品質量與安全
Food quality and safety
- 02 高質平價
Value-for-money
- 03 新鮮健康產品
Fresh and healthy products
- 04 職業健康與安全
Occupational health and safety
- 05 供應鏈管理
Supply chain management
- 06 貼心優質服務
Considerate quality service
- 07 隱私安全
Privacy security
- 08 商業道德
Business ethics

高重要性議題
Moderate importance issues

- 09 應對氣候變化
Response to climate change
- 10 溫室氣體排放
GHG emissions
- 11 水資源管理
Water resource management
- 12 能源管理
Energy management
- 13 食品產業鏈創新
Food chain innovation
- 14 員工權益保護
Protection of employee rights and interests
- 15 員工甜蜜關愛
Employee care
- 16 賦能培訓發展
Empowerment training and development
- 17 平等包容職場
Equal and inclusive workplace
- 18 夥伴共贏
Win-win partnership
- 19 負責任營銷
Responsible marketing
- 20 可持續治理
Sustainable governance
- 21 廢棄物管理
Waste management
- 22 綠色包材
Green packaging
- 23 產業助農
Industry for agriculture
- 24 共建有愛社會
Co-building a caring society



合規經營 遵守商業道德

OPERATION COMPLIANCE AND BUSINESS ETHICS

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商業道德標準

BUSINESS ETHICS STANDARDS

我們嚴格遵守《中華人民共和國公司法》《中華人民共和國刑法》《中華人民共和國反不正當競爭法》《中華人民共和國反壟斷法》等法律法規。本集團加入了中國企業反舞弊聯盟、陽光誠信聯盟，通過行業自律來規範自身競爭行為，維護市場競爭秩序。

我們制定了《蜜雪集團幹部品德與工作風要求》《蜜雪集團員工商業行為準則》《蜜雪集團廉正合規制度》等內部管理制度，強化內部合規管理。

在員工管理方面，我們明令禁止本集團員工違反商業道德的行為，指導員工了解相應法律法規，明確員工應當承擔的責任，並嚴肅處理涉及腐敗、舞弊風險的問題。截至報告期末，本集團員工100%簽訂《廉潔自律承諾書》。

We strictly abide by the *Company Law of the People's Republic of China*, the *Criminal Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China*, the *Anti-Monopoly Law of the People's Republic of China* and other laws and regulations. The Group has joined the China Enterprise Anti-Fraud Alliance and the Trust and Integrity Enterprise Alliance, using industry self-regulation to standardize our competitive behavior and maintain market competition order.

We have established internal management systems such as the *Mixue Group Management Personnel Ethics and Work Style Requirements*, the *Mixue Group Employee Business Conduct Code*, and the *Mixue Group Integrity and Compliance System* to strengthen internal compliance management.

In terms of employee management, we explicitly prohibit employees from engaging in unethical business practices, guide them to understand relevant laws and regulations, clarify the responsibilities they should bear, and take seriously issues involving corruption and fraud risks with strict actions. By the end of the Reporting Period, 100% of the Group's employees signed the *Integrity and Self-Discipline Commitment Letter*.



在供應商管理方面，我們要求供應商等業務合作夥伴填寫《供應商關聯關係調查表》，並與其簽訂《供應商反商業賄賂承諾書》，明確雙方在反腐敗反貪污方面的責任和義務，包括但不限於在合同洽談、簽訂和履行期間堅決杜絕商業賄賂、行賄、索賄或其他不正當的商業行為。此外本集團建立供應商合規監察的舉報機制以實現供應商的合規管理。

Regarding supplier management, we require business partners, including suppliers, to fill out the *Supplier Relationship Inquiry* and sign the *Anti-Commercial Bribery Commitment Letter*. This clarifies the responsibilities and obligations of both parties in anti-corruption and anti-bribery efforts, including but not limited to firmly rejecting commercial bribery, giving bribes, extortion, or other improper business practices during the negotiation, signing, and performance of the contract. Additionally, the Group has established a reporting mechanism for supplier compliance supervision to achieve compliant management of suppliers.

在加盟商合作方面，我們圍繞加盟、合同簽訂等重點環節，對意向客戶、招商、市場崗位及人員設置監管要素與指標。例如，我們通過分析單一審核人/被審核人的提單率和審核通過率，對異常的審核工單、審核人進行預警，由反舞弊部門進行識別、判斷、追蹤。

In franchise cooperation, we focus on key processes such as franchising and contract signing, and set regulatory elements and indicators for potential customers, business development, and market positions and personnel. For example, by analyzing the submission rate and approval rate of individual auditors/subjects, we issue warnings for abnormal audit orders and auditors, which are then identified, judged, and tracked by the anti-fraud department.

報告期內，未發生對本集團及員工提出並審結的貪污訴訟案件。

During the Reporting Period, there are no concluded litigations pertaining to corrupt practices filed against the Group and our employees.

監督管理措施

SUPERVISION AND MANAGEMENT MEASURES

我們制定了《蜜雪集團監察管理辦法》《蜜雪集團監察巡視制度》等多項制度來規範本集團內部監察管理。

我們設立監察部，規定了反腐敗、反舞弊工作職責、權限和流程，完善合規治理能力，管控經營風險。監察部門受理舉報，對腐敗、舞弊等問題進行調查，開展定期與不定期的合規審計與巡回檢查，匯報問題情況並提出處理建議。被巡視單位收到整改建議後，應當認真整改，並於5個工作日內將整改落實情況報告監察部。監察部定期向本集團紀律檢查委員會述職，並接受其監督。

此外，我們建立了BI審核風險預警系統、商旅風險預警系統、審計監督系統等多個反舞弊預警監督系統，幫助本集團及時發現潛在的腐敗線索。

在海外投資合規方面，我們根據業務需求出具對外投資盡職調查清單，協調輸出境外投資盡職調查報告，並深入研究投資所在國法律法規及相關國際規則，全面掌握禁止性規定，明確海外投資經營行為的紅線、底線。我們將已開發的海外國家作為重點合規風控目標，有效規避投資過程中可能存在的風險，確保本集團海外投資能夠迅速、安全地落地和運營。

We have established multiple regulatory systems including the *Measures for Inspection and Management of Mixue Group* and the *Mixue Group Inspection Tour System* to standardize internal oversight management.

We have set up an Inspection Department that defines the responsibilities, authorities, and procedures for anti-corruption and anti-fraud work, enhancing compliance governance capabilities to manage operational risks. The Inspection Department receives reports, investigates issues such as corruption and fraud, conducts regular and ad-hoc compliance audits and inspection tours, reports findings and proposes corrective measures. Affiliated units receiving rectification recommendations must implement corrections and report the implementation status of rectification to the Inspection Department within 5 working days. The Inspection Department regularly reports its work to the Group Disciplinary Inspection Committee and is subject to its supervision.

Additionally, we have established multiple anti-fraud monitoring systems including the BI Audit Risk Alert System, Business Travel Risk Monitoring System, and Audit Supervision System to help the Group promptly identify potential misconduct.

For overseas investment compliance, we develop foreign investment due diligence checklists based on business needs, coordinate the production of overseas investment due diligence reports, and conduct in-depth research on host country laws, relevant international regulations, and prohibited practices to clearly define red lines and boundaries for overseas operations. We prioritize compliance risk control in established overseas markets to effectively mitigate potential investment risks and ensure the swift and secure implementation and operation of the Group's overseas investments.

舉報投訴機制

REPORTING AND COMPLAINT MECHANISM

我們搭建了多種舉報渠道、設立有獎舉報制度，受理內部員工和外部相關方的舉報，並確保對舉報信息進行嚴格保密和及時處理。

我們規定員工有義務向本集團報告任何已知或涉嫌違反法律的行為，鼓勵加盟商、供應商等第三方就已知或涉嫌違反法律的行為向本集團舉報。監察部應當在收到舉報後的1個工作日內向舉報人確認收到舉報，根據舉報情況開展內部調查。調查員應堅持客觀、中立、公正的態度，尊重調查對象的權利。本集團內部有關單位、部門和個人應當積極配合並如實提供相關情況，不配合行為將會受到紀律處分，情節嚴重者可能被解除勞動合同，涉嫌違法犯罪的將移交司法機關處理。調查組應當在本集團紀律檢查委員會同意調查之日起3個月內出具調查報告，本集團紀律檢查委員會負責審議和批准調查報告，並對相關人員做出紀律處分。

本集團建立了嚴格的舉報人保護機制，包括組織保障、權限分層以及垂直信息流。《蜜雪集團監察管理辦法》規定，所有能接觸到舉報信息以及參與到後續調查中的員工都應承擔保密義務，並對舉報人的身份信息進行嚴格保密。本集團禁止對善意舉報的舉報人進行任何形式的歧視、報復或騷擾，任何歧視、報復、騷擾的行為都將會受到紀律處分，情節嚴重者可能被解除勞動合同。

We have established multiple reporting channels and implemented a reward system for whistleblowers to accept reports from both internal employees and external stakeholders. All reported information is handled with strict confidentiality and addressed promptly.

We impose an obligation on employees to report any known or suspected breaches of the law to the Group and encourage third parties such as franchisees and suppliers to report known or suspected breaches of the law to the Group. The Inspection Department shall confirm receipt of the report from the whistleblower within 1 working day after receiving the report and conduct internal investigation accordingly. The investigator shall uphold objectivity, neutrality, and impartiality and respect the rights of persons under investigation. All units, departments, and individuals within the Group shall actively cooperate and truthfully provide investigative inquiries. Those who refuse to cooperate will be subject to disciplinary actions. For serious violations, the individual involved may be dismissed from the Group; and for suspected crimes, the individual involved will be handed over to the judicial authorities for processing. The investigation team shall issue an investigation report within three months from the date when the Disciplinary Inspection Committee of the Group approves the investigation. The Committee is responsible for reviewing and approving the investigation report and taking disciplinary actions against the rule breaker.

The Group has developed a robust whistleblower protection mechanism that includes organizational safeguards, tiered access controls and vertical information flow management. The *Measures for Inspection and Management of Mixue Group* stipulates that all employees with access to the whistleblowing information as well as those involved in the subsequent investigation shall ensure the confidentiality of the information as well as the identity of the whistleblower. The Group prohibits any form of discrimination, retaliation, or harassment against whistleblowers making claims in good faith. Any such behaviour will be subject to disciplinary action, or in serious cases may result in the termination of the employment contract.

內部培訓宣貫

TRAINING AND AWARENESS PROMOTION

本集團監察部定期開展反腐敗、反舞弊培訓及文化宣貫工作，包括國家相關法律法規、公司內部反腐敗反舞弊管理制度、相關案例等。內部培訓增強了員工的反腐敗、反舞弊意識，使員工對國家及公司的法律法規、規章制度有了更清晰的認知，提高了員工自我保護意識和對規章制度的敬畏感。同時，我們定期對反腐敗反貪污管理體系和程序的運行效果進行評估，收集員工和相關方的意見和建議，及時對管理體系和程序進行調整和完善。

自開展反貪腐培訓以來，公司陸續收到員工廉潔誠信、利益沖突申報 41 次。

2024年已經向董事進行反貪腐培訓。

The Group's Inspection Department regularly conducts anti-corruption and anti-fraud training and cultural promotion activities, including relevant national laws and regulations, the Company's internal anti-corruption and anti-fraud management systems, and related cases. The internal training has enhanced employees' awareness of anti-corruption and anti-fraud, giving them a clearer understanding of national and corporate laws, regulations, and rules, while improving their self-protection awareness and respect for regulations. Meanwhile, we periodically evaluate the effectiveness of the anti-corruption and anti-fraud management system and procedures, collect feedback and suggestions from employees and relevant parties, and make timely adjustments and improvements to the management system and procedures.

Since the launch of anti-corruption training, the Company has received 41 declarations of integrity and conflicts of interest from employees.

The Group offered anti-corruption training to board members in 2024.



廉潔教育宣講會 Integrity Education Seminar



為規範供應鏈在檸檬採購環節的合規性和廉潔性，2024年8月，本集團法務中心聯合品牌供應鏈中心在重慶潼南雪王農業的種植戶大會上開展了一場廉潔教育宣講會，宣講對象主要包括廣大檸檬種植戶以及負責檸檬採購的雪王農業採購團隊，現場講解了貪污腐敗、行賄受賄的法律後果等，要求農戶及供應商簽署廉潔承諾書，杜絕採購環節違反廉潔誠信的行為。

To standardize compliance and integrity in the lemon procurement process within the supply chain, in August 2024, the Group's Legal Affairs Centre collaborated with the Brand Supply Chain Centre to conduct an integrity education seminar at the grower conference of Snow King Agriculture in Chongqing Tongnan. The seminar primarily targeted lemon growers and the procurement team of Snow King Agriculture responsible for lemon procurement. The event detailed the legal consequences of corruption, bribery, and other relevant aspects, requiring farmers and suppliers to sign integrity commitment letters to eliminate any violations of integrity and honesty in the procurement process.

觀摩庭活動 Court Observation Activity



2024年4月，為加強本集團廉潔誠信建設，提升全體員工廉潔自律意識，本集團法務中心聯合河南省檢察院、省高院、省公安廳在大咖國際¹河南生產基地4樓大會議室召開了假冒包材刑事案件現場庭審觀摩活動，全集團各個事業群140餘位中高層幹部參與觀摩，通過以案說法、以案促改的方式，為全集團與會夥伴帶來了一場別開生面的廉潔教育和普法教育。

In April 2024, to strengthen the Group's integrity and honesty initiatives and enhance the integrity awareness of all employees, the Group's Legal Affairs Centre, together with the Henan Provincial People's Procuratorate, High Court, and Public Security Department, organized a live court observation activity for a counterfeit packaging materials criminal case at the conference hall on the 4th floor of the Daka International Food¹ Henan production base. Over 140 mid-to-senior level managers from various business units of the Group participated in the observation. Through case-based explanations and reforms, the event provided attendees with a unique integrity education and legal awareness session.

¹ 大咖國際食品有限公司，以下簡稱“大咖國際”。

¹ Daka International Food Co., Ltd., hereinafter referred to as “Daka International Food”.

高質平價 保障產品質量

VALUE-FOR-MONEY, ENSURING PRODUCT QUALITY

高質平價的“真、鮮、純”	23
VALUE-FOR-MONEY, WITH AUTHENTICITY, FRESHNESS AND PURITY	
食品安全治理	27
FOOD SAFETY GOVERNANCE	
消費者權益	32
CONSUMER RIGHTS	
保護知識產權	38
INTELLECTUAL PROPERTY PROTECTION	
維護信息安全	40
INFORMATION SECURITY	

高質平價的“真、鮮、純”

VALUE-FOR-MONEY, WITH AUTHENTICITY, FRESHNESS AND PURITY



高度數字化的端到端供應鏈是高質平價價值主張的基石，也是我們跨地域、跨品類拓展的有力保障，我們在各個國家和地區推出平價的“真、鮮、純”產品，切實為大眾帶來更可及、更可負擔的美味。

Our highly digitalized end-to-end supply chain serves as the cornerstone of our value-for-money proposition and enables our cross-regional, multi-category expansion. We offer mass-market products that deliver on “authenticity, freshness and purity” across different markets, making delicious beverages more accessible and affordable to consumers.

真材實料

好產品需要好原料，我們搭建了一張覆蓋全球六大洲、38個國家的採購網絡，向地理和時令尋求美味。

AUTHENTIC INGREDIENTS

Quality products start with quality ingredients. We have built a global sourcing network spanning 38 countries across six continents to capture the best seasonal flavors.

從四川安嶽、重慶潼南的尤力克檸檬，到江西的臍橙、廣西的芒果、安徽的草莓等，近20種水果以新鮮狀態或冷凍的形式參與了甜蜜飲品的呈現。

We source nearly 20 varieties of fruits — from Eureka lemons in Sichuan’s Anyue and Chongqing’s Tongnan, to navel oranges from Jiangxi, the mangoes in Guangxi Zhuang Autonomous Region, the strawberries in Anhui Province and so on — which are used in our drinks either fresh or frozen.

我們還將目光放眼全球，發掘、採購高品質的茶飲原料，如越南的百香果、新西蘭的奶粉、巴西的咖啡豆等。

We also look globally, exploring and sourcing high-quality raw materials for our tea beverages, such as passion fruits from Vietnam, milk powder from New Zealand, coffee beans from Brazil, and so on.

雪王牧場

Snow King Dairy Farm



雪王牧場
Snow King Dairy Farm

2024年12月，“蜜雪冰城”²與君樂寶達成戰略合作，在距離大咖國際河南生產基地約100公里的新鄉市衛輝市合資建設君樂寶×“蜜雪冰城”“雪王牧場”，計劃引入共計8,000頭荷斯坦高產奶牛，運用奶牛科學飼養、全程質量追溯等手段實現產品可控，以滿足我們在鮮奶原料上的需求。

In December 2024, Mixue² entered a strategic partnership with Junlebao to establish the Junlebao x Mixue “Snow King Dairy Farm” in Weihui, Xinxiang (approximately 100 km from Daka International Food’s Henan production base). The farm plans to introduce 8,000 Holstein dairy cows, employing scientific breeding and full-process quality traceability to ensure controlled production and meet our fresh milk requirements.

² 蜜雪冰城股份有限公司旗下現制茶飲品牌“蜜雪冰城”，以下簡稱“蜜雪冰城”。

² The freshly-made tea drinks brand “Mixue” under Mixue Group, hereinafter referred to as “Mixue”.

全程鎖鮮

通過技術創新與冷鏈體系建設，我們構建了“從田間到杯口”的保鮮管理體系，確保原料新鮮度與營養留存。通過縮短供應鏈鏈路、技術創新、環境控制等手段實現源頭鎖鮮、技術固鮮、清潔保鮮。

END-TO-END FRESHNESS PRESERVATION

Through technological innovation and cold chain infrastructure, we have built a “field-to-cup” freshness management system that preserves ingredients’ quality and nutritional value. Our approach combines shortened supply chains, technical solutions and environmental controls to lock in freshness at the source, maintain it through processing, and ensure clean preservation.

草莓“急凍隧道” Strawberry “Flash-Freezing Tunnel”



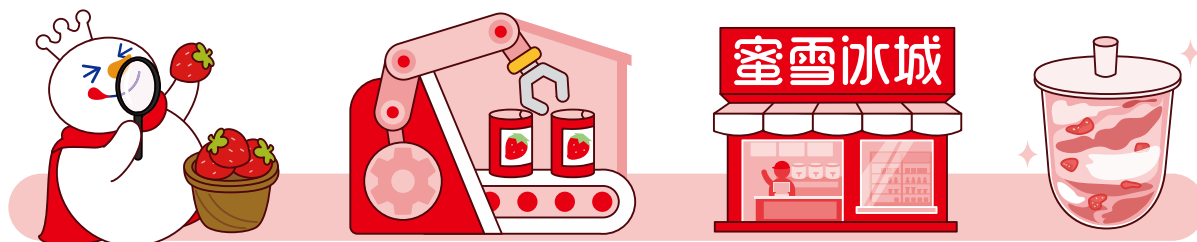
急凍隧道
Flash-Freezing Tunnel

在安徽定遠縣七里塘鄉，公司和當地政府及農業合作社攜手，收購果農們採摘的新鮮草莓，在收購後的半個小時內，這些草莓就會被送進距離種植地約20公里的安徽生產基地進行生產。

In Qili Township, Dingyuan County, Anhui, we work with local governments and agricultural cooperatives to source fresh strawberries from growers. Within 30 minutes of harvest, the strawberries are transported to our Anhui production base (located ~20 km away) for processing.

草莓在安徽生產基地通過祛蒂、清洗、質檢等環節製成果漿，進行智能化灌裝後在零下35攝氏度下急凍鎖鮮，並通過冷鏈物流高效送達門店，最終製成“草莓搖搖奶昔”等產品。

At the base, the strawberries undergo destemming, washing, and quality inspection before being pulped, intelligently packaged, and flash-frozen at -35° C to preserve freshness. They are then efficiently delivered to stores via cold chain logistics to be used in products like the Strawberry Milkshake.



高質平價的“真、鮮、純” VALUE-FOR-MONEY, WITH AUTHENTICITY,
FRESHNESS AND PURITY

純淨配方

我們追求簡單和天然的產品配方，每一杯飲品的研發、生產、門店製作，都旨在令我們的消費者體驗到產品的高質平價。

PURE FORMULAS

We pursue simple, natural product formulations. From R&D and production to in-store preparation, every step is designed to deliver our value-for-money promise to consumers.

冷凍水果標準（僅做舉例）

- **冷凍桃果漿：**河北/山東白桃和蜜桃添加量80%以上，無香精/色素/防腐劑，保留自然果香與脆嫩口感。
- **冷凍百香果漿：**越南/雲南等地百香果添加量約90%，配料僅百香果與白糖，果粒完整分明，囊胞飽滿。
- **冷凍芒果丁：**廣西/雲南/四川凱特芒果與青芒添加量約90%，輔以少量白糖，果肉嫩黃香甜。

Frozen Fruit Standards (Examples)

- **Frozen Peach Pulp:** Contains $\geq 80\%$ white peaches (Hebei) and honey peaches (Shandong), with no additives—preserving natural aroma and crisp texture.
- **Frozen Passion Fruit Pulp:** Comprises $\sim 90\%$ passion fruit from Vietnam/Yunnan, containing only fruit and sugar, with intact sacs and plump arils.
- **Frozen Mango Dices:** Made with $\sim 90\%$ Keitt and green mangoes from Guangxi/Yunnan/Sichuan, supplemented with lightly sweetened for vibrant color and flavor.

茶咖原料純天然

100% Natural Tea & Coffee Ingredients



- 茉莉香茗：福建/四川烘青綠茶與廣西橫州茉莉花拼配，無任何添加，茶湯清澈明亮，香氣持久鮮爽。
Jasmine Tea: Blended with roasted green tea (Fujian/Sichuan) and Hengzhou jasmine flowers (Guangxi)—additive-free, yielding clear liquor with lasting floral notes.



蜜雪冰城龍井茶園
Mixue Longjing Tea Garden

食品安全治理

FOOD SAFETY GOVERNANCE

本集團嚴格遵守《中華人民共和國食品安全法》《中華人民共和國產品質量法》《食品生產許可管理辦法》《食品經營許可和備案管理辦法》《餐飲服務食品安全操作規範》《網絡餐飲服務食品安全監督管理辦法》《網絡食品安全違法行為查處辦法》等法律法規要求。我們構建了覆蓋“原料採購—生產加工—倉儲物流—終端消費”的全生命週期質量安全管理體系，確保每一環節符合食品安全標準要求。

我們成立食品安全委員會，由董事長牽頭領導，明確所有涉及食品安全的業務環節的職能職責、工作流程及管理要求、質量與效率要求等，並完善各項食品安全管理長效責任機制，預防控制全鏈條食品安全風險，避免因食品安全問題帶來的社會風險。此外，我們不定期開展食品安全培訓，提升全員食品安全意識和技能，減少因人員操作等問題帶來的環境和社會風險。

The Group strictly complies with the requirements of laws and regulations including the *Food Safety Law of the People's Republic of China*, *Product Quality Law of the People's Republic of China*, *Food Production Licensing Regulations*, *Food Business Licensing, Registration and Recordation Measures*, *Catering Service Food Safety Operation Standards*, *Online Catering Food Safety Supervision Measures*, and *Measures for Investigating and Handling Online Food Safety Violations*. We have established a full lifecycle quality and safety management system covering “raw material procurement - production processing - warehousing and logistics - end consumption” to ensure every process complies with food safety standards.

We have established a Food Safety Committee led by the Chairman, which clarifies the functional responsibilities, workflows, management requirements, quality and efficiency standards for all food safety-related business processes. The committee has improved long-term accountability mechanisms for food safety management to prevent and control risks across the entire supply chain, avoiding social risks arising from food safety issues. Additionally, we conduct irregular food safety training to enhance employees' awareness and skills, reducing environmental and social risks caused by operational errors.





食品安全員培訓
Food Safety Officer Training

我們積極參與行業標準、團體標準的制定，報告期內，本集團參與中國酒店用品協會團體標準《商用制冰機衛生健康技術規範》及深圳市地方標準《現制現售飲料加工衛生規範》等建設，並完成公司企業標準《現制現售 冰鮮檸檬水》的建立及發佈。

We actively participate in the development of industry standards and association standards. During the Reporting Period, the Group contributed to the formulation of the *Commercial Ice Maker Health and Hygiene Technical Specification* (an association standard by China Hotel Supplies Association) and Shenzhen's local standard *Hygienic Specifications for Freshly Made and Sold Beverage Processing*, while completing the establishment and release of our corporate standard *Freshly Made and Sold on the Spot: Iced Fresh Lemonade*.

報告期內，我們未發生已售或已運送產品總數中因安全與健康理由而須回收的事件。

There were no incidents requiring product recalls due to safety or health concerns among sold or distributed products during the Reporting Period.

公司始終將食品安全視為企業發展的生命線，圍繞“預防為主、全程控制、全員參與、持續改進”的十六字方針，構建覆蓋全產業鏈的食品安全管理體系，確保每一杯飲品的安全與品質。

The Company has always regarded food safety as the lifeline of corporate development. Guided by the 16-character principle of “prevention first, whole-process control, all hands involved and continuous improvement”, we have built a comprehensive food safety management system covering the entire industrial chain to ensure the safety and quality of every cup of beverage.

食品安全管理體系

我們建立從“一顆檸檬到一杯檸檬水”的特色食品安全管理體系，覆蓋研發、採購、倉儲、物流、門店運營等全流程關鍵環節。蜜雪冰城開展了 ISO 22000 食品安全管理體系認證，大咖國際開展了 ISO 9001、ISO 22000、FSSC 22000、FSC 等國際體系認證，以及馬來西亞及印度尼西亞的 HALAL 認證，確保產品符合全球食品安全標準及運營地的相關要求。我們的食品檢測實驗室，配備國內外檢測儀器，可開展的檢測項目共計 120 餘項；在微生物領域通過了包含金黃色葡萄球菌、沙門氏菌等致病菌項目的 CNAS 認可。同時，我們持續地面向內部員工和外部供應商，開展食品安全的意識培訓和文化推廣。

FOOD SAFETY MANAGEMENT SYSTEM

We have established a unique food safety management system that covers the entire process from lemon to lemonade, encompassing key links such as R&D, procurement, warehousing, logistics, and store operations. Mixue has obtained ISO 22000 Food Safety Management System certification. Daka International Food has obtained international certifications including ISO 9001, ISO 22000, FSSC 22000 and FSC, as well as HALAL certification in Malaysia and Indonesia, ensuring compliance with global food safety standards and local regulatory requirements. Our food testing laboratory is equipped with domestic and international inspection instruments, capable of conducting over 120 testing items. In the field of microbiology, we have obtained CNAS certifications, including tests for pathogenic bacteria such as *Staphylococcus aureus* and *Salmonella*. Additionally, we continuously conduct food safety awareness training and cultural promotion for both internal employees and external suppliers.



大咖國際認證體系
Daka International Food System Certifications

人員培訓體系

門店端，我們將食安管理納入門店經營的全流程。2024年，面向門店人員³共計開展了271場次食品安全培訓，培訓人數超過50,000人；自2024年4月通過食品安全培訓考核，發放“食品安全培訓證書”以來，共計43,230人通過考核取得該證書。公司端，我們持續完善《食品安全培訓管理制度》，每半年對經營顧問崗、營運培訓師崗、稽核崗等相關從業人員開展培訓考核。報告期內，我們開展食品安全管理培訓共計61場次，培訓覆蓋超7,000人次。2024年，本集團共有77人取得“食品安全員”專業能力認證，58人取得ISO 9001質量管理體系證書，71人取得ISO 22000食品安全管理體系認證證書。

制度與門店操作標準體系

我們依託法律法規、國家及地方標準、行業要求，制定《特許經營合同》及加盟商門店管理規章制度、操作標準。門店端有《門店食品安全手冊》《圖文標準手冊》等，涵蓋人員操作、設備清潔消毒等各項管理要求。

檢查考核評價體系

經營顧問日常監督輔導，市場各片區質控組監督抽查，公司總部門店稽核部飛行檢查、食安管理部食安風險抽查，形成多層次、全方位的檢查考核評價體系。

PERSONNEL TRAINING SYSTEM

At the store level, we have incorporated food safety management into the entire process of store operations. In 2024, a total of 271 food safety training sessions were conducted for store staff³, with the number of trainees exceeding 50,000. Since the issuance of the *Food Safety Training Certificate* after passing the food safety training assessment in April 2024, a total of 43,230 people have passed the assessment and obtained this certificate. At the company level, we continue to improve the Food Safety Training Management System, and conduct training assessments for relevant employees in positions such as business consultants, operation trainers, and audit officers every six months. During the reporting period, we conducted a total of 61 food safety management training sessions, covering over 7,000 person-times. In 2024, a total of 77 people in the group obtained the professional competence certification of “Food Safety Officer”, 58 people obtained the ISO 9001 Quality Management System Certificate, and 71 people obtained the ISO 22000 Food Safety Management System Certification.

STANDARDS & STORE OPERATION SYSTEM

Based on laws, national/local standards, and industry requirements, we have formulated the *Franchise Agreement*, store management regulations and operation standards, including *Store Food Safety Manual* and *Graphic Standards Manual*. These documents cover operational procedures, equipment cleaning and disinfection, and other management requirements.

INSPECTION & EVALUATION SYSTEM

Operation consultants conduct daily supervision and guidance, regional quality control teams perform random inspections, the headquarters' store audit department carries out unannounced checks, and the food safety management department implements risk-based sampling. Together, these form a multi-level, comprehensive inspection and evaluation system.

³ 門店人員主要包括加盟商、全職及兼職茶飲師、店長及直營門店工作人員等。

³ Store staff mainly include franchisees, full-time and part-time tea beverage makers, store managers, and staff of directly-operated stores, etc.

風險預警與監測體系

構建食品安全合規預警系統，從政府政策標準、監管動作、抽檢結果、行業動態趨勢、社會輿論關注、內部檢查結果、內部風險監測結果、顧客反饋結果 8 大維度收集分析信息，發佈風險預警。同時，公司建立年度《食品安全風險監測計劃》，對門店原物料、產品等進行風險指標監測。

RISK EARLY WARNING & MONITORING SYSTEM

We have established a food safety compliance early warning system that collects and analyzes information across eight key dimensions including government policies and standards, regulatory actions, sampling inspection results, industry trends, public opinion focus, internal inspection findings, internal risk monitoring outcomes and customer feedback. The Company has also implemented an annual *Food Safety Risk Monitoring Plan* to track risk indicators for store raw materials and products.

食安意識提升

Food Safety Awareness Enhancement



我們持續開展“食品安全文化日”“食品安全文化月”“食品安全示範門店評選”活動。其中，舉辦2場食品安全知識競賽，超過23,000人次參與；開展5期全國門店食安自查改善活動，排查改善風險問題；依據評比方案，評選出85家食安示範門店。

We consistently organize activities including “Food Safety Culture Day,” “Food Safety Culture Month,” and the “Food Safety Demonstration Store Selection.” Highlights include 2 food safety knowledge competitions with over 23,000 participants, 5 nationwide store self-inspection and improvement campaigns to identify and address risks, and selection of 85 food safety demonstration stores based on evaluation criteria.

智能監控

Intelligent Monitoring



我們實現全國門店監控攝像頭覆蓋，對門店外場工作站、收銀工作站、後場工作站、前場工作站等進行實時監控。我們還逐步推動智能化設備的普及，識別食品安全問題，拍攝記錄不合規情況並發送至相關人員，及時完成整改閉環。

We have achieved nationwide coverage of surveillance cameras in our stores, providing real-time monitoring of various workstations, including those in the outdoor area, cash register area, back-of-house area, and front-of-house area. Additionally, we are gradually promoting the widespread use of intelligent equipment to identify food safety issues. The equipment can capture and record non-compliant situations and send the information to relevant personnel, ensuring that corrective actions are promptly taken to close the loop.

食安數字化轉型

Digital Transformation in Food Safety



我們積極開展門店質量安全數字化管理轉型。在門店食安主體責任落實方面，構建自查反饋體系；經營顧問門店監管方面，優化監管內容實現數字化轉型；公司端管理方面，推進門店分級管理數字化系統建設。

We are actively transforming store quality and safety management into a digital system. We've established a self-inspection feedback system for food safety responsibilities, optimized supervision content for digital transformation by business consultants, and advanced the development of a digital store classification management system at the corporate level.

消費者權益 CONSUMER RIGHTS



負責任營銷

本集團在營銷活動中嚴格遵守《中華人民共和國廣告法》《中華人民共和國反不正當競爭法》等相關法律法規。為加強營銷合規，我們建立了全球統一的管理體系，要求廣告供應商簽署《供應商關聯關係調查表》，並發佈合作規範告知函。本集團構建了系統化的廣告審核機制，採用“三步審核流程”對市場營銷物料、廣告語及產品策劃等內容進行合規把控，依次經品牌部門、各國本土員工、法務與公共事務部門審核，確保內容合法合規。

RESPONSIBLE MARKETING

The Group strictly complies with relevant laws and regulations such as the *Advertising Law of the People's Republic of China* and the *Anti-Unfair Competition Law of the People's Republic of China* in marketing activities. To strengthen marketing compliance, we have established a unified global management system, requiring advertising suppliers to sign the *Supplier Related Party Relationship Survey Form* and issuing notification letters of cooperation specifications. The Group has built a systematic advertising review mechanism, employing a “three-step review process” to control the compliance of marketing materials, advertising slogans, and product planning. This process involves sequential reviews by the brand department, local employees in each country, and the legal and public affairs department to ensure that the content is legal and compliant.



蜜雪福袋節宣傳材料
Mixue Fortune Bag Festival promotional materials



客訴管理

消費者滿意是我們優化服務水平的不竭動力。本集團嚴格遵守《中華人民共和國消費者權益保護法》等相關法律法規，並制定《客訴管理制度》及《客服作業流程書》確保投訴處理規範化。同時，本集團在總經辦下設客訴管理部負責投訴管理，以精進服務流程，改善消費者體驗。

在客訴管理上，我們建立了閉環的客訴管理流程，從受理到處置均有明確時效和跟進頻次，確保問題及時解決。同時，我們建立了內部申訴流程，門店若認為自身無責卻遭質疑，可通過申訴平台提交事件說明與證明材料。該流程在快速響應客戶問題的同時，切實保障了門店在非責任情況下的權益。本年度，年度滿意度調研數據顯示整體滿意度達 89%。

CUSTOMER COMPLAINT MANAGEMENT

Consumer satisfaction is the driving force behind our continuous improvement of service levels. The Group strictly complies with relevant laws and regulations such as the *Law of the People's Republic of China on the Protection of Consumer Rights and Interests* and has established the *Customer Complaint Management System* and *Customer Service Operation Procedure Manual* to ensure standardized complaint handling. Additionally, the Group has set up a Customer Complaint Management Department under the CEO Office to manage complaints and refine service processes, thereby improving consumer experiences.

In terms of customer complaint management, we have established a closed-loop complaint management process with clear timeframes and follow-up frequencies from acceptance to resolution, ensuring timely problem resolution. We have also established an internal appeal process. If a store believes it is not at fault but is being questioned, it can submit an event description and supporting materials through the appeal platform. This process ensures a rapid response to customer issues while effectively safeguarding the rights of stores in non-responsible situations. This year, the annual customer satisfaction survey data shows an overall satisfaction rate of 89%.

關鍵績效指標⁴

Key Performance Indicators (KPIs)⁴

接獲消費者關於產品及服務的投訴數目
Number of consumer complaints received regarding products and services

單位
Unit

宗
Cases

2024年數據
2024 Data

15,325

⁴ 投訴數據覆蓋蜜雪冰城品牌（國內 & 國外）、幸運咖品牌消費者重點投訴，涉及網絡及社交媒體平台投訴信息、食安問題、言語沖突，以及有向政媒投訴的傾向表達的投訴工單數量。

⁴ The complaint data covers key consumer complaints for the Mixue brand (domestic & international) and the Lucky Cup brand, including the number of complaint tickets involving online and social media platform complaints, food safety issues, verbal conflicts, and expressions of intent to complain to government or media.

為提升處理消費者投訴的能力，2024年，本集團對運營顧問、實習督導、加盟商及合夥人等開展多次培訓，邀請客訴團隊分享經驗，聯合各片區與食安部門，針對高發問題共同制定培訓課件，內容涵蓋正確認識客訴及處置方法。線上開發9門課程，累計18門，覆蓋90%以上高發客訴問題。本年度，大咖國際針對2023年客訴問題積極進行優化，通過明確客訴分類定量數據口徑等舉措，投訴處理質量得到顯著提升。

In 2024, the Group conducted multiple training sessions for operations consultants, intern supervisors, franchisees, and partners to enhance their ability to handle consumer complaints. The Group invited the customer complaint team to share their experiences and collaborated with regional offices and food safety departments to develop training materials targeting high-frequency issues. The training content covered the correct understanding of complaints and methods for handling them. Nine online courses were developed, bringing the total to 18 courses, covering over 90% of high-frequency complaint issues. This year, Daka International Food actively optimized complaint issues from 2023 by clarifying complaint classification and quantitative data standards, significantly improving the quality of complaint handling.

門店在身邊：更快配送 更多場景 更廣覆蓋 Faster Delivery, More Scenarios, and Broader Coverage



我們秉持“讓全球每個人享受高質平價的美味”使命，打造更快的物流配送體系。截至2024年9月30日，國內超90%的縣級行政區可實現12小時內觸達，積極響應擴大內需政策，助力縣域消費市場潛力釋放。

We are committed to our mission of “enabling everyone around the world to enjoy quality delicious products with value-for-money” by creating a faster logistics and delivery system. As of September 30, 2024, over 90% of county-level administrative regions in China can be reached within 12 hours. We actively respond to the policies of expanding domestic demand and contribute to unleashing the potential of the consumer market in county-level regions.

我們還積極開拓更多消費場景，實現門店的更廣覆蓋，讓好產品觸手可及。2024年，我們攜手中國郵政開設13家“蜜雪冰城”聯名店，以“渠道共享+場景共生”模式突破行業邊界；在高速服務區佈局25家店，不僅破解交通樞紐運營壁壘，更以場景化滲透創造普惠消費體驗，契合“便民生活圈”建設導向，以場景創新激發基層消費活力。

We are also actively exploring more consumer scenarios to achieve broader store coverage, making good products easily accessible. In 2024, we partnered with China Post to open 13 co-branded “Mixue” stores, breaking industry boundaries with a “shared channels + coexisting scenarios” model. We also set up 25 stores in highway service areas, not only overcoming the operational barriers of transportation hubs but also creating inclusive consumer experiences through scenario-based penetration. It aligns with the orientation of building “convenient living circles.” By means of scenario innovation, we stimulate the consumption vitality at the grassroots level.

依托本集團完整的端到端的供應鏈體系，我們的現磨咖啡品牌“幸運咖”，將門店拓展至青海、新疆等內陸省、自治區，為當地消費者帶去高質量的標準化飲品服務。

Relying on the Group’s complete end-to-end supply chain system, our freshly ground coffee brand “Lucky Cup” has expanded its stores to inland provinces and autonomous regions such as Qinghai and Xinjiang, bringing high-quality standardized beverage services to local consumers.



景區門店
Store at a scenic spot

投訴渠道

本年度，本集團在公眾號、微博發佈投訴渠道，主動在主流媒體平台監測投訴並及時回復。同時，各門店均設立消費者服務熱線，確保快速響應。除了通過電話、小程序、公眾號、門店投訴牌收集投訴，我們還通過黑貓、小紅書、抖音、微博等網絡平台或社交媒體搜集投訴信息，全方位保障消費者訴求得到妥善處理。

COMPLAINT CHANNELS

This year, the Group published complaint channels on the official WeChat account and Weibo, actively monitoring and promptly responding to complaints on mainstream media platforms. Each store has also set up a consumer service hotline to ensure a rapid response. In addition to collecting complaints through phone calls, mini-programs, official accounts, and in-store complaint signs, we also gather complaint information through online platforms or social media such as Heimao, Xiaohongshu, Douyin, and Weibo, ensuring comprehensive handling of consumer concerns.



<p>消費者投訴 Consumer Complaints</p>	<p>問題類型 Issue Type</p>	<p>渠道入口 Channel Entry</p>
<p>消費者投訴渠道 Consumer Complaint Channels</p>	<p>在門店消費時關於產品或服務的諮詢/投訴/建議 Consultation/ Complaint/Suggestion regarding products or services during in-store consumption</p>	<p>對應門店公示投訴建議牌 Complaint suggestion sign displayed in the corresponding store</p> <p>對應門店飲品杯貼電話 Phone number on the corresponding store's drink cup sticker</p>
	<p>在蜜雪冰城小程序/APP 渠道下單涉及產品或服務的諮詢/投訴/建議 Consultation/ Complaint/Suggestion regarding products or services when ordering through the Mixue mini-program/APP</p>	<p>蜜雪冰城小程序/APP→我的→更多服務→問題反饋 Mixue mini-program/APP → Me → More Services → Feedback</p>
	<p>蜜雪冰城產品或服務的諮詢/投訴/建議 Consultation/ Complaint/Suggestion regarding Mixue products or services</p>	<p>蜜雪冰城服務監督熱線： 400-700-6146轉2 Mixue Service Supervision Hotline: 400-700-6146 ext. 2</p> <p>蜜雪冰城微信公眾號→我要點單→建議&投訴→我是消費者 Mixue WeChat Official Account → I Want to Order → Suggestions & Complaints → I am a Consumer</p> <p>蜜雪冰城服務監督郵箱： mxts@mxbc.com Mixue Service Supervision Email: mxts@mxbc.com</p>

客服全方位：更優管理 更強培訓 更全保障

Customer Service Excellence: Enhanced Management, Training & Safeguards



公司建立了涵蓋從受理到處置消費者投訴管理體系，規定處置時效、跟進頻次、回執標準，實現消費者投訴閉環管理。

The Company has established a comprehensive consumer complaint management system covering receipt to resolution, with defined processing timelines, follow-up frequencies, and response standards to ensure closed-loop complaint handling.

為提升消費者服務質量，2024年，我們針對不同職能、不同層級，開展客訴處置管理培訓約20次，並累積開發了18門線上課程內容，覆蓋90%以上高發客訴的問題；並拉通品控、食安、培發、稽核、業務片區等前後端各部門開展相關專項活動，推動服務類客訴率下降15%；同時，我們在微博、微信公眾號等線上平台發佈多種消費者投訴渠道，並主動在主流媒體平台監測消費者投訴，及時給予回復⁵。

To enhance consumer service quality, in 2024, we conducted approximately 20 customer complaint handling management training sessions tailored to different functions and levels, and developed a total of 18 online courses, covering over 90% of high-frequency customer complaint issues. We also coordinated activities across front-end and back-end departments such as quality control, food safety, training and development, audit and business sector to conduct relevant special activities, resulting in a 15% reduction in service-related customer complaints. Meanwhile, we published various consumer complaint channels on online platforms such as Weibo and WeChat Official Account, and actively monitored and promptly responded to consumer complaints on mainstream media platforms⁵.



⁵ 此段落數據覆蓋蜜雪冰城品牌。

⁵ This paragraph covers the brand of Mixue.

保護知識產權

INTELLECTUAL PROPERTY PROTECTION

我們嚴格遵循《中華人民共和國專利法》《中華人民共和國商標法》《中華人民共和國著作權法》等知識產權相關法律法規以及《與貿易有關的知識產權協定》等國際公約，本集團內部編製了《知識產權管理手冊》，這些法規制度共同規範了本集團知識產權保護及合規管理。

2024年，本集團主體蜜雪冰城股份有限公司及大咖國際食品有限公司通過《企業知識產權合規管理體系要求》（GB/T29490-2023）認證。

為激勵員工創新，我們設置職務發明獎勵。法務部門通過參與研發項目、解決技術問題、梳理業務創新點等方式，與業務部門深入合作，進行專利挖掘工作。

We strictly adhere to intellectual property laws and regulations including the *Patent Law of the People's Republic of China*, *Trademark Law of the People's Republic of China*, *Copyright Law of the People's Republic of China*, and international conventions such as the *Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS)*. The Group has internally formulated the *Intellectual Property Management Manual* to standardize IP protection and compliance governance.

In 2024, Mixue Group Co., Ltd. and Daka International Food Co., Ltd. obtained certification under *GB/T 29490-2023: Requirements for Enterprise Intellectual Property Compliance Management Systems*.

To encourage employee innovation, we have established rewards for job-related inventions. The legal department collaborates deeply with business units to conduct patent mining by participating in R&D projects, solving technical issues, and identifying business innovation points.

關鍵績效指標 Key Performance Indicators (KPIs)	單位 Unit	2024年數據 2024 Data
新增授權專利數目 Newly granted patents	個 items	30
截至報告期末，累計擁有專利總數 Total patents held (year-end)	個 items	144
新增授權商標數目 Newly registered trademarks	個 items	620
截至報告期末，累計擁有商標總數 Total trademarks held (year-end)	個 items	3,082

報告期內，本集團積極維護自身知識產權，通過法律訴訟方式成功打擊多起侵權行為。
During the Reporting Period, the Group actively defended IP rights through litigation, successfully addressing multiple infringement cases.

打擊海外商標侵權行為 Combating Overseas Trademark Infringements



2024年，蜜雪集團通過《保護工業產權巴黎公約》確立的單一國家註冊體系及世界知識產權組織構建的馬德里國際商標註冊體系完善全球商標佈局，並針對全球商標搶注進行監測預警，共計處理全球商標搶注侵權案件300餘件，其中處理海外商標搶注案件27宗，成功取得西班牙、沙特阿拉伯、歐盟等國家和地區商標搶注案件勝利，保障品牌權益。

In 2024, Mixue Group has perfected its global trademark layout through the single national registration system established by the Paris Convention for the Protection of Industrial Property and the Madrid International Trademark Registration System constructed by the World Intellectual Property Organization. It also monitored and issued alerts for global trademark squatting, handling over 300 cases of global trademark squatting infringement. Among these, 27 cases of overseas trademark squatting were processed, with successful outcomes in trademark squatting cases in Spain, Saudi Arabia, the European Union, and other regions, safeguarding brand rights.

維護信息安全

INFORMATION SECURITY

本集團注重客戶數據安全和隱私保護工作，不斷完善信息安全管理體系，嚴格遵守《中華人民共和國計算機信息網絡國際聯網管理暫行規定》《中華人民共和國計算機信息系統安全保護條例》等相關法律法規。蜜雪集團流程與數字化中心承接信息安全管理職能，並成立了信息安全管理組織，專職負責全集團信息安全體系建設及日常管理工作。

報告期內，本集團發佈了《蜜雪集團信息安全總體綱領》《應用系統安全測評規範》，更新了本集團個人信息保護政策。本集團業務中台等核心業務系統通過了國家信息安全等級保護第三級認證。

本集團通過技術措施提升信息安全，利用DLP系統記錄文件流轉，構建“雲—網—端”安全架構，規範安全標準。本集團實施終端標準化管理，採用多種技術提升安全性。同時，本集團部署監控系統並制定檢測規範，實時監控應用，修復漏洞，保障用戶信息安全。

為加強員工信息安全意識，本集團定期組織員工開展信息安全意識培訓，通過宣傳視頻、圖文海報、現場培訓等宣傳方式對員工進行信息安全宣貫，實現員工信息安全意識宣貫全員覆蓋。本集團通過定期組織開展釣魚郵件演練，全面提升員工信息安全風險防範能力。

The Group prioritizes customer data security and privacy protection, continuously improving the information security management system and strictly complying with relevant laws and regulations, including the *Interim Provisions of the People's Republic of China on the Administration of International Networking of Computer Information* and the *Regulations of the People's Republic of China on Protecting the Safety of Computer Information Systems*. The Mixue Group Process & Digitalization Centre oversees information security management functions and has established a dedicated Information Security Management Organization responsible for the Group-wide information security system construction and daily operations.

During the Reporting Period, the Group released the *Mixue Group Information Security General Guidelines* and the *Application System Security Assessment Specification*, while updating the personal information protection policy. Core business systems, including the Group's business middle platform, obtained Level 3 certification under China's Multi-Level Protection Scheme (MLPS).

The Group enhances information security through technical measures, utilizing a DLP (Data Loss Prevention) system to track file flows and establishing a “cloud-network-devices” security architecture to standardize security protocols. The Group implements standardized terminal management and employs various technologies to boost security. Additionally, the Group deploys monitoring systems and develops detection standards to continuously monitor applications, patch vulnerabilities, and safeguard user information security.

To strengthen employee awareness of information security, the Group regularly organizes training sessions for employees. Through promotional videos, graphic posters, and on-site trainings, the Group disseminates information security knowledge, achieving full coverage of employee information security awareness campaigns. The Group also regularly conducts phishing email drills to comprehensively enhance employees' ability to guard against information security risks.

價值共生 提升夥伴福祉

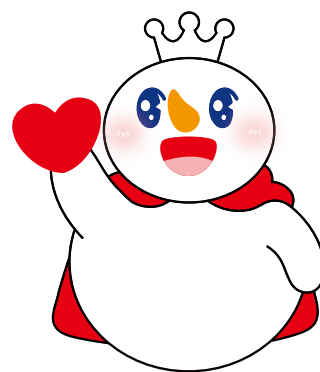
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“你愛我，我愛你，蜜雪冰城甜蜜蜜”是蜜雪冰城的品牌諺語，也是我們希望與員工、加盟商、供應商、農戶一起共築的甜蜜願景。我們關愛員工，全力保障員工權益與發展；尊重加盟商，通過持續賦能、扶持，與加盟商協同發展；攜手供應商，完善供應鏈建設；保障農戶收益，助力現代農業升級和產業可持續發展。

“I love you, you love me, Mixue Ice cream and tea” is the brand slogan of Mixue, which reflects the sweet vision we aim to build together with our employees, franchisees, suppliers, and farmers. We care for our employees and fully safeguard their rights and development. We respect our franchisees, continuously empower and support them to develop together. We join hands with suppliers to improve supply chain construction and ensure farmers’ income, contributing to the modernization of agriculture and sustainable industrial development.

關愛員工 EMPLOYEE CARE



合規僱傭 COMPLIANCE EMPLOYMENT

多元化與平等就業

本集團秉持“英雄不論出身”的人才觀，明確平等機會、多元化及反歧視規定，確保招聘、輪崗、外派等各環節公平公正公開，為應聘者提供平等就業機會，避免因性別、種族、年齡、國籍、宗教信仰等對應聘者產生任何歧視。在海外運營中，我們積極推進僱傭本土化，深化多元化和平等就業。我們堅持合法合規、平等尊重的僱傭原則，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》《禁止使用童工規定》等法律法規，並依據《蜜雪冰城基本法》制定《招聘管理制度》《內部推薦管理辦法》等管理制度，以規範管理員工僱傭，在員工合同簽訂、續訂、終止、解除勞動關係等過程中，嚴格遵守法定程序，保障員工在各個階段的合法權益。

Diversity & Equal Employment

The Group upholds a talent philosophy of “talents are not judged by their backgrounds”, with clear policies on equal opportunity, diversity and anti-discrimination to ensure fairness in recruitment, job rotation, and overseas assignments. We provide equal employment opportunities and prohibit discrimination based on gender, race, age, nationality, religion, etc. In overseas operations, we actively promote localization of employment, deepening diversity and equal employment opportunities. We uphold the principles of legal compliance and equal respect in employment, strictly adhering to relevant laws and regulations such as the *Labor Law of the People’s Republic of China*, the *Labor Contract Law of the People’s Republic of China*, and the *Provisions on the Prohibition of the Use of Child Labor*. Based on the *Mixue General Rules*, we have formulated management systems such as the *Recruitment Management Rules* and the *Internal Referral Management Measures* to regulate employee employment. In the processes of contract signing, renewal, termination, and dissolution of labor relationships, we strictly follow legal procedures to safeguard employees’ legitimate rights and interests at all stages.

薪酬

我們建立完善的《薪酬管理制度》，以平等為原則設定員工薪酬，避免因員工的民族、種族、年齡、性別、婚姻狀況以及宗教信仰等不同而給予不同待遇。我們根據員工職級、崗位情況和能力水平來確定薪酬水平，持續對同工同酬情況進行監測，為全體員工打造具有競爭力的薪酬方案。

工作時間及假期

我們遵守運營所在國家和地區的相關法律法規，制定合理的考勤制度，以規範管理員工工作時間，保證員工合理工作與休息。

反歧視與騷擾

我們對歧視與騷擾行為採取零容忍的態度，嚴格禁止任何人在工作場所違背他人意願，以語言、肢體行為方式對他人實施騷擾，致力於為員工提供一個無歧視、無騷擾的工作環境。

勞工準則

我們嚴禁童工和強制勞工，在員工入職前對其身份信息進行核實，以避免招聘童工；我們保障員工在自願基礎上參加工作，避免強制勞工。報告期內，公司未發生童工和強制勞工的情況。如發現相關情況，我們將依照運營地法律法規要求及公司規定進行處理。

Remuneration

We have established a comprehensive *Remuneration Management Policy*, setting employee salaries on the principle of equality to avoid differential treatment based on employees' ethnicity, race, age, gender, marital status, or religious beliefs. We determine salary levels based on employees' positions, job roles, and capability levels, continuously monitoring equal pay for equal work to create a competitive compensation package for all employees.

Working Hours and Leave

We comply with the relevant laws and regulations of the countries and regions where we operate, establishing a reasonable attendance system to regulate employees' working hours and ensure a proper balance between work and rest.

Anti-Discrimination and Harassment

We adopt a zero-tolerance policy towards discrimination and harassment, strictly prohibiting anyone from engaging in unwanted verbal or physical conduct in the workplace. We are committed to providing employees with a work environment free from discrimination and harassment.

Labor Standards

We strictly prohibit child labor and forced labor, verifying the identity information of employees before hiring to avoid the recruitment of child laborers. We ensure that employees participate in work on a voluntary basis, avoiding forced labor. During the Reporting Period, the Company did not experience any incidents of child labor or forced labor. Should such situations be discovered, we will handle them in accordance with local laws and regulations and company policies.

關鍵績效指標 ⁶ Key Performance Indicators (KPIs) ⁶	單位 Unit	2024年數據 2024 data
員工總數 Total number of employees	人 Persons	6,621
按性別劃分的員工總數 Total number of employees by gender		
女性 Female	人 Persons	1,770
男性 Male	人 Persons	4,851
按年齡組別劃分的員工總數 Total number of employees by age group		
30歲及以下 Age 30 and under	人 Persons	4,028
31歲及以上 31 years old and above	人 Persons	2,593
按地區劃分的員工總數 Total number of employees by region		
中國內地 Chinese Mainland	人 Persons	6,580
港澳台地區 Hong Kong, Macau, and Taiwan regions	人 Persons	0
其他地區 Other regions	人 Persons	41

⁶ 僱傭相關績效指標的統計範圍為中國境內（含港澳台）的法人主體公司僱傭的全職員工。截至報告期末，兼職人數為5人。

⁶The statistical scope of employment related performance indicators is full-time employees employed by legal entities within China (including the Hong Kong Special Administrative Region, the Macao Special Administrative Region and the Taiwan region). At the end of the Reporting Period, the total number of part-time employees is 5.

關鍵績效指標 ⁷ Key Performance Indicators (KPIs) ⁷	單位 Unit	2024年數據 2024 data
員工總流失率 Total employee turnover rate	%	23.48
按性別劃分的員工流失率 Employee turnover rate by gender		
女性 Female	%	23.38
男性 Male	%	23.52
按年齡組別劃分的員工流失率 Employee turnover rate by age group		
30歲及以下 Age 30 and under	%	25.49
31歲及以上 31 years old and above	%	20.14
按地區劃分的員工流失率 Employee turnover rate by region		
中國內地 Chinese Mainland	%	23.59
港澳台地區 Hong Kong, Macau, and Taiwan regions	%	/
其他地區 Other regions	%	2.38

⁷ 流失率相關績效指標的統計範圍為中國境內（含港澳台）的法人主體公司僱傭的全職員工。各類別僱員流失率 = 匯報年度離職僱員人數 / （匯報年度離職僱員人數 + 本匯報年度期末僱員人數）。

⁷The statistical scope of performance indicators related to turnover rate is full-time employees employed by legal entities within China (including the Hong Kong Special Administrative Region, the Macao Special Administrative Region and the Taiwan region). Employee turnover rate for each category=number of departing employees in the reporting year/(number of departing employees in the reporting year+number of employees at the end of the reporting year).

健康安全

我們嚴格遵守《中華人民共和國安全生產法》《中華人民共和國消防法》等國家法律法規，高度重視員工健康安全，致力於構建完善的職業安全與健康體系。我們依據 ISO 45001:2018、GB/T 45001 及 GB/T 33000 等健康安全相關體系標準，不斷優化《環境、職業健康安全管理手冊》及《安全事管理理制度》等內部規章，確保“以人為本，安全第一；預防為主，持續改進”的方針得以實施，旨在實現“零傷害、零事故”的目標。

公司積極識別職場隱患，通過定期安全檢查和改進等措施加強管理控制，制定年度職業健康安全工作目標，並將其納入績效考核體系。我們注重提升員工安全意識，不僅在辦公及生產區域設置工傷預防專欄，還定期開展職業健康安全宣講，並利用本集團平台推廣《工傷預防與處理》知識。此外，本集團為每位員工購買了工傷保險，並提供必要的個人防護裝備。本集團還為員工提供年度體檢，推進生產生活配套設施建設，舉辦專家健康講堂、全員運動會等活動，鼓勵員工關注身體健康。

HEALTH AND SAFETY

We strictly adhere to national laws and regulations such as the *Law of the People's Republic of China on Work Safety* and the *Fire Control Law of the People's Republic of China*. We place a high priority on employee health and safety and are committed to building a comprehensive occupational safety and health system. Based on health and safety system standards such as ISO 45001:2018, GB/T 45001, and GB/T 33000, we continuously optimize internal regulations like the *Environmental and Occupational Health and Safety Management Manual* and the *Safety Incident Management Policy* to ensure the implementation of the policy “people-oriented, safety first; prevention as the main approach, continuous improvement” with the goal of achieving “zero injuries, zero accidents.”

The Company actively identifies workplace hazards and strengthens management control through regular safety inspections and improvements. We set annual occupational health and safety targets and incorporate them into the performance evaluation system. We focus on enhancing employees' safety awareness by setting up workplace injury prevention columns in office and production areas, regularly conducting occupational health and safety campaigns, and promoting knowledge on *Workplace Injury Prevention and Handling* through the Group's platform. Additionally, the Group purchases work injury insurance for each employee and provides necessary personal protective equipment. The Group also offers annual health check-ups, advances the construction of production and living facilities, and organizes expert health seminars and company-wide sports events to encourage employees to pay attention to their physical health.

2024年，全新的總部辦公樓投入使用前，我們組織專業團隊對大樓進行了多次全面除甲醛處理，並安裝了覆蓋整棟樓宇的新風系統。各樓層設置的環境指標顯示屏能夠實時顯示室內空氣質量數據，員工能夠隨時了解辦公環境狀況。

Before the new headquarters office building was put into use in 2024, we organized a professional team to conduct multiple comprehensive formaldehyde removal treatments for the building and installed a fresh air system covering the entire building. Environmental indicator displays on each floor can show real-time indoor air quality data, allowing employees to always be aware of the office environment conditions.



新總部辦公樓
New Headquarters Office Building

大咖國際職業健康與安全管理

Daka International Food Occupational Health and Safety Management



大咖國際獲得了職業健康安全管理體系ISO 45001認證，並制定了完善的內部管理程序，如《建設項目EHS三同時管理程序》《特種設備安全管理制度》《消防安全管理程序》《化學品安全管理規定》《電氣安全管理制度》《隱患排查與治理管理制度》《安全教育培訓管理制度》《相關方安全管理制度》《安全事故管理制度》等。

Daka International Food has obtained the ISO 45001 certification for Occupational Health and Safety Management System and has established comprehensive internal management procedures, such as the *EHS Three Simultaneities (simultaneous design, construction and commissioning) Management Procedure for Construction Projects, Special Equipment Safety Management Policy, Fire Safety Management Procedure, Chemical Safety Management Regulations, Electrical Safety Management System, Potential Hazards Identification and Management System, Safety Education and Training Management System, Related Party Safety Management System, and Safety Accident Management System.*

關鍵績效指標 Key Performance Indicators (KPIs)	單位 Unit	2022	2023	2024
因工亡故人數 Number of work-related fatalities	人 person	0	0	0
因工亡故人數比例 Rate of work-related fatality	%	0	0	0

2024年，因工傷損失工作日數為 1,106 天。

In 2024, 1,106 working days were lost due to injury.

福利保障

本集團嚴格遵守《中華人民共和國社會保險法》及其他適用法律法規，建立《福利管理制度》，構建完善的員工福利體系。

本集團在確保員工均能享受符合所在國家/地區規定的社會保障計劃的同時，為員工提供帶薪假期、節日禮品、團建津貼、婦女節半天休假、健康體檢等額外福利。此外，本集團增設旅遊假及旅遊補貼，組織團體出遊，設有帶薪游學，保障員工擁有足夠的休息與放鬆時間。針對海外派遣員工，我們從外派津貼、休息休假、探親福利、住房福利等方面，全方位為出海員工解決後顧之憂。

2024年，本集團發佈了《蜜雪集團即時激勵》公告和《蜜雪集團中長期激勵政策：甜蜜創享計劃（試行版）》，鼓勵員工創造價值，助力個人發展。

WELFARE AND PROTECTION

The Group strictly complies with the *Social Insurance Law of the People's Republic of China* and other applicable laws and regulations, establishing the *Benefits Management Policy* to build a comprehensive employee welfare system.

In addition to ensuring all employees have access to social security benefits in compliance with local regulations, the Group provides comprehensive welfare programs including paid leave, festival gifts, team-building allowances, half-day leave on Women's Day, and health check-ups. Furthermore, we offer travel benefits with paid leave and subsidies, organize group trips, and provide paid study tour to guarantee sufficient rest and relaxation time. For overseas assignees, we implement a full range of support measures covering expatriation allowances, adjusted leave policies, family visit benefits, and housing assistance to address all practical concerns for our global workforce.

In 2024, the Group released the *Mixue Group Immediate Incentive Announcement* and the *Mixue Group Medium and Long-term Incentive Policy: Sweet Innovation Plan (Trial Version)* to encourage employees to create value and support their personal development.



成長發展

“英雄不論出身，不放过每一匹千里馬”是我們的人才觀，也是本集團核心價值觀的重要組成部分。本集團高度重視員工發展，構建全面的培訓與晉升體系，助力人才成長，為企業持續發展注入強勁動力。

員工培訓

本集團注重構建可持續的培訓體系，搭建起內部員工學習平台“雪王學堂”，以業績創造為導向分層設計學習資源，滿足員工全階段職業發展需要。本集團針對新員工開展入職培訓，幫助其了解公司發展歷程、企業文化，快速融入團隊。

GROWTH AND DEVELOPMENT

Our talent philosophy is “talents are not judged by their backgrounds, and we won’t miss anyone’s potential”, which is also an important part of our core values. The Group places high importance on employee development, building a comprehensive training and promotion system to support talent growth and inject strong momentum into the Company’s continuous development.

Employee Training

The Group focuses on building a sustainable training system and has established an internal employee learning platform called “Snow King Academy.” This platform designs learning resources in layers based on performance creation, meeting the needs of employees at all stages of their career development. The Group also conducts onboarding training for new employees to help them understand the Company’s development history and corporate culture, and to quickly integrate into the team.



雪王學堂（內部員工學習平台）
Snow King Academy (Internal Employee Learning Platform)



關鍵績效指標 ⁸ Key Performance Indicators (KPIs) ⁸	單位 Unit	2024年數據 2024 data
員工受訓百分比 Percentage of employees trained	%	100
按性別劃分的員工受訓百分比 Percentage of employees trained by gender		
女性 Female	%	100
男性 Male	%	100
按員工類別劃分的員工受訓百分比 Percentage of employees trained by management level		
管理層 Management	%	100
非管理層 Non-management	%	100

⁸ 培訓相關績效指標的統計範圍為中國境內（含港澳台）的法人主體公司僱傭的全職員工。受訓員工百分比 = 受訓員工數量 / 員工總數；各類別受訓員工百分比 = 該類別受訓員工數量 / 受訓員工數量。

⁸The statistical scope of training-related performance indicators includes full-time employees employed by corporate entities within China (including the Hong Kong Special Administrative Region, the Macao Special Administrative Region and the Taiwan region). Percentage of trained employees = Number of trained employees / Total number of employees; Percentage of trained employees by category = Number of trained employees in that category / Total number of trained employees.

關鍵績效指標 ⁹ Key Performance Indicators (KPIs) ⁹	單位 Unit	2024年數據 2024 data
員工受訓平均時數 Average training hours of employees	小时 Hour	9.27
按性別劃分的員工受訓平均時數 Average training hours of employees by gender		
女性 Female	小时 Hour	10.33
男性 Male	小时 Hour	8.89
按員工類別劃分的員工受訓平均時數 Average training hours of employees by management level		
管理層 Management	小时 Hour	21.29
非管理層 Non-management	小时 Hour	7.94

員工晉升

本集團開展職級職位體系刷新和任職資格評審，建立明確標準，為員工指明職業發展方向。本集團搭建管理與專業雙通道晉升管理體系，依據不同通道和序列的標準，定期綜合評估員工的工作表現、績效考核等多方面情況，對優秀員工實行崗位晉升，並公示晉升名單，激勵員工不斷進取。

Employee Promotion

The Group has refreshed the job level and position system and conducted job qualification reviews to establish clear standards, providing employees with clear career development directions. The Group has built a dual-track promotion management system for management and professional roles. Based on the standards of different tracks and sequences, the Group regularly conducts comprehensive assessments of employees' work performance, performance evaluations, and other aspects. Outstanding employees are promoted to higher positions, and the list of promoted employees is publicly displayed to motivate employees to strive for improvements continuously.

⁹ 培訓相關績效指標的統計範圍為中國境內（含港澳台）的法人主體公司僱傭的全職員工。各類別員工受訓平均時數 = 該類別員工受訓總時數 / 該類別員工總數。

⁹ The statistical scope of training-related performance indicators covers full-time employees hired by corporate entities within China (including the Hong Kong Special Administrative Region, the Macao Special Administrative Region and the Taiwan region). The average training hours per employee by category = Total training hours for that category / Total number of employees in that category.

賦能扶持加盟商

EMPOWERING AND SUPPORTING FRANCHISEES



培訓賦能

本集團為加盟商提供了全方位的培訓課程，2024年，我們共計開展上百次標準共識培訓、約25萬次區域門店培訓、約4,600堂校區賦能培訓以及40餘場高階深化培訓，累計覆蓋加盟商約39萬人。我們組織資深導師一對一指導，幫助每位加盟商都能快速學習，順利經營。我們編撰6本書籍，為學員提供1.7萬+門課程進行學習。對於海外加盟商，我們進行雙語培訓本地化改進，優化課件翻譯，保障授課內容穩定一致¹⁰。

TRAINING EMPOWERMENT

The Group provides comprehensive training courses for franchisees. In 2024, we conducted hundreds of standard consensus trainings, approximately 250,000 regional store trainings, around 4,600 campus empowerment trainings, and over 40 advanced in-depth trainings, covering a total of about 390,000 franchisees. We organized one-on-one guidance from senior mentors to help each franchisee learn quickly and operate smoothly. We compiled six books and provided over 17,000 courses for learners. For overseas franchisees, we improved bilingual training localization, optimized courseware translation, and ensured stable and consistent teaching content¹⁰.



加盟商培訓
Training Courses for Franchisees

¹⁰ 此段落內容覆蓋蜜雪冰城品牌。

¹⁰This paragraph covers the Mixue brand.

2025 培發質量年戰略圖 V2.0 版

2025 Training & Development Quality Year Strategic Map V2.0

培訓體系 Training system

區域培訓體系

Regional Training System

- 四證培訓、客訴培訓 / 區域專項賦能、駐店培訓
Four-Certification Training, Customer Complaint Handling / Regional Special Empowerment, On-site Store Training
- 形式：線上 + 線下
Format: Online + Offline
- 執行單位：門店培訓一部 + 二部
Execution Unit: Store Training Dept. 1 & 2

校區培訓體系

Campus Training System

- 新簽培訓、續簽培訓、整改培訓
New Signing Training, Renewal Training, Rectification Training
- 形式：線下（溫縣校區、青白江園區）
Format: Offline (Wenxian Campus, Qingbaijiang Park)
- 執行單位：校區教學部
Execution Unit: Campus Teaching Dept.

高階培訓體系

Advanced Training System

- 加盟商老板 / 超級茶飲師定制培訓、超級店長 / 門店人才供應鏈、店長認證
Franchisee Owner / Super Tea Master Customized Training / Super Store Manager / Store Talent Supply Chain / Store Manager Certification
- 形式：線下
Format: Offline
- 執行單位：門店培訓運營部
Execution Unit: Store Training Operations Dept.

培訓體系 Training system

專項培訓

Specialized Training

- 新品標準落地 / 食品安全培訓
New Product Standard Implementation / Food Safety Training
- 形式：線上 + 線下
Format: Online + Offline
- 執行單位：標準化應用部
Execution Unit: Standardization Application Dept.

標準體系營運 Standard System Operations

- **建立標準：**設備標準、產品標準、門店標準
Standard Establishment: Equipment Standards, Product Standards, Store Standards
- **內容支撐：**雪王愛機器、圖文標準 / 標準共識 / 產品密碼、四表一單 / 四卡一簽 / 食安手冊 / 實習員工手冊；課件委員會統籌、統編課件《雪王百科全書》
Content Support: Snow King Loves Machines, Graphic Standards / Standard Consensus / Product Codes, Four Forms & One List / Four Cards & One Tag / Food Safety Manual / Intern Handbook; The Courseware Committee is in charge of coordinating and compiling the courseware titled “*The Snow King Encyclopedia.*”
- **標準落地：**線上蜜雪商學 APP、線下三大培訓體系
Standard Implementation: Online: Mixue Academy APP, Offline: Three Major Training Systems



知識產權
Intellectual Property

五本書籍

Five Key Publications

《雪王百科全書》

門店營運大全

Snow King Encyclopedia

Comprehensive Store
Operations Guide

《實習員工學習手冊》

門店入職一週員工使用

Intern Employee Handbook

First-Week Orientation for
New Hires

《雪王愛機器》

門店機器維護 - 維修 - 維養大全

Snow King Loves Machines

Machine Maintenance & Repair
Manual Operations Guide

《圖文標準手冊》

門店圖文統一

Graphic Standards Manual

Unified Store Visuals

《食品安全手冊》

食品安全大全

Food Safety Manual

Complete Food Safety Guide

蜜雪商學APP
Mixue Academy APP

運營人

People-Centric Content

- 《微光》聚焦於奮鬥一線的夥伴，紀錄這些奮鬥青年背後的故事
A Beam of Light: Stories of partners fighting on the front lines, documenting the stories behind these hard-working young people.
- 《奔跑》圍繞門店夥伴，訴說他們的甜蜜事跡
Running: Heart-warming tales of store teams, recounting their sweet deeds.
- 《看見》用鏡頭記錄下為甜蜜事業默默貢獻的那些人
Witness: Documenting unsung contributors to the sweet cause.

運營事

Operational Content

- 運營小視頻：門店小工具、門店小技巧、門店小視頻等
Short Videos: Store Tips, Tools, and Tricks

蜜雪商學APP Mixue Academy APP

- 運營標準視頻：門店標準、產品標準、機器設備
Standard Videos: Store/Product/Machine Standards
- 專項視頻：客訴講談 100 期、經驗萃取、拉通專項
Special Features Videos: 100 Episodes of Complaint Handling, Experience Sharing, Cross-Department Collaboration

宣傳陣地

Promotion Channels

- 蜜雪商學 APP- 門店運營信息集散地
Mixue Academy APP: Hub for Store Operations Info
- 蜜雪商學公眾號、視頻號 - 信息傳播和標準建設的媒介
Mixue Academy Official Accounts (WeChat/Videos): Media for Standards Dissemination
- 蜜雪商學企微號 - 官方媒體發聲通道
Mixue Academy WeChat Subscription Account: Official Voice
- 培發聚寶盆 - 展示營運講師風采的故事會
Training Treasure Bowl: Showcasing Instructor Stories
- 今日培發欄目 - 開心工作快樂生活的小喇叭
Today's Training: Fun Updates on Work & Life
- 培訓 TV- 經驗萃取橫向複製及信息拉通的平台
Training TV: Platform for Knowledge Replication and Information Sharing

蜜雪商學十大專區

Mixue Academy Ten Key Sections

- 新品上新、產品標準、門店標準、食品安全、機器設備、智能設備、營運技巧、文化宣傳、培訓資訊、電子圖書
New Product Launches, Product Standards, Store Standards, Food Safety, Machine Equipment, Smart Devices, Operational Tips, Culture Promotion, Training Updates, E-Books



管理體系
Management System

項目管理
Project Management

文化宣傳 Culture Promotion	智能化設備 - 平板 Intelligent Equipment - Tablets	蜜雪遊學 Mixue Study Tours
智能化設備 - 出液機 Intelligent Equipment - Dispensing Machines	產品標準共識 Product Standard Consensus	門店客訴分析及案例收集 Complaint Analysis & Case Collection
門店實用小工具 Store Tools	蜜雪商學公眾號運營 Mixue Academy Official Account Operations	門店活動培訓 Store Activity Training
訓練門店 Training Store	駐店培訓 On-site Training	培訓黑名單 Training Blacklist
新店試營業輔導 New Store Trial Operations Coaching	校區參訓閉環管理 Campus Training Closed-Loop Management	拓展體系建設 Expansion System Development
全員培訓數據分析 Full Training Data Analysis	門店實用小視頻 Store Practical Videos	課件委員會 Course Committee
全套課件優化 Full Courseware Optimization	超級茶飲師定制培訓 Super Tea Master Target Training	中心監察看板 Central Monitoring Dashboard
加盟商老板培訓 Franchisee Owner Training	門店實用小技巧 Store Tips	團隊建設提升工具 Team-Building Tools
蜜雪門店人才供應鏈 Store Talent Supply Chain	培訓時效 Training Efficiency	超級店長培訓 Store Manager Training
培發人才體系搭建 Talent System Development for Training & Development	加盟寶典 - 優秀團隊經驗複製 Franchise Bible: Replicating Best Team Practices	



管理體系 Management System

人才管理 Talent Management

新人成長營、青年班、管理班、全員培養
Newcomer Growth Camp, Youth Class, Management Class, Company-Wide Development

講師認證初級、中級、高級、金牌
Instructor Certification Junior / Intermediate / Senior / Gold

精益管理：打造強大現場、培養精益人才、沉澱組織資產
Lean Management: Building Strong On-Site Capabilities, Developing Lean Talent, Accumulating Organizational Knowledge

數據管理：三大體系·九項戰役、日/周/月數據匯總、月台賬校準/月規劃整理
Data Management: Three Systems · Nine Key Initiatives, Daily/Weekly/Monthly Data Aggregation, Monthly Ledger Calibration & Planning

課程體系 Curriculum System

課程庫 124 門
Courses: 124



案例庫 89 個
Case Studies: 89



視頻庫 7118 個
Videos: 7,118



試題庫 9,755 道
Test Questions: 9,755



業務支持
Business Support

- **課件委員會：**為了統一培訓課件，特成立課件委員會，統籌指導管理中心課件開發、優化、審核工作，實行中心課件的統編、統審、統用，提高教學質量，達到育人標準的統一，推動萬人如一。

Course Committee: In order to unify the training courseware, a course Committee has been established to coordinate and guide the management center in the development, optimization, and review of courseware. It implements the unified compilation, review, and use of the center's courseware, improves teaching quality, achieves uniformity in educational standards, and promotes unity among thousands.

- **題庫委員會：**為了將通用題庫統一，更好地讓老師用於培訓效果的確認，從試題的開發、使用、維護、更新實現全流程統籌管理，助力培訓賦能高效落地。

Test Question Bank Committee: To unify the general question bank and better enable teachers to confirm the effectiveness of training, the Test Question Bank Committee manages the entire process of question development, usage, maintenance, and updates, supporting the efficient implementation of training empowerment.

截止目前，平台現有試題 9,755 道

每年盤點 1 次。

As of now, the platform has a total of 9,755 questions, with an inventory conducted once a year.

- **監察體系：**飛行檢查、三大體系每週回訪、簽到表、規劃與執行情況

Monitoring System: Unannounced Inspections, Weekly Follow-Ups on Three Systems, Attendance Tracking, Planning vs. Execution Reviews

- **綜合業務：**

Integrated Operations



賦能培訓師，共築全球化發展 Empowering Trainers for Global Development

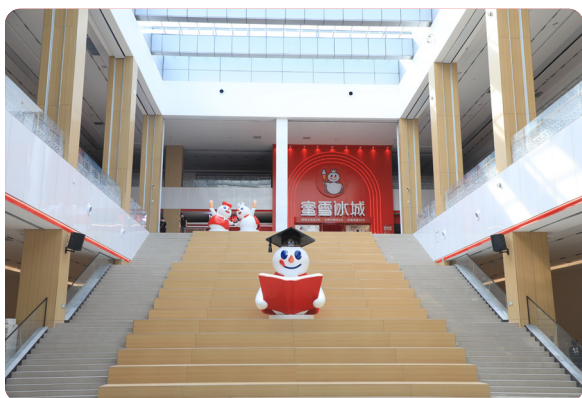


2024年，我們開展“候鳥計劃”，為面向海外加盟商的雙語培訓師團隊提供門店標準等多維度課程，組織制定學習成果落地計劃圖。每次新簽培訓課程後，我們收集學員對內容、講解、氛圍的評價，納入培訓師績效，2024年總體滿意度達90%，有力推動了海外門店發展。

In 2024, we launched the “Migratory Bird Plan”, offering multi-dimensional courses such as store standards for our bilingual trainer team targeting overseas franchisees and organizing the development of learning outcome implementation plans. After each new training course, we collected feedback from learners on content, delivery, and atmosphere, incorporating it into trainers’ performance evaluations. In 2024, overall satisfaction reached 90%, effectively driving the development of overseas stores.

2024年，全面升級後的蜜雪商學新校區落地建成並投入使用，佔地面積91畝，建築面積達60,000平方米，涵蓋餐飲、住宿、會議、理論與實操、辦公以及運動娛樂等功能，為學員提供一流的學習環境和發展平台。

In 2024, the newly upgraded Mixue Academy new campus was completed and put into use. Covering an area of 91 acres with a construction area of 60,000 square meters, the campus includes functions such as catering, accommodation, meeting rooms, theoretical and practical training, office space, and sports and entertainment, providing learners with a first-class learning environment and development platform.



蜜雪冰城商學新校區
Mixue Academy new campus



讓利扶持

我們堅持與加盟商利益與共。公司不僅承擔加盟商門店宣傳物料的製作及物流費用，還對門店季度營銷物料和新品宣傳物料實現免費標配，降低加盟商的運營壓力，為雙方的長期共贏發展築牢了根基。

PROFIT SHARING AND SUPPORT

We adhere to sharing interests with franchisees. The Company not only covers the production and logistics costs of promotional materials for franchisee stores but also provides free standard marketing materials and new product promotional materials for store quarterly marketing, reducing the operational pressure on franchisees, laying a solid foundation for long-term win-win development.

建設智慧門店，立足經營痛點，提升運營效率

Building Smart Stores to Address Operational Pain Points and Enhance Efficiency



智能出液機
Intelligent liquid dispenser

為進一步保證產品標準統一、降低加盟商員工工作強度、提升出餐效率、維護食品安全、降低門店培訓成本，公司立足加盟商實際需求，破局門店痛點，打造超級連鎖智慧門店。以“智能出液機”為例，該設備能夠提高產品標準化程度，緩解門店人員工作負擔，提高效率，降低崗位門檻。

To ensure product standardization, reduce franchisee employee workload, improve food preparation efficiency, maintain food safety, and lower training costs, the Company has developed a super-chain smart store model based on franchisee needs. For example, the “intelligent liquid dispenser” improves product consistency, reduces staff workload, and enhances efficiency while lowering job requirements.

目前，智能化設備已在河南、廣東、上海等省市的多家門店落地，設備出餐精準度誤差±2%，速度提升34.50%，幫助門店快速解決運營難題，提升運營效率。

The intelligent equipment has been deployed in multiple stores in Henan, Guangdong, and Shanghai, achieving a dispensing accuracy of ±2% and a 34.50% speed increase, helping stores solve operational challenges and boost efficiency.



權利保護

本集團尊重加盟商及加盟門店員工權益，凝聚廣大奮鬥者的力量，維護、提升蜜雪冰城品牌價值。

在勞工僱傭方面，我們日常通過提供專業法律諮詢及勞動法相關培訓等方式賦能加盟商，為加盟商合規用工提供支持，有效提高加盟商法律意識，保障加盟門店員工權益。

在健康與安全方面，我們制定了電路、水路方面的門店施工標準規範，統一材料、規格、施工工藝等要求，保障門店水電施工符合國家標準。我們還通過微信公眾號等線上平台進行視頻教程宣發，指導加盟商安全用水用電，以避免安全事故的發生。

RIGHTS PROTECTION

The Group respects the rights of franchisees and their employees, unites the striving workforce, and enhances the Mixue brand value.

In labor employment, we provide franchisees with professional legal advice and labor law training to support compliant employment practices and protect employee rights.

In health and safety, we set standards for store electrical and plumbing construction, ensuring compliance with national standards. We also use online platforms like WeChat Official Accounts to release video tutorials, guiding franchisees on the safe use of water and electricity to prevent accidents.



供應商可持續發展 SUPPLIER SUSTAINABILITY

本集團制定嚴格的供應商管理制度，確保原料的質量安全。報告期內，我們對供應商准入、資質管理、審核效率、供應商紅線管理等內容，進一步明確與細化。

在供應商的准入與監督方面，我們通過充分評估、合同約束、監督檢查的方式並設立淘汰流程，確保供應商及其產品符合本集團食品安全管理要求，評估並優先選擇在社會和環境方面有優良表現的供應商。以大咖國際為例，截至報告期末，大咖國際共完成640家供應商准入審核，並對118家供應商開展例行和飛行審核。

基於可持續採購理念，我們將環境因素納入採購及供應商管理體系。在供應商准入時，鼓勵供應商提供環境管理體系認證證書，並要求其簽訂ESG倡議書。在供應鏈管理中，我們重視環保材料的選用與使用，降低能源消耗和排放，促進供應商採用環保生產方式，推廣綠色供應鏈理念和實踐。其中，大咖國際通過風險矩陣等工具，評估供應商因自然災害、天氣變化等不可抗力因素導致原材料供應中斷的可能性及對生產的影響，並積極規劃應對措施，有效保障業務連續性。



The Group has strict supplier management systems to ensure the quality and safety of ingredients. During the Reporting Period, we clarified and detailed supplier admission, qualification management, audit efficiency, and red-line management.

In terms of supplier admission and supervision, we conduct thorough assessments, enforce contractual obligations, and carry out inspections and monitoring, while also establishing an elimination process to ensure that suppliers and their products meet the Group's food safety management requirements. We evaluate and prioritize suppliers that demonstrate excellent performance in social and environmental aspects. Taking Daka International Food as an example, by the end of the Reporting Period, Daka International Food had completed admission reviews for 640 suppliers and conducted routine and surprise audits on 118 suppliers.

Based on the concept of sustainable procurement, we have integrated environmental factors into our procurement and supplier management systems. During the supplier admission process, we encourage suppliers to provide certification for their environmental management systems and require them to sign ESG commitment letters. In supply chain management, we place emphasis on the selection and use of eco-friendly materials, reduce energy consumption and emissions, and promote environmentally friendly production methods among suppliers, advocating for the concept and practice of green supply chains. Daka International Food, for instance, uses tools such as risk matrices to assess the likelihood of raw material supply disruptions caused by force majeure factors such as natural disasters and weather changes, and their impact on production. It actively plans and implements measures to effectively ensure business continuity.

關鍵績效指標 Key Performance Indicators (KPIs)	單位 Unit	2024年數據 2024 data
供應商總數目 Number of suppliers	家	2,737
按地區劃分的供應商總數 Number of suppliers by geographical region		
中國內地 Chinese Mainland	家	2,652
港澳台地區 Hong Kong, Macau, and Taiwan	家	2
其他地區 Other countries and regions	家	83



農戶利益護航

FARMER INTERESTS PROTECTION

農戶收益保障

本集團堅持原產地直採，避免中間貿易商賺取差價，保護種植戶的利潤空間。對於長期合作的種植戶，我們給出最低收購保底價，以此讓種植戶實現收入保底，保持種植意願。採摘的鮮果到貨後，我們通過品控部抽檢，預估該批次果品成品率，並且按照成品率進行採購價格定價，以此倡導“種出好品質，賣出好價格”。



雪王“首席檸檬推薦官”
Snow King “Chief Lemon Ambassador”

ENSURING FARMERS' INCOME

The Group insists on direct procurement from the origin to avoid middlemen profiting from price differences, thereby protecting the profit margins of growers. For long-term cooperative growers, we offer a minimum purchase guarantee price to ensure their income and maintain their willingness to cultivate. After the fresh fruit arrives, we conduct random inspections through the quality control department to estimate the finished product rate of the batch and set the purchase price accordingly, advocating the principle of “good quality, good price.”

2024年，蜜雪冰城雪王榮獲重慶市潼南區農業農村委員會“首席檸檬推薦官”稱號。

In 2024, Mixue Snow King was honored with the title of “Chief Lemon Ambassador” by the Agricultural and Rural Committee of Tongnan District, Chongqing.



農業產業升級

AGRICULTURAL INDUSTRY UPGRADING

農業科技應用推廣

Promotion of Agricultural Technology Applications

我們倡導無人機應用，通過示範果園的對比實驗，向種植戶推薦無人機植保作業，推進農業現代化。本集團每年會對合作果園的基礎設施、農藥噴施記錄、果樹健康程度等進行評估；為果農提供種植技術和科學管理方面的培訓，技術人員到果園因地制宜給出施肥、用藥建議；應用“水肥一體化+物聯網”管控、無人機監控果園情況、精準用藥等智慧農業技術。

We advocate the use of drones and, through comparative experiments in demonstration orchards, recommend drone-based plant protection operations to farmers to advance agricultural modernization. The Group annually assesses the infrastructure, pesticide application records, and tree health of cooperative orchards; provides training for farmers in planting techniques and scientific management; and offers site-specific fertilization and pesticide recommendations. We also apply smart agricultural technologies such as “integrated irrigation and fertilization + IoT” control, drone monitoring of orchard conditions, and precision pesticide application.



雪王檸檬供應基地無人機應用

Drone Application in Snow King Lemon Supply Bases

標準化科學種植規範

Standardized and Scientific Planting Standards

我們梳理出《雪王農業農事管理手冊》，結合相關法律法規和標準，對果園用藥的種類、頻次進行規範，倡導種植戶科學用藥，降低農殘風險。在檸檬種植示範園推廣過程中，我們建立種植戶、科研院所、企業三方合作平台，邀請西南大學柑橘研究所共建檸檬種植示範園，力求將檸檬種植更加科學化、標準化。

We have compiled the *Snow King Agricultural Management Manual*, which, in conjunction with relevant laws, regulations, and standards, standardizes the types and frequency of pesticides used in orchards, encouraging farmers to use pesticides scientifically and reduce the risk of pesticide residues. During the promotion of lemon planting demonstration gardens, we have established a cooperation platform among growers, research institutions, and the enterprise, inviting the Citrus Research Institute of Southwest University to jointly build lemon planting demonstration gardens, striving to make lemon cultivation more scientific and standardized.

規模化農業產業升級

Scaling Up Agricultural Industry Upgrading

我們在合作果園推動規模化、機械化種植，不僅能夠節約管理成本，還能提升農場抗風險能力，產出質量更好的鮮果，有助於農場在市場競爭中佔據更有利的地位，實現可持續發展。

We promote large-scale and mechanized planting in cooperative orchards, which not only saves management costs but also enhances the farm's risk resistance, produces higher-quality fresh fruit, and helps farms gain a more advantageous position in market competition, achieving sustainable development.



農業可持續發展

我們通過公益基金，向種植戶捐贈水肥一體化系統設施設備、有機生物肥，幫助果園改良土壤，保護土壤肥力。

本集團發起“支持檸檬產業高質量發展公益項目”，計劃首批投入500萬元，聯合專業院校開展保鮮技術研究等工作，在環保方面將推廣水肥一體化等環保技術，促進檸檬產業的綠色發展。

我們通過“檸檬種植者支持中心”，提供種植技術課堂，同時搭建“孵化+培訓+應用”轉化的機制，成立檸檬種植行業協會，邀請三方專業農資服務商、植保專家等分享種植知識，並向種植戶分享檸檬交易國際國內行情，助力培養一批懂技術、會管理的職業化檸檬產業人才，為農場的長期發展提供人力保障。

AGRICULTURAL SUSTAINABILITY

We donate integrated irrigation and fertilization system facilities and organic bio-fertilizers to growers through public welfare funds to help orchards improve soil quality and protect soil fertility.

The Group launched the “Public Welfare Project to Support the High-Quality Development of the Lemon Industry”, planning to initially invest RMB 5 million. In collaboration with professional institutions, we conduct research on preservation techniques. On the environmental front, we promote eco-friendly technologies such as integrated irrigation and fertilization to foster the green development of the lemon industry.

Through the “Lemon Growers Support Centre”, we offer planting technology classes and establish a mechanism for “incubation + training + application” transformation. We founded the Lemon Growers Association, inviting third-party professional agricultural input service providers and plant protection experts to share planting knowledge. We also provide growers with information on domestic and international lemon market trends, helping to cultivate a group of professional lemon industry talents who understand technology and management, providing human resource guarantees for the long-term development of farms.



雪王可持續農業
Snow King Sustainable Agriculture

公益向善 積極回饋社會

GIVING BACK TO SOCIETY

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本集團積極踐行企業公民使命，持續探索更多方式回饋社會，為社會創造可持續價值。我們廣泛參與公益事業，積極投身於鄉村振興、救災援助、教育助力、環保行動以及城市守護等多個領域的公益事業，力所能及地回饋社會。在2024年，本集團在社會責任履行方面積極行動，對外捐贈金額超過1,400萬元人民幣。

The Group actively fulfills the corporate citizenship mission by continuously exploring more ways to give back to society and create sustainable value. We extensively participate in public welfare initiatives, dedicating ourselves to rural revitalization, disaster relief, educational support, environmental protection, and urban community services, contributing to society within our capacity. In 2024, the Group took proactive steps in social responsibility fulfillment, with external donations exceeding RMB 14 million.

鄉村振興

RURAL REVITALIZATION

蜜雪冰城構建“三二一產業融合”模式：以4.6萬家國內外門店（三產）為核心，帶動五大生產基地（二產）實現核心原料自產，並建立檸檬、橙子、草莓、百香果、菠蘿、芋頭、山楂、芒果等多種水果或其餘農產品的訂單種植基地（一產），聯結數十萬農戶，形成“企業+基地+農戶”閉環。通過標準化種植、保價收購及全鏈條物流，推動農業產業化與鄉村振興。

Mixue has established an “Integrated Primary-Secondary-Tertiary Industry” model: With 46,000 domestic and international stores (tertiary sector) as the core, it drives five major production bases (secondary sector) to achieve self-sufficiency in key ingredients, while establishing contract farming bases (primary sector) for a variety of fruits such as lemons, oranges, strawberries, passion fruits, pineapples, taros, hawthorns, mangoes and other agricultural products. This model connects hundreds of thousands of farmers, forming a closed-loop system of “enterprise+base+farmers”. Through standardized cultivation, price-protected procurement, and end-to-end logistics, Mixue promotes agricultural industrialization and rural revitalization.

咖啡

COFFEE

雲南咖啡產業

Coffee Industry in Yunnan



我們在雲南省普洱市孟連縣與當地咖啡聯社簽訂了保底收購協議，承諾以不低於保底價格收購咖啡生豆，並在當地成立了雲南咖啡種植者支持中心，給咖農帶來了穩定的銷量和可觀的收入同時，也帶來了種植技術支持和多元化培訓。我們持續在安徽、廣西、海南等地扶農助農，為農民提供種植技術指導，並簽訂保底收購協議。

In Menglian County, Pu'er City, Yunnan Province, we signed a minimum price purchase agreement with the local coffee cooperative, committing to buy coffee beans at no less than the minimum price. We also established the Yunnan Coffee Farmers Support Centre, bringing stable sales volumes and substantial income to coffee farmers while providing technical support and diversified training. We continue to support and assist farmers in Anhui, Guangxi, Hainan and other places, providing planting technology guidance to farmers and signing guaranteed purchase agreements.

咖啡種植中的生物多樣性保護

Biodiversity Conservation in Coffee Plantations



我們在雲南省開展“蜜雪冰城遮蔭樹項目”，計劃覆蓋雲南省約270萬平方米的咖啡種植園。我們聯合加盟商、員工和消費者種植遮蔭樹，在保護咖啡作物、為咖農帶來額外收入的同時助力保持水土，改善生物多樣性。

We launched the “Mixue Shade Tree Project” in Yunnan, planning to cover approximately 2.7 million square meters of coffee plantations. In collaboration with franchisees, employees, and consumers, we plant shade trees to protect coffee crops, provide additional income for coffee farmers, and help conserve soil and water while improving biodiversity.

檸檬

LEMON

安嶽檸檬產業

Lemon Industry in Anyue



“蜜雪冰城”的冰鮮檸檬水深受消費者喜愛，檸檬的安全與健康則直接影響每一杯飲品的質量，為此，我們將目光投向整個產業鏈的健康發展，探索產業助農新模式，開展“優質果園扶持計劃”，進行技術上的合作幫扶，與合作夥伴共同為果農提供科學種植和物資支持，提供果樹培育、用藥、修枝、科學種植等方面的指導，幫助當地檸檬畝產提升。在改善農民工作條件方面，為避免人工打藥對人體的毒害，採用無人機打藥；為避免高溫天的勞作，開始嘗試取消“檸檬套袋”工序。

Mixue freshly-squeezed lemonade has won consumers' hearts, and the safety and quality of lemons directly impact every cup. To ensure healthy development across the entire supply chain, we've pioneered a new agricultural support model through our "Support Plan for Quality Orchards," providing technical cooperation and assistance to growers. We offer guidance on tree cultivation, pesticide use, pruning, and scientific planting, helping to increase local lemon yield per acre. To improve working conditions for farmers, we use drones for pesticide application to avoid human exposure and are experimenting with eliminating the "lemon bagging" process to avoid high-temperature labor.

草莓

STRAWBERRY

安徽草莓產業

Strawberry Industry in Anhui



為確保產品質量，保留水果鮮美本味，我們對草莓等水果產品採取直接採收加工製作的模式，農戶採摘的草莓可就近直接運到距離草莓基地約20公里的生產基地進行加工。為加強水果田間地頭的品質管理，促進經濟發展，助力就業，我們採用政企農研合作新模式，與草莓基地簽約，同時深入產地與果農進行技術交流學習並提供技術支持，助力農民多產多收。

To ensure product quality and preserve the fresh, natural flavor of fruits, we adopt a direct harvest-to-processing model for strawberries and other fruit products. Freshly picked strawberries are transported directly to our production base located approximately 20 kilometers from the growing bases for immediate processing. We adopt a new model of government-enterprise-farmer-research cooperation, signing agreements with strawberry bases. We engage in technical exchanges and provide support to farmers at the source, helping them increase production and income.

茶葉

TEA

茶葉加工技術研究
Tea Processing Technology Research



大咖國際與湖南中茶茶業有限公司搭建聯合實驗室，旨在進行茶葉種植、品種、採摘和儲運技術研究、茶葉創新加工技術研究、茶飲、飲料及周邊產品配方及新技術研究、智能設備研究及標準研究制定等，科學傳播茶文化、茶知識。同時，大咖國際申請政府科技課題，申報行業科技獎項，進行茶葉種植及深加工的科技創新。在茶葉深加工萃取方面，研究及申報了“一種高鮮靈度茉莉花茶萃取液的加工方式”發明專利，目前該專利正在實質審查中。

Daka International Food collaborates with China Tea (Hunan) Co., Ltd. to establish a joint laboratory. This lab focuses on tea planting, variety, harvesting, and storage and transportation technology research, innovative tea processing technology research, tea drinks, beverage and surrounding product formula and new technology research, intelligent equipment research, and standard formulation. We scientifically disseminate tea culture and knowledge. Additionally, Daka International Food applies for government science and technology projects, declares industry science and technology awards, and conducts technological innovation in tea planting and deep processing. In the field of tea deep processing extraction, we have researched and applied for a patent for “a processing method for high-freshness jasmine tea extract”, which is currently under substantive review.

我們採購茶葉的足跡遍布湖南、湖北、雲南、廣西、福建、四川等地，推動了上遊茶產業發展；同時進行茉莉花茶窰花技術研究，促進廣西橫州茉莉花產業的發展，為農戶帶來穩定的銷售渠道和收入增長渠道。

Our tea procurement spans across Hunan, Hubei, Yunnan, Guangxi, Fujian, Sichuan, and other regions, promoting the development of upstream tea industries. We also conduct research on jasmine tea scenting technology, fostering the development of the jasmine flower scent in Hengzhou City, Guangxi, providing stable sales channels and income growth opportunities for farmers.

災情救助

DISASTER RELIEF

2024年9月，面對颱風“摩羯”，我們在積極應對自身挑戰的同時，高效統籌資源，在海南定安災後重建及越南颱風救災工作開展援助行動。

In September 2024, in the face of Typhoon Yagi, while actively addressing our own challenges, we efficiently coordinated resources to conduct aid operations for post-disaster reconstruction in Ding'an, Hainan, and typhoon relief efforts in Vietnam.

定安災後重建

Ding'an Post-Disaster Reconstruction



為助力定安在颱風“摩羯”後的重建工作，大咖國際在積極開展自救的同時，迅速調動各方資源，向定安捐贈100萬元。大咖國際還向南方電網海南定安供電局以及前來支援定安的廣東電網潮州供電局捐贈應急物資，包括500件礦泉水和400餘件方便面。自2024年起，本集團計劃連續5年向定安縣教育基金會進行捐款，助力定安教育事業的高質量發展。

To support Ding'an's reconstruction efforts after Typhoon Yagi, while actively carrying out self-rescue, Daka International Food swiftly mobilized resources and donated RMB 1 million. to Ding'an. Daka International Food also provided emergency supplies, including 500 cases of mineral water and over 400 cases of instant noodles, to Hainan Ding'an Power Supply Bureau of China Southern Power Grid and Chaozhou Power Supply Bureau of Guangdong Power Grid, which had come to assist Ding'an. Since 2024, the Group has planned to make annual donations to the Ding'an County Education Foundation for five consecutive years to support the high-quality development of education in Ding'an.



社區公益

COMMUNITY PHILANTHROPY

本集團積極踐行社區公益，開展多項暖心活動。我們為戶外工作者提供“愛心茶”，為高考生設立“愛心助考站”，還在世界孤獨症關注日舉辦活動，關愛孤獨症兒童，用點滴善舉傳遞溫暖。

The Group actively engages in community philanthropy, conducting a variety of heartwarming activities. We have provided “Tea with Love” to outdoor workers, set up “Caring Station for Exam Support” for college entrance examination (Gaokao) candidates, and hosted events on World Autism Awareness Day to care for children with autism, using small acts of kindness to convey warmth.

“愛心茶”活動

“TEA WITH LOVE” CAMPAIGN

戶外工作者“愛心茶”活動 Tea with Love Outdoor Workers



希望这杯冰鲜柠檬水
能为他们抹去额头的汗水
带来舒心的微笑



蜜雪冰城和微信支付一起

“橙风破热浪 夏日送清凉”

為戶外工作者提供愛心茶
Providing “Tea with Love” for
outdoor workers

“蜜雪冰城”積極開展“愛心茶”活動，在深圳、廣州、武漢、上海、東莞、西安、延安等城市，我們的門店主動向有需求的戶外工作者提供蜜雪冰城產品，送去清涼體驗。

Mixue actively carries out the “Tea with Love” campaign. In cities such as Shenzhen, Guangzhou, Wuhan, Shanghai, Dongguan, Xi’an, and Yan’an, our stores take the initiative to provide Mixue products to outdoor workers in need, delivering a cool experience.

此外，“蜜雪冰城”還接入了“愛心餐一塊捐”公益微插件。商戶可以在消費者點餐或購物頁面配置插件，讓消費者感知公益項目並參與捐贈，擴大公益覆蓋場景、鼓勵社會參與。戶外工作者領取用戶捐贈後，捐贈者還將收到實時消息推送，實現公益透明公開，讓善意激起迴響。

Furthermore, Mixue integrated the “Donating 1 Yuan for Love Meal” public welfare micro-plugin. Merchants can configure the plugin on consumer ordering or shopping pages, allowing consumers to perceive and participate in public welfare projects, expanding the coverage of public welfare scenarios and encouraging social participation. After outdoor workers claim donations made by users, donors will also receive real-time message notifications, achieving transparent and public welfare, allowing kindness to resonate.

助力高考

CHEER UP FOR COLLEGE ENTRANCE EXAMINATION EXAMINEES



助力高考

Cheer up for college entrance examination examinees

2024年高考期間，我們在拉薩、洛陽、淄博等25個城市設立了“愛心助考站”，精心準備並為考生們派發了“高考加油包”。

During the 2024 college entrance examination period, we established “Care for Examinees Stations” in 25 cities, including Lhasa, Luoyang, and Zibo, carefully preparing and distributing the care packages to candidates.

我們聯合滴滴平台，6月1日至9日期間，在全國106個城市推出了“滴滴打車2元起”的優惠活動，並在瀘州、遵義兩地安排了“愛心送考車”，為考生提供免費接送服務。

In collaboration with the Didi e-hailing service, from June 1st to 9th, we launched a “Didi ride starting at 2 yuan” discount campaign in 106 cities across the country. Additionally, in Luzhou and Zunyi, we arranged “Examinees Transport Vehicles” to provide free pick-up and drop-off services for candidates.



2024年高考助考

Cheer up for 2024 college entrance examination examinees

關愛兒童

CHILD CARE

守護孤獨症兒童

Protecting Children with Autism



2024年4月2日世界孤獨症關注日，“蜜雪冰城”攜手字節跳動公益和抖音生活服務，在深圳歡樂海岸舉辦“你好，星星的孩子”公益街區活動，通過手工互動等方式陪伴孤獨症兒童，用愛守護孤獨症兒童，為他們送去溫暖與關懷。

On April 2, 2024, World Autism Awareness Day, Mixue joined forces with ByteDance Public Welfare and Douyin Life Services to host the “Hello, Star Children” public welfare block activity at Shenzhen Happy Coast. Through handicraft interactions and other methods, we accompanied children with autism, using love to protect them and sending them warmth and care.



“你好，星星的孩子”公益街區活動
“Hello, Star Children” Public Welfare Block Activity

綠色行動 加強環境保護

GREEN INITIATIVES, STRENGTHENING ENVIRONMENTAL PROTECTION

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在推進可持續發展的實踐中，本集團堅持綠色發展理念，推行節能減碳措施，規範資源管理，加強廢棄物源頭管控，探索包材可持續創新，助力環境保護和可持續發展。

In advancing sustainable development practices, the Group adheres to green development principles, implementing energy-saving and carbon reduction measures, standardizing resource management, enhancing waste source control, and exploring sustainable packaging innovations to contribute to environmental protection and sustainable growth.



應對氣候變化 CLIMATE CHANGE RESPONSE

溫室氣體排放

本集團倡導環保低碳綠色生產模式，嚴格遵守《中華人民共和國環境保護法》等法律法規。為響應國家“雙碳”目標，本集團積極開展溫室氣體排放數據盤查，有針對性地進行節能減排，高效管理能源、節能降耗。

GREENHOUSE GAS EMISSIONS

The Group advocates an environmentally friendly, low-carbon, and green production model, strictly adhering to laws and regulations such as the *Environmental Protection Law of the People's Republic of China*. In response to the national “dual carbon” goals, the Group actively conducts an inventory of greenhouse gas emissions, targets energy conservation and emission reduction, and efficiently manages energy use and reduces consumption.

關鍵績效指標 ¹¹ Key Performance Indicators (KPIs) ¹¹	單位 Unit	2024年數據 2024 data
範圍一溫室氣體排放量 Scope I emissions	噸CO ₂ e Tonnes of CO ₂ e	18,426.40
範圍二溫室氣體排放量 Scope II emissions	噸CO ₂ e Tonnes of CO ₂ e	72,340.76
溫室氣體排放強度（範圍一+範圍二） Greenhouse gas emission intensity (Scope I+Scope II)	噸CO ₂ e/噸產品 Ton CO ₂ e/ton product	0.12

¹¹ 範圍一、範圍二溫室氣體排放量數據覆蓋大咖國際、集團辦公樓、蜜雪冰城自營門店、幸運咖自營門店。溫室氣體排放主要為生產過程中燃料使用導致的直接溫室氣體排放（範圍一），以及外購電力、外購蒸汽帶來的能源間接溫室氣體排放（範圍二），排放量按二氧化碳當量呈列，溫室氣體排放量計算參照中華人民共和國國家發展和改革委員會發佈的《食品、烟草及酒、飲料和精制茶企業溫室氣體排放核算方法與報告指南（試行）》以及《關於發佈 2022 年電力二氧化碳排放因子的公告》計算。

¹¹ Scope 1 and Scope 2 greenhouse gas emissions data cover Daka International Food, the Group office building, self-operated stores of Mixue, and self-operated stores of Lucky Cup. Greenhouse gas emissions mainly consist of direct greenhouse gas emissions from fuel use during the production process (Scope 1), as well as indirect greenhouse gas emissions from purchased electricity and purchased steam (Scope 2). Emissions are presented in carbon dioxide equivalents. The calculation of greenhouse gas emissions refers to the *Guidelines for Greenhouse Gas Emissions Accounting and Reporting for Food, Tobacco, Alcohol, Beverage and Refined Tea Enterprises (Trial)* issued by the National Development and Reform Commission of the People's Republic of China and the *Announcement on the 2022 CO₂ Emission Factors for Electricity*.

基於我們所有生產設施的數據，本集團設定目標¹²如下：

到2028年，每噸產品的範圍二溫室氣體排放量較2023年累計減少3%。未來本集團將每年審閱該目標的進展，並適時調整。本年度，每噸產品的範圍二溫室氣體排放量為0.10噸CO₂e/噸產品。

氣候變化應對

本集團密切關注氣候變化相關的風險和機遇可能對重點業務、企業戰略及財務表現造成的潛在影響。針對所識別的風險和機遇事項，我們會評估其潛在的影響程度並匹配應對措施，動態調整業務戰略和經營策略。

氣候物理風險評估和應對

Physical Climate Risk Assessment and Response

極端天氣影響生產設施

Extreme weather would cause damage to production facilities

根據各工廠所在地的地形和曆史氣象數據，在生產設施中融入抗震、抗台風設計，增強工廠防災能力。Equip production facilities with seismic and typhoon-resistant designs based on the topographic characteristics and historical meteorological data of the locations of the plants to enhance disaster resilience.

極端天氣影響農產品供應鏈穩定性

Extreme weather would affect the stability of the supply chain of agricultural products

應對極端天氣，我們提前關注產地天氣，遇降雨協同供應商提前採摘入庫，儲備多產地採購源，減少損失、保障供應；事後指導防治病害，靈活調整採購標準和研發方向，確保供應鏈穩定。Monitor origin weather in advance, coordinate with suppliers for early harvesting and storage during rainfall, diversify procurement sources to reduce losses and ensure supply; post-event, guide disease prevention and flexibly adjust procurement standards and R&D directions to stabilize the supply chain.

Based on data from all our production facilities, the Group has set the following targets¹² :

By 2028, reduce Scope 2 greenhouse gas emissions per ton of product by 3% compared to 2023. The Group will review the progress of this target annually and adjust it as appropriate. This year, the Scope 2 greenhouse gas emissions per ton of product were 0.10 tonnes of CO₂e per ton of product.

CLIMATE CHANGE RESPONSE

The Group closely monitors the potential impacts of climate change-related risks and opportunities on key business operations, corporate strategy, and financial performance. For the identified risks and opportunities, we assess their potential impact and match them with corresponding measures, dynamically adjusting business strategies and operational tactics.

¹² 該目標涉及的排放設施為截至 2023 年 12 月 31 日的所有生產設施。

¹² The emission facilities involved in this target are all production facilities as of December 31, 2023.

雪王農業積極應對氣候變化挑戰

Snow King Agriculture Actively Addresses Climate Change Challenges



為應對氣候變化對農產品的挑戰，雪王農業積極採取措施：為應對夏季高溫乾旱，以及冬季低溫霜凍對果樹造成的傷害，雪王農業藉助蜜雪公益基金，向種植戶免費捐贈設施設備；雪王農業推進果園改造，優化佈局以適應機械化作業和管網鋪設，提升果園的現代化水平和抗風險能力。

To tackle the challenges of climate change on agricultural products, Snow King Agriculture has taken proactive measures: in response to summer droughts and winter frosts that harm fruit trees, Snow King Agriculture, through the Mixue Public Welfare Fund, donates facilities and equipment to growers for free. Snow King Agriculture also promotes orchard transformation, optimizing layouts to accommodate mechanized operations and pipeline installation, enhancing the modernization level and risk resistance of orchards.

氣候轉型風險評估和應對

Climate Transition Risk Assessment and Response

氣候政策法規強化

Increasingly stringent climate-related laws and regulations

持續跟蹤國家標準及監管要求，提升自身及價值鏈的環保能力，確保合法合規運營，並披露溫室氣體排放和能源使用等數據。

Pay close attention to the development of national standards and regulatory requirements, improve environmental protection capabilities of our own as well as that of our value chain, conduct operations in compliance with laws and regulations, and disclose greenhouse gas emissions, energy consumption, and other related data.

消費者環保意識提升

Increased consumer environmental awareness

與高校等科研機構合作研發環保產品；

Cooperate with universities and other research institutions to develop innovative environment-friendly products;

加強與消費者的溝通，增進其對產品環保屬性的理解。

Strengthen communication with consumers to better acquaint them with the green attributes of our products.

氣候機遇

Climate opportunities

低碳運營有助於長期運營安全

Low-carbon operations would help to achieve long-term operational security

提升能源效率、加強水資源管理、促進廢棄物分類回用等措施將在中長期增強本集團的核心競爭力。

Measures such as increasing energy efficiency, strengthening water resource management, promoting waste sorting, and encouraging waste recycling would enhance the Group's core competitiveness in the medium to long term.

可降解包材促進全球化拓展

Degradable packaging materials can facilitate the global marketing of products

使用可降解包材，有助於終端產品符合各國可持續發展政策，贏得消費者認可，推動產品全球化。

The use of degradable packaging materials will help end products meet the sustainable development policies of various countries, gain consumer recognition, and further realise the globalisation of products.

能源管理

ENERGY MANAGEMENT

本集團致力於推進綠色低碳運營，聚焦節能減碳、水資源利用等關鍵領域，積極探索實踐，提升本集團資源利用效率和環境管理水平。

公司對環境及天然資源的影響主要在於工廠及辦公樓日常運營產生的排放及以外購電力、市政供水為主的資源使用。報告期內，本公司未發生對環境及天然資源造成重大影響的事件。

The Group is committed to promoting green and low-carbon operations, focusing on key areas such as energy conservation and carbon reduction, and water resource utilization. We actively explore and implement practices to enhance the Group's resource utilization efficiency and environmental management level.

The Company's impact on the environment and natural resources mainly stems from emissions generated by the daily operations of factories and office buildings, as well as the use of resources such as purchased electricity and municipal water supply. During the Reporting Period, the Company did not experience any events that had a significant impact on the environment and natural resources.



推動節能降耗

我們制定了《能源目標指標和管理方案控制程序》《設備設施管理及運行數據異常控制程序》等能源使用制度，並確保其有效執行。在生產運營過程中，我們針對關鍵能耗環節，積極開展設備改造，持續優化能效，致力於打造低碳、高效的生產環境。

我們在以大咖國際河南生產基地為代表的生產基地率先建立了完善的能源管理體系，並完成了ISO 50001:2018能源管理體系認證。我們將節能減排納入工廠各部門的考核指標，持續推動資源利用效率的提升。



ISO 50001:2018能源管理體系認證證書
ISO 50001:2018 Energy Management System Certification

PROMOTING ENERGY CONSERVATION AND CONSUMPTION REDUCTION

We have established energy use systems such as the *Energy Target, Indicator, and Management Plan Control Procedure* and the *Equipment and Facilities Management and Abnormal Operation Data Control Procedure*, ensuring their effective implementation. In the production and operation process, we actively carry out equipment upgrades targeting key energy consumption links, continuously optimize energy efficiency, and strive to create a low-carbon and efficient production environment.

Taking the Henan production base of Daka International Food as a representative, we have established a comprehensive energy management system and completed the ISO 50001:2018 Energy Management System certification. We have incorporated energy conservation and emission reduction into the performance indicators of various departments in the factory, continuously driving the improvement of resource utilization efficiency.



多技術協同，大咖國際綜合能效提升**Multi-technology Synergy for Comprehensive Energy Efficiency Improvement at Daka International Food**

在大咖國際河南生產基地，我們借助智能化能源監控系統實時監測能源消耗，深入分析數據，查找浪費點並制定節能措施，定期評估並優化策略。此外，我們對循環水泵進行節能改造，基於葉輪優化和管道阻力計算模型，通過精確的參數測量和管道系統分析，更換了新型葉輪並優化了管道佈局，顯著提升了循環水泵的運行效率，能耗降低20%以上。我們還在噴塔項目中集成了設備餘熱回收系統，有效地回收了設備的餘熱，並將這些熱量用於宿舍區域的供暖。

At the Henan production base of Daka International Food, we utilize an intelligent energy monitoring system to monitor energy consumption in real-time. We conduct in-depth data analysis to identify waste points and develop energy-saving measures, regularly assessing and optimizing strategies. Additionally, we have carried out energy-saving upgrades on circulation pumps. Based on impeller optimization and pipeline resistance calculation models, we have replaced the impellers and optimized the pipeline layout through precise parameter measurement and pipeline system analysis, significantly improving the operational efficiency of the circulation pumps and reducing energy consumption by over 20%. We have also integrated a waste heat recovery system into the spray tower project, effectively recycling waste heat from equipment and using it for heating in the dormitory area.

在大咖國際海南生產基地，我們採用行業領先的變頻空調系統，智能調節空調運行頻率，有效降低空調系統能耗近四成，我們還引入新風預冷技術，利用夜間低溫提前降低室內溫度，有效削減日間空調系統冷負荷。我們通過引入智能照明控制系統，並根據生產區域的實際需求自動調節照明亮度，有效降低照明能耗。

At the Hainan production base of Daka International Food, we have adopted industry-leading frequency conversion air conditioning systems that intelligently regulate the operating frequency of air conditioners, effectively reducing energy consumption by nearly 40%. We have also introduced fresh air pre-cooling technology, using nighttime low temperatures to pre-cool indoor spaces and effectively reduce the cooling load on air conditioning systems during the day. By introducing an intelligent lighting control system, we automatically adjust lighting brightness according to the actual needs of production areas, effectively reducing lighting energy consumption.

得益於有效的環境管理體系，河南生產基地已獲得 ISO 14001:2015 認證，並完成了國家級和河南省級綠色工廠認證。

Thanks to the effective environmental management system, the Henan production base has obtained ISO 14001:2015 certification and completed national and Henan provincial green factory certifications.

重慶生產基地綠色基建設計

Green Infrastructure Design at Chongqing Production Base



在工廠建設過程中，我們充分將環保理念納入考量。在重慶生產基地規劃階段，項目團隊深入調研了包括土壤類型、岩層分布、地下水位等在內的地址情況，巧妙地將原地貌的高低差異融入廠房設計中，形成了階梯式的佈局。在原地貌低的位置，項目規劃了兩層結構，既充分利用了地下空間，又避免了因地勢低窪而帶來的排水難題；而在原地貌高的位置，則設計為一層結構，既保持了與周圍環境的和諧統一，又確保了廠房結構的穩定性和安全性。這種設計不僅減少了大規模的土地平整工作，還充分利用了自然地形，降低了建設成本。

During the factory construction process, we fully incorporated environmental protection concepts. In the planning stage of the Chongqing production base, the project team conducted in-depth research on geological conditions, including soil types, rock layer distribution, and groundwater levels. They cleverly integrated the original topographical differences into the factory design, creating a stepped layout. In areas with lower original terrain, the project planned a two-story structure, which not only fully utilized underground space but also avoided drainage problems caused by low-lying areas. In areas with higher original terrain, a single-story structure was designed, maintaining harmony with the surrounding environment while ensuring the stability and safety of the factory structure. This design not only reduced large-scale land leveling work but also fully utilized the natural terrain to lower construction costs.

在海南生產基地，我們採用鋼結構裝配式建造方式，縮短了施工工期的同時減少現場施工過程碳排放。

At the Hainan production base, we adopted a steel structure prefabricated construction method, shortening the construction period and reducing carbon emissions during on-site construction.

我們日常通過培訓和宣傳提升員工節能意識，鼓勵員工積極參與節能工作並提供建議。

We regularly enhance employees' energy-saving awareness through training and publicity, encouraging their active participation in energy-saving efforts and inviting them to provide suggestions.

使用可再生能源

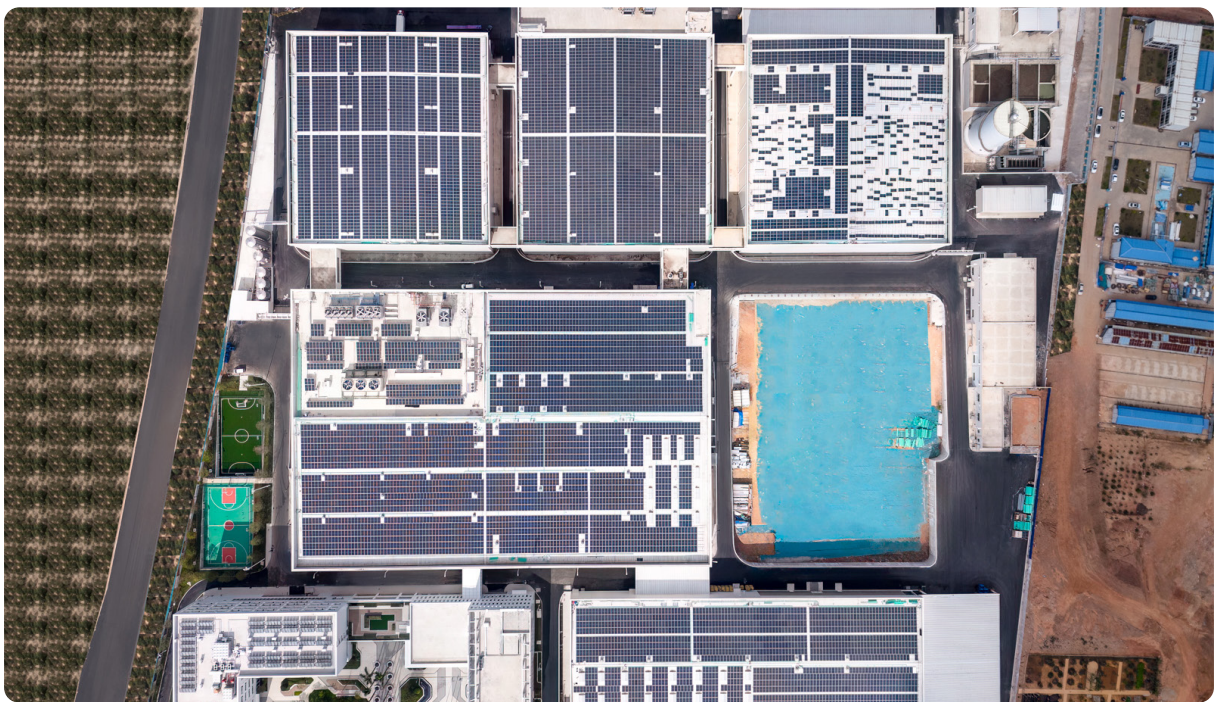
本集團積極探索可再生能源使用，持續推動工廠能源結構綠色轉型。我們在河南生產基地、重慶生產基地、廣西生產基地、海南生產基地佈局光伏項目，以加速推動工廠綠色低碳轉型。

2024年，河南生產基地和廣西生產基地啟動了自建光伏發電項目，其中河南生產基地全年完成5.99兆瓦光伏組件安裝，並於12月底實現全容量併網，預計年發電量可達6,000兆瓦時；廣西生產基地光伏項目年發電量達2,614兆瓦時。海南生產基地採用建築一體化光伏（BIPV）技術，落地光伏項目建設。

RENEWABLE ENERGY UTILIZATION

The Group actively explores the use of renewable energy and continuously promotes the green transformation of the energy structure in factories. We have implemented photovoltaic (PV) projects at our production bases in Henan, Chongqing, Guangxi, and Hainan to accelerate the green and low-carbon transformation of our factories.

In 2024, the production bases in Henan and Guangxi initiated self-built photovoltaic power generation projects. The Henan base completed the installation of 5.99 megawatts of photovoltaic panels and achieved full-capacity grid connection by the end of December, with an estimated annual power generation of 6,000 megawatt-hours. The Guangxi base's photovoltaic project generated 2,614 megawatt-hours of electricity annually. The Hainan base adopted Building Integrated Photovoltaics (BIPV) technology for its photovoltaic project.



廣西生產基地屋頂光伏

Roof-top photovoltaics in Guangxi production base

除了自發光伏外，公司也開始探索綠電交易，報告期內購買綠電合計23,757兆瓦時。

In addition to self-generated photovoltaic power, the Company has also begun exploring green electricity trading, purchasing a total of 23,757 megawatt-hours of green electricity during the Reporting Period.

關鍵績效指標 ¹³ Key Performance Indicators (KPIs) ¹³	單位 Unit	2024年數據 2024 data
直接能源消耗量 Direct Energy Consumption	兆瓦時 MWh	91,534.70
間接能源消耗量 Indirect Energy Consumption	兆瓦時 MWh	148,862.30
能源消耗總量 Total Energy Consumption	兆瓦時 MWh	240,397.00
能源消耗強度 Energy Consumption Intensity	兆瓦時/噸產品 MWh per ton of product	0.32

基於我們所有生產設施的數據，本集團設定目標¹⁴如下：

Based on data from all our production facilities, the Group has set the following target¹⁴:

以2023年為基準年，到2028年，每噸產品用電量較2023年累計減少3%。未來本集團將每年審閱該目標的進展，並適時調整。2024年，每噸產品用電量為0.13兆瓦時/噸產品。

By 2028, reduce electricity consumption per ton of product by 3% compared to 2023. The Group will review the progress of this target annually and adjust it as appropriate. In 2024, the electricity consumption per ton of product was 0.13 MWh per ton of product.

¹³ 能源消耗總量數據涵蓋大咖國際、集團辦公樓、蜜雪冰城自營門店、幸運咖自營門店。能源消耗為生產設施使用燃料（包括天然氣、汽油、柴油以及液化石油氣）帶來的直接能源消耗以及使用外購電、外購蒸汽的間接能源消耗，計算方法和轉換因子來自中國國家發展和改革委員會發佈的《食品、烟草及酒、飲料和精制茶企業溫室氣體排放核算方法與報告指南（試行）》中化石燃料相關缺省值計算。能源消耗強度覆蓋大咖國際（即所有生產設施）。

¹³ The total energy consumption data covers Daka International Food, the Group's office buildings, Mixue self-operated stores, and Lucky Cup self-operated stores. Energy consumption includes direct energy consumption from fuels used in production facilities (including natural gas, gasoline, diesel, and liquefied petroleum gas) and indirect energy consumption from purchased electricity and steam. The calculation method and conversion factors are based on the default values for fossil fuels in the Guidelines for Greenhouse Gas Emissions Accounting and Reporting for Food, Tobacco, Alcohol, Beverage and Refined Tea Enterprises (Trial) issued by the National Development and Reform Commission of China. The energy consumption intensity covers Daka International Food (i.e., all production facilities).

¹⁴ 該目標涉及的能源消耗設施為截至2023年12月31日的所有生產設施。

¹⁴ The energy consumption facilities involved in this goal are all production facilities as of December 31, 2023.

水資源管理

WATER RESOURCE MANAGEMENT

本集團重視水資源管理，嚴格遵守《中華人民共和國環境保護法》《中華人民共和國水法》《中華人民共和國水污染防治法》等環境法律法規，嚴格管理水資源利用，提高水資源利用效率。報告期內，本集團在求取水資源方面並未遇到任何問題。

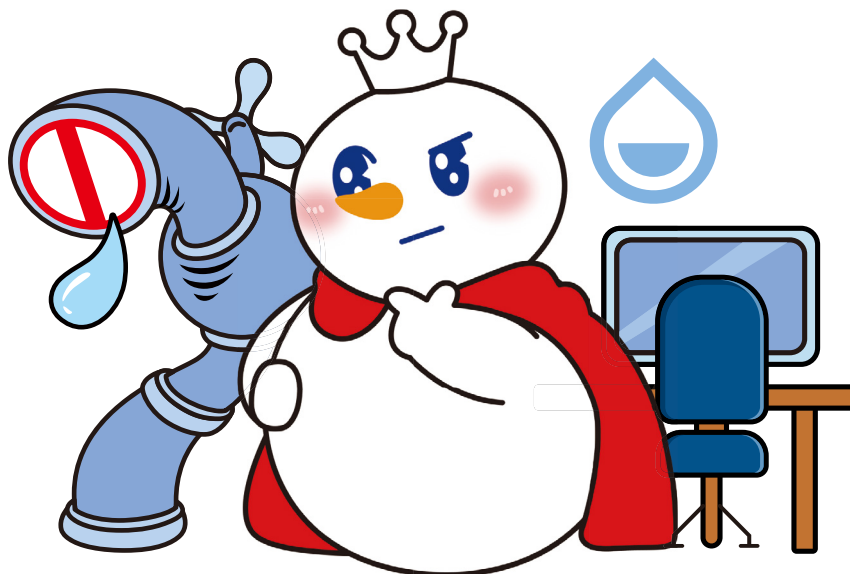
我們在生產環節廣泛應用節水型器具和設備。在大咖國際，我們借助智能化用水監測系統，定期分析監測數據以優化管理，同時設計屋面及地面雨水回收系統，為綠化灌溉和道路沖洗提供水源，提升了水資源的利用效率。

我們通過培訓和宣傳活動，提高員工對水資源管理的認識和重視程度，鼓勵員工積極參與節水工作，提出節水建議和改進措施，深化節水理念。

The Group places great importance on water resource management, strictly adhering to environmental laws and regulations such as the *Environmental Protection Law of the People's Republic of China*, the *Water Law of the People's Republic of China*, and the *Water Pollution Prevention and Control Law of the People's Republic of China*. We rigorously manage water resource utilization and enhance water use efficiency. During the Reporting Period, the Group did not encounter any issues in obtaining water resources.

We widely apply water-saving devices and equipment in the production process. At Daka International Food, we utilize an intelligent water monitoring system to regularly analyze monitoring data for optimized management. We have also designed a rooftop and ground-level rainwater harvesting system to provide water for landscaping irrigation and road cleaning, thereby improving water resource utilization efficiency.

Through training and publicity campaigns, we enhance employees' awareness and commitment to water resource management, encouraging their active participation in water-saving efforts and the proposal of water-saving suggestions and improvement measures to deepen the water-saving concept.



基於我們所有生產設施的數據，本集團設定目標¹⁵如下：

Based on data from all our production facilities, the Group has set the following target¹⁵:

到2028年，每噸產品市政用水量較2023年累計減少3%。未來本集團將每年審閱該目標的進展，並適時調整。

By 2028, reduce municipal water consumption per ton of product by 3% compared to 2023. The Group will review the progress of this target annually and adjust it as appropriate.

關鍵績效指標 Key Performance Indicators (KPIs)	單位 Unit	2024年數據 2024 data
耗水量 ¹⁶ Water Consumption ¹⁶	立方米 m ³	2,143,151.20
耗水強度 ¹⁷ Water Consumption Intensity ¹⁷	立方米/噸產品 m ³ per ton of product	2.86

¹⁵ 該目標涉及的用水設施為截至 2023 年 12 月 31 日的所有生產設施。

¹⁵ The water facilities involved in this goal are all production facilities as of December 31, 2023.

¹⁶ 耗水量數據覆蓋大咖國際、集團辦公樓、蜜雪冰城自營門店、幸運咖自營門店，耗水量來自市政自來水耗用量。

¹⁶ The water consumption data covers Daka International Food, Group office buildings, self-operated stores of Mixue, and self-operated stores of Lucky Cup. The water consumption comes from the municipal tap water consumption.

¹⁷ 耗水強度覆蓋大咖國際，即所有生產設施。

¹⁷ The water consumption intensity covers all production facilities of Daka International Food.

包材管理

PACKAGING MANAGEMENT

本集團深入探索環保的可能性，不斷創新並採用可持續的包裝材料。我們通過優化珍珠紙箱結構，調整紙箱隔卡設計，精簡紙箱克重等方式對紙箱材料進行系統性改進；我們也通過調整封箱膠帶等舉措降低塑料使用量，持續推動包裝“減塑”。

The Group delves deeply into the possibilities of environmental protection, continuously innovating and adopting sustainable packaging materials. We have systematically improved cardboard box materials by optimizing the structure of pearl paper boxes, adjusting the design of box separators, and refining the weight of the cardboard. We have also reduced plastic usage by adjusting the width of sealing tape and other measures, continuously driving the “plastic reduction” in packaging.

印度尼西亞可降解塑料推廣

Promotion of Biodegradable Plastics in Indonesia



自2022年起，我們在印尼市場的本地化採購中，將吸管和塑料袋的材料改為可降解塑料，有效減少了傳統塑料對環境的影響，展現了本集團在全球業務佈局中對可持續發展的承諾。在國內市場，我們同樣持續關注環保材料的研發和應用，致力於在業務發展的同時，為環境保護做出貢獻。

Since 2022, in our localized procurement in the Indonesian market, we have switched the materials of straws and plastic bags to biodegradable plastics, effectively reducing the environmental impact of traditional plastics and demonstrating the Group's commitment to sustainable development in the global business layout. In the domestic market, we also continuously focus on the research and development and application of eco-friendly materials, dedicated to contributing to environmental protection while developing our business.

基於我們所有生產設施的數據，本集團設定目標¹⁸如下：

到2028年，由再生紙漿制成的紙板包材比例由2023年的60.80%上升至65%。未來本集團將每年審閱該目標的進展，並適時調整。2024年，使用再生紙漿制成的紙板箱¹⁹比例為64.67%。

Based on data from all our production facilities, the Group has set the following target¹⁸:

Proportion of cardboard packaging made from recycled pulp: by 2028, increase the proportion of cardboard packaging made from recycled pulp from 60.80% in 2023 to 65%. The Group will review the progress of this target annually and adjust it as appropriate. In 2024, the proportion of cardboard boxes¹⁹ made from recycled pulp was 64.67%.

關鍵績效指標 Key Performance Indicators(KPIs)	單位 Unit	2024年數據 2024 data
可持續包裝材料使用量 ²⁰ Sustainable Packaging Material Usage ²⁰	噸 Tonnes	128,880.16
其他包裝材料使用量 Other Packaging Material Usage	噸 Tonnes	139,419.37
包裝材料使用總量 Total Packaging Material Usage	噸 Tonnes	268,299.53
包裝材料使用強度 ²¹ Packaging Material Usage Intensity ²¹	噸/噸產品 Tonnes per ton of product	0.14

¹⁸ 該目標限定在截至2023年12月31日的所有生產設施。

¹⁸ The target is limited to all production facilities as of December 31, 2023.

¹⁹ 使用再生紙漿制成的紙板箱比例覆蓋大咖國際，即所有生產設施。

¹⁹ The proportion of cardboard boxes made from recycled pulp covers all production facilities of Daka International Food.

²⁰ 可持續包裝材料包括紙杯、cpla 吸管、pla 塑杯等包裝材料。

²⁰ Sustainable packaging materials include paper cups, CPLA straws, PLA plastic cups, and other packaging materials.

²¹ 包裝材料強度覆蓋大咖國際，即所有生產設施。

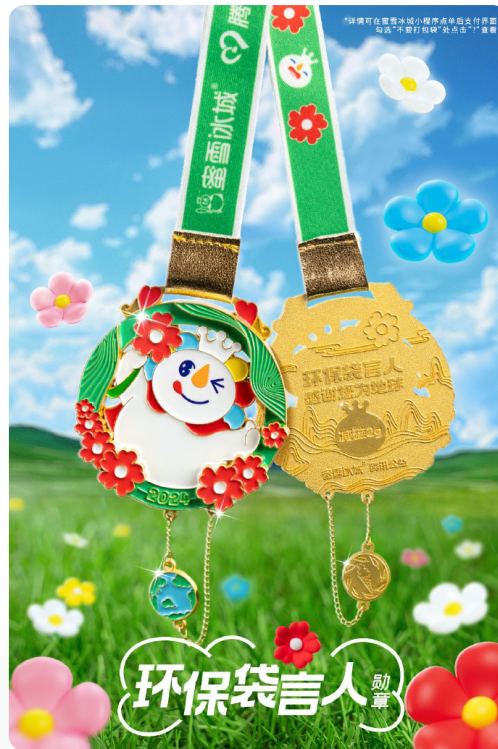
²¹ The packaging materials usage intensity covers all production facilities of Daka International Food.



“不要打包袋”活動
“No Packing Bag” Campaign

2024年，我們聯合騰訊公益推出“不要打包袋”環保行動。顧客通過微信小程序下單時選擇“不要打包袋”，即可領取騰訊公益小紅花，並積攢兌換“環保代言人”紀念勳章。活動期間，選擇“不要打包袋”的訂單達2,526萬單。活動結束後，該選項繼續保留於微信小程序中，截至2024年底，選擇“不要打包袋”訂單數已達1.86億。

In 2024, we launched the “No Packing Bag” environmental action in collaboration with Tencent Charity. Customers who choose “No Packing Bag” when placing orders through the WeChat mini-program can receive Tencent Charity Red Flowers and accumulate them to exchange for a “Green Ambassador” commemorative badge. During the campaign, orders choosing “No Packing Bag” reached 25.26 million. After the campaign ended, the option continued to be available on the WeChat mini-program. By the end of 2024, the number of orders choosing “No Packing Bag” had reached 186 million.



“不要打包袋”活動
“No Packing Bag” Campaign

廢氣、廢水排放管理

EMISSION MANAGEMENT OF EXHAUST GAS AND WASTEWATER

本集團嚴格遵循《中華人民共和國大氣污染防治法》及各運營地點大氣污染相關的法律法規，設立了《大氣污染防治程序》，在工廠生產環節加強廢氣處理設施的運行和維護，確保廢氣達標排放且排放量降低。在施工環節，通過優化施工方案，減少不必要的施工活動，從而降低廢氣的排放。

The Group strictly adheres to the *Atmospheric Pollution Prevention and Control Law of the People's Republic of China* and other relevant laws and regulations on air pollution at each operational site. We have established the *Air Pollution Prevention and Control Procedure* to strengthen the operation and maintenance of exhaust gas treatment facilities in the factory production process, ensuring that exhaust gas emissions meet standards and are reduced. During construction, we optimize construction plans and reduce unnecessary construction activities to minimize exhaust gas emissions.

關鍵績效指標 ²² Key Performance Indicators (KPIs) ²²	單位 Unit	2024年數據 2024 data
氨氮排放量 Ammonia-Nitrogen Emissions	kg	117.28
硫化氫排放量 Hydrogen Sulfide Emissions	kg	10.75
氮氧化物排放量 Nitrogen Oxides Emissions	kg	889.04
非甲烷總烴和顆粒物排放量 Non-Methane Total Hydrocarbons and Particulate Matter Emissions	kg	586.60
二氧化硫排放量 Sulfur Dioxide Emissions	kg	257.47

²² 廢氣主要來源於大咖國際，即所有生產設施。

²² The exhaust gas mainly comes from Daka International Food, which refers to all production facilities.

大咖國際依照《黃河流域生態保護和高質量發展規劃綱要》，排放污水COD（化學需氧量）達到國家一級A標50mg/L以下。我們制定了《水污染防治程序》等內部制度，確保廢水達標排放。

Daka International Food, in accordance with the *Outline of the Ecological Protection and High-Quality Development Plan for the Yellow River Basin*, ensures that the COD (Chemical Oxygen Demand) of discharged wastewater reaches below the national Class A standard of 50 mg/L. We have established internal systems such as the *Wastewater Pollution Prevention and Control Procedure* to ensure that wastewater emissions meet standards.



大咖國際河南生產基地經處理後回收的廢水用於屋頂養金魚
At the Henan production base of Daka International Food, treated and recycled wastewater is used to raise goldfish on the roof.

廢棄物管理

WASTE MANAGEMENT

本集團重視廢棄物管理工作，對生產運營端廢棄物進行嚴格管控，遵守《中華人民共和國固體廢物污染環境防治法》等法律法規。大咖國際制定了《廢棄物管理程序》，對廢棄物進行分類管理。無害廢棄物在現場分類收集後，由專用車輛運輸至指定場所。可回收廢棄物用於新產品或建築項目；不可回收但可再利用的材料循環用於新項目；無法資源化的廢棄物按環保標準填埋或堆放。有害廢棄物由有資質單位處理，並實時監測，杜絕污染。

基於我們所有生產設施的數據，本集團設定如下目標²³，有害廢棄物100%由有資質的第三方處置。我們對廢棄物進行有針對性的分類管理，要求具備資質的第三方對廢棄物進行回收、收購、處理，並對廢棄物處理種類、重量進行台賬記錄，定期分析管控。

公司定期培訓施工人員，明確各部門職責，確保廢棄物管理各環節有效執行。我們通過優化施工流程、採用環保材料和設備、加強廢棄物分類和回收等措施，減少廢棄物的產生。公司定期培訓施工人員，明確各部門職責，確保廢棄物管理各環節有效執行。

The Group places great importance on waste management, strictly controlling waste generated from production and operations, and adhering to laws and regulations such as the *Law of the People's Republic of China on the Prevention and Control of Environmental Pollution by Solid Wastes*. Daka International Food has established the *Waste Management Procedure* to manage waste through classification. Non-hazardous waste is collected on-site and transported by specialized vehicles to designated locations. Recyclable waste is used for new products or construction projects; non-recyclable but reusable materials are cycled back into new projects; and waste that cannot be resource-optimized is landfilled or stockpiled according to environmental standards. Hazardous waste is handled by qualified units and monitored in real-time to prevent pollution.

Based on data from all our production facilities, the Group has set the following targets²³: 100% of hazardous waste is disposed of by qualified third parties. We manage waste through targeted classification, requiring qualified third parties to recycle, purchase, and process waste, and to keep records of the types and weights of waste processed, with regular analysis and control.

The Company regularly trains construction personnel, clarifies the responsibilities of each department, and ensures the effective implementation of all aspects of waste management. We reduce waste generation through measures such as optimizing construction processes, using eco-friendly materials and equipment, and strengthening waste classification and recycling. The Company regularly trains construction personnel, clarifies the responsibilities of each department, and ensures the effective implementation of all aspects of waste management.

²³ 該目標涉及的排放設施為截至 2023 年 12 月 31 日的所有生產設施。

²³ The emission facilities involved in this target are all production facilities as of December 31, 2023.

關鍵績效指標 Key Performance Indicators (KPIs)	單位 Unit	2024年數據 2024 data
無害廢棄物重量 ²⁴ Non-hazardous Waste Weight ²⁴	噸 Tonnes	28,102.78
無害廢棄物密度 Non-hazardous Waste Density	噸/噸產品 Tonnes per ton of product	0.03
有害廢棄物重量 ²⁵ Hazardous Waste Weight ²⁵	噸 Tonnes	4.92
有害廢棄物密度 ²⁶ Hazardous Waste Density ²⁶	噸/噸產品 Tonnes per ton of product	0.00

²⁴ 無害廢棄物重量數據覆蓋集團辦公樓、大咖國際、倉儲及雪王農業，不包括蜜雪冰城直營門店、幸運咖直營門店及國際業務中心。無害廢棄物密度數據覆蓋大咖國際，即所有生產設施。

²⁴ The weight data of non-hazardous waste covers the Group's office buildings, Daka International Food, warehousing, and Snow King Agriculture, excluding Mixue direct stores, Lucky Cup direct stores, and the International Business Centre. The density data of non-hazardous waste covers Daka International Food, i.e., all production facilities.

²⁵ 有害廢棄物主要來源於大咖國際，有害廢棄物種類包括廢液壓油、廢冷凍機油、檢測廢液、廢試劑、墨盒等。

²⁵ Hazardous waste mainly originates from Daka International Food, with types including waste hydraulic oil, waste refrigeration oil, test waste liquid, waste reagents, and toner cartridges.

²⁶ 有害廢棄物密度數據覆蓋大咖國際，即所有生產設施。2024年，大咖國際有害廢棄物密度實際為0.0000064噸/噸產品，上表所列數據為四舍五入保留兩位小數的結果。

²⁶ The density data of hazardous waste covers Daka International Food, i.e., all production facilities. In 2024, the actual density of hazardous waste from Daka International Food was 0.0000064 tonnes per ton of product, and the data listed in the table above is the result rounded to two decimal places.

附錄：香港聯交所指標索引

APPENDIX: HONG KONG STOCK EXCHANGE ESG REPORTING GUIDE INDEX

議題 Subject Areas	披露項 Disclosure Requirements	對應章節 Corresponding Section
強制披露規定 Mandatory disclosure requirements		
管治架構 Governance Structure	<p>由董事會發出的聲明，當中載有下列內容：</p> <p>A statement from the board containing the following elements:</p> <p>(i) 披露董事會對環境、社會及管治事宜的監管；</p> <p>(ii) 董事會的環境、社會及管治管理方針及策略，包括評估、優次排列及管理重要的環境、社會及管治相關事宜（包括對發行人業務的風險）的過程；及</p> <p>(iii) 董事會如何按環境、社會及管治相關目標檢討進度，並解釋它們如何與發行人業務有關連。</p> <p>(i) a disclosure of the board's oversight of ESG issues;</p> <p>(ii) the board's ESG management approach and strategy, including the process used to evaluate, prioritise and manage material ESG-related issues (including risks to the issuer's businesses); and</p> <p>(iii) how the board reviews progress made against ESG-related goals and targets with an explanation of how they relate to the issuer's businesses.</p>	<p>1. ESG管理</p> <p>1. ESG Management</p> <p>董事會聲明</p> <p>Board Statement</p> <p>ESG 管治架構</p> <p>ESG Governance Structure</p> <p>利益相關方溝通</p> <p>Stakeholder Engagement</p> <p>議題重要性評估</p> <p>Materiality Assessment</p>
匯報原則 Reporting Principles	<p>描述或解釋在編備環境、社會及管治報告時如何應用下列匯報原則：</p> <p>重要性：環境、社會及管治報告應披露：(i) 識別重要環境、社會及管治因素的過程及選擇這些因素的準則；</p> <p>(ii) 如發行人已進行持份者參與，已識別的重要持份者的描述及發行人持份者參與的過程及結果。</p> <p>量化：有關匯報排放量／能源耗用（如適用）所用的標準、方法、假設及／或計算工具的資料，以及所使用的轉換因素的來源應予披露。</p> <p>一致性：發行人應在環境、社會及管治報告中披露統計方法或關鍵績效指標的變更（如有）或任何其他影響有意義比較的相關因素。</p>	<p>關於本報告</p> <p>About the Report</p>

議題 Subject Areas	披露項 Disclosure Requirements	對應章節 Corresponding Section
匯報範圍 Reporting Boundary	<p>A description of, or an explanation on, the application of the following Reporting Principles in the preparation of the ESG report:</p> <p>Materiality: The ESG report should disclose:</p> <p>(i) the process to identify and the criteria for the selection of material ESG factors; (ii) if a stakeholder engagement is conducted, a description of significant stakeholders identified, and the process and results of the issuer's stakeholder engagement.</p> <p>Quantitative: Information on the standards, methodologies, assumptions and/or calculation tools used, and source of conversion factors used, for the reporting of emissions/energy consumption (where applicable) should be disclosed.</p> <p>Consistency: The issuer should disclose in the ESG report any changes to the methods or KPIs used, or any other relevant factors affecting a meaningful comparison.</p> <p>解釋環境、社會及管治報告的匯報範圍，及描述挑選哪些實體或業務納入環境、社會及管治報告的過程。若匯報範圍有所改變，發行人應解釋不同之處及變動原因。</p> <p>A narrative explaining the reporting boundaries of the ESG report and describing the process used to identify which entities or operations are included in the ESG report. If there is a change in the scope, the issuer should explain the difference and reason for the change.</p>	關於本報告 About the Report

議題 Subject Areas	披露項 Disclosure Requirements	對應章節 Corresponding Section
不遵守就解釋 Comply or explain		
A 環境 Environmental		
層面A1 Aspect A1	排放物 Emissions	
一般披露 General Disclosure	有關廢氣及溫室氣體排放、向水及土地的排污、有害及無害廢棄物的產生等的： (a) 政策；及 (b) 遵守對發行人有重大影響的相關法律及規例的資料。 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.	6. 綠色行動 加強環境保護 Green Initiatives: Strengthening Environmental Protection
A1.1	排放物種類及相關排放數據。 The types of emissions and respective emissions data.	6.5 廢氣、廢水排放管理 Emission Management of Exhaust Gas and Wastewater
A1.2	直接（範圍1）及能源間接（範圍2）溫室氣體排放量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算）。 Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	6.1 應對氣候變化 Climate Change Response

議題 Subject Areas	披露項 Disclosure Requirements	對應章節 Corresponding Section
A1.3	所產生有害廢棄物總量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算）。 Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	6.6 廢棄物管理 Waste Management
A1.4	所產生無害廢棄物總量（以噸計算）及（如適用）密度（如以每產量單位、每項設施計算）。 Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	6.6 廢棄物管理 Waste Management
A1.5	描述所訂立的排放量目標及為達到這些目標所採取的步驟。 Description of emission target(s) set and steps taken to achieve them.	6.1 應對氣候變化 Climate Change Response
A1.6	描述處理有害及無害廢棄物的方法，及描述所訂立的減廢目標及為達到這些目標所採取的步驟。 Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.	6.6 廢棄物管理 Waste Management
層面A2 Aspect A2	資源使用 Use of Resources	
一般披露 General Disclosure	有效使用資源（包括能源、水及其他原材料）的政策。 Policies on the efficient use of resources, including energy, water and other raw materials.	6. 綠色行動 加強環境保護 Green Initiatives: Strengthening Environmental Protection

議題 Subject Areas	披露項 Disclosure Requirements	對應章節 Corresponding Section
A2.1	按類型劃分的直接及／或間接能源（如電、氣或油）總耗量（以千個千瓦時計算）及密度（如以每產量單位、每項設施計算）。 Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility) .	6.2 能源管理 Energy Management
A2.2	總耗水量及密度（如以每產量單位、每項設施計算）。 Water consumption in total and intensity (e.g. per unit of production volume, per facility).	6.3 水資源管理 Water Resource Management
A2.3	描述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。 Description of energy use efficiency target(s) set and steps taken to achieve them.	6.2 能源管理 Energy Management
A2.4	描述求取適用水源上可有任何問題，以及所訂立的用水效益目標及為達到這些目標所採取的步驟。 Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	6.3 水資源管理 Water Resource Management
A2.5	製成品所用包裝材料的總量（以噸計算）及（如適用）每生產單位佔量。 Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	6.4 包材管理 Packaging Management
層面A3 Aspect A3	環境及天然資源 The Environment and Natural Resources	
一般披露 General Disclosure	減低發行人對環境及天然資源造成重大影響的政策。 Policies on minimising the issuer's significant impacts on the environment and natural resources.	6.2 能源管理 Energy Management

議題 Subject Areas	披露項 Disclosure Requirements	對應章節 Corresponding Section
A3.1	<p>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。</p> <p>Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.</p>	6.2 能源管理 Energy Management
層面A4 Aspect A4	氣候變化 Climate Change	
一般披露 General Disclosure	<p>識別及應對已經及可能會對發行人產生影響的重大氣候相關事宜的政策。</p> <p>Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer.</p>	6.1 應對氣候變化 Climate Change Response
A4.1	<p>描述已經及可能會對發行人產生影響的重大氣候相關事宜，及應對行動。</p> <p>Description of the significant climate-related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them.</p>	6.1 應對氣候變化 Climate Change Response
B. 社會 Social		
層面B1 Aspect B1	僱傭 Employment	
一般披露 General Disclosure	<p>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、反歧視以及其他待遇及福利的：</p> <p>(a) 政策；及</p> <p>(b) 遵守對發行人有重大影響的相關法律及規例的資料。</p>	4.1 關愛員工 Employee Care

議題 Subject Areas	披露項 Disclosure Requirements	對應章節 Corresponding Section
	<p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.</p>	
B1.1	<p>按性別、僱傭類型（如全職或兼職）、年齡組別及地區劃分的僱員總數。</p> <p>Total workforce by gender, employment type (for example, full- or part- time), age group and geographical region.</p>	4.1 關愛員工 Employee Care
B1.2	<p>按性別、年齡組別及地區劃分的僱員流失比率。</p> <p>Employee turnover rate by gender, age group and geographical region.</p>	4.1 關愛員工 Employee Care
層面B2 Aspect B2	健康與安全 Health and Safety	
一般披露 General Disclosure	<p>有關提供安全工作環境及保障僱員避免職業性危害的：</p> <p>(a)政策；及</p> <p>(b)遵守對發行人有重大影響的相關法律及規例的資料。</p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards.</p>	4.1 關愛員工 Employee Care

議題 Subject Areas	披露項 Disclosure Requirements	對應章節 Corresponding Section
B2.1	過去三年（包括匯報年度）每年因工亡故的人數及比率。 Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	4.1 關愛員工 Employee Care
B2.2	因工傷損失工作日數。 Lost days due to work injury.	4.1 關愛員工 Employee Care
B2.3	描述所採納的職業健康與安全措施，以及相關執行及監察方法。 Description of occupational health and safety measures adopted, and how they are implemented and monitored.	4.1 關愛員工 Employee Care
層面B3 Aspect B3	發展與培訓 Development and Training	
一般披露 General Disclosure	有關提升僱員履行工作職責的知識及技能的政策。描述培訓活動。 Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	4.1 關愛員工 Employee Care
B3.1	按性別及僱員類別（如高級管理層、中級管理層等）劃分的受訓僱員百分比。 The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	4.1 關愛員工 Employee Care
B3.2	按性別及僱員類別劃分，每名僱員完成受訓的平均時數。 The average training hours completed per employee by gender and employee category.	4.1 關愛員工 Employee Care

議題 Subject Areas	披露項 Disclosure Requirements	對應章節 Corresponding Section
層面B4 Aspect B4	勞工準則 Labour Standards	
一般披露 General Disclosure	有關防止童工或強制勞工的： (a)政策；及 (b)遵守對發行人有重大影響的相關法律及規例的資料。 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour.	4.1 關愛員工 Employee Care
B4.1	描述檢討招聘慣例的措施以避免童工及強制勞工。 Description of measures to review employment practices to avoid child and forced labour.	4.1 關愛員工 Employee Care
B4.2	描述在發現違規情況時消除有關情況所採取的步驟。 Description of steps taken to eliminate such practices when discovered.	4.1 關愛員工 Employee Care
層面B5 Aspect B5	供應鏈管理 Supply Chain Management	
一般披露 General Disclosure	管理供應鏈的環境及社會風險政策。 Policies on managing environmental and social risks of the supply chain.	4.3 供應商可持續發展 Supplier Sustainability
B5.1	按地區劃分的供應商數目。 Number of suppliers by geographical region.	4.3 供應商可持續發展 Supplier Sustainability

議題 Subject Areas	披露項 Disclosure Requirements	對應章節 Corresponding Section
B5.2	<p>描述有關聘用供應商的慣例，向其執行有關慣例的供應商數目，以及相關執行及監察方法。</p> <p>Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.</p>	<p>4.3 供應商可持續發展 Supplier Sustainability</p> <p>4.4 農戶利益護航 Farmer Interests Protection</p>
B5.3	<p>描述有關識別供應鏈每個環節的環境及社會風險的慣例，以及相關執行及監察方法。</p> <p>Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.</p>	<p>4.3 供應商可持續發展 Supplier Sustainability</p> <p>4.4 農戶利益護航 Farmer Interests Protection</p>
B5.4	<p>描述在揀選供應商時促使多用環保產品及服務的慣例，以及相關執行及監察方法。</p> <p>Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.</p>	<p>4.3 供應商可持續發展 Supplier Sustainability</p> <p>4.4 農戶利益護航 Farmer Interests Protection</p>
層面B6 Aspect B6	產品責任 Product Responsibility	
一般披露 General Disclosure	<p>有關所提供產品和服務的健康與安全、廣告、標籤及私隱事宜以及補救方法的：</p> <p>(a)政策；及</p> <p>(b)遵守對發行人有重大影響的相關法律及規例的資料。</p> <p>Information on:</p> <p>(a) the policies; and</p> <p>(b) compliance with relevant laws and regulations that have a significant impact on the issuer</p> <p>relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.</p>	<p>3.2 食品安全治理 Food Safety Governance</p>

議題 Subject Areas	披露項 Disclosure Requirements	對應章節 Corresponding Section
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。 Percentage of total products sold or shipped subject to recalls for safety and health reasons.	3.2 食品安全治理 Food Safety Governance
B6.2	接獲關於產品及服務的投訴數目以及應對方法。 Number of products and service related complaints received and how they are dealt with.	3.3 消費者權益 Consumer Rights
B6.3	描述與維護及保障知識產權有關的慣例。 Description of practices relating to observing and protecting intellectual property rights.	3.4 保護知識產權 Intellectual Property Protection
B6.4	描述質量檢定過程及產品回收程序。 Description of quality assurance process and recall procedures.	3.2 食品安全治理 Food Safety Governance
B6.5	描述消費者資料保障及私隱政策，以及相關執行及監察方法。 Description of consumer data protection and privacy policies, and how they are implemented and monitored.	3.5 維護信息安全 Information Security
層面B7 Aspect B7	反貪污 Anti-Corruption	
一般披露 General Disclosure	有關防止賄賂、勒索、欺詐及洗黑錢的： (a)政策；及 (b)遵守對發行人有重大影響的相關法律及規例的資料。 Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering.	2. 合規經營 遵守商業 道德 Operation Compliance and Business Ethics

議題 Subject Areas	披露項 Disclosure Requirements	對應章節 Corresponding Section
B7.1	於匯報期內對發行人或其僱員提出並已審結的貪污訴訟案件的數目及訴訟結果。 Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases.	2. 合規經營 遵守商業道德 Operation Compliance and Business Ethics
B7.2	描述防範措施及舉報程序，以及相關執行及監察方法。 Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	2. 合規經營 遵守商業道德 Operation Compliance and Business Ethics
B7.3	描述向董事及員工提供的反貪污培訓 Description of anti-corruption training provided to directors and staff.	2. 合規經營 遵守商業道德 Operation Compliance and Business Ethics
層面B8 Aspect B8	社區投資 Community Investment	
一般披露 General Disclosure	有關以社區參與來了解營運所在社區需要和確保其業務活動會考慮社區利益的政策。 Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests.	5. 公益向善 積極回饋社會 Giving Back to Society
B8.1	專注貢獻範疇（如教育、環境事宜、勞工需求、健康、文化、體育）。 Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	5. 公益向善 積極回饋社會 Giving Back to Society
B8.2	在專注範疇所動用資源（如金錢或時間）。 Resources contributed (e.g. money or time) to the focus area.	5. 公益向善 積極回饋社會 Giving Back to Society



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